

Minutes
Downtown Woodstock Business Improvement Area
Board of Management

DATE: Thursday May 14, 2020
TIME: 8:00 AM
LOCATION: Zoom Call (Virtual Meeting)
PRESENT: Judith Fleming, T.J. McNamara, Councillor Ron Fraser, Melanie Burns, Ryan Shelton, Fadel Zabian, Dalton Beseau
REGRETS: Steve McGregor, Adam Shaw, Philippe Lehner, Mark Ellis, Virginia Armstrong (Manager)
GUEST(S): Tim Smith (Cycles of Life) and Mayor Trevor Birtch
RECORDING: Dalton Beseau, Events and Marketing Coordinator

1. CALL TO ORDER

Meeting opened at 8:06 AM

2. ADOPTION OF AGENDA

The board put forth the following motion to amend the current agenda to add the audited financial statements from 2019 to “financials”.

MOTION

Moved: R. Fraser

Seconded: T.J. McNamara

AND RESOLVED THAT THE amendment be added to the current agenda.

“Carried”

The board put forth the following motion to accept the revised agenda.

MOTION

Moved: R. Fraser

Seconded: M. Burns

AND RESOLVED THAT THE amended agenda for May 14, 2020 be accepted as presented.

“Carried”

3. CONFLICT OF INTEREST

There are no conflicts of interest

4. ADOPTION OF MINUTES – From Regular Board Meeting (Thursday April 9, 2020)

MOTION

Moved: T.J. McNamara

Seconded: R. Fraser

AND RESOLVED THAT THE minutes from the April 9, 2020 BIA Board of Management Meeting be accepted as presented.

“Carried”

5. DELEGATIONS – Tim Smith (Cycles of Life) and Mayor Trevor Birtch

Tim Smith (Cycles of Life):

Tim Smith (Cycles of Life) has created an outreach table in Downtown Woodstock which operates on Sunday's, Monday's and Thursday's. He would like to work with Rotary and Women's Employment Resource Centre to have a BBQ in Downtown Woodstock on Saturday and Sunday on the Main Street in front of WERC. Approximately 40-50 people would be fed, and he is seeking approval from the board. The board expressed concerns about the table and BBQ's location on the main street due to some of the transient issues in the Downtown core. Other options were discussed to host this BBQ such as in Museum Square or Victoria Park. For the board to further examine this proposal, the board expressed the need for further information such as specific dates, alternative locations and whether a permit would be required for the sale and distribution of food. The board expressed a willingness to support the table and BBQ overall but agreed that there should be an alternate location – not the main street.

Mayor Trevor Birtch:

Mayor Trevor Birtch asked the board to consider revising the draft budget. The 2020 draft budget had a modest increase from 2019 and with various events and conferences being cancelled as a result of COVID-19, the mayor asked the board to consider revising the budget to reflect those changes. While the board expressed the desire to hold onto the additional funds for later projects and initiatives, the mayor noted that re-examination of the BIA budget would provide sufficient funds for future promotions and initiatives to support Downtown businesses. This re-examination could also reduce the annual levy which would provide tax relief to downtown businesses.

7. BOARD RESIGNATIONS

Cheryl-Anne Lovie and Katherine deBoer resigned from their positions on the BIA Board of Management. The board put forth the following resolution to accept the resignation letters of Cheryl-Anne Lovie and Katherine deBoer. The board also offered their thanks to Cheryl-Anne and Katherine for their time on the board.

MOTION

Moved: R. Fraser

Seconded: M. Burns

AND RESOLVED THAT the resignation letters from Cheryl-Anne Lovie and Katherine deBoer be accepted as presented.

“Carried”

7. CHAIRPERSON’S REPORT

No current report or updates.

8. MANAGER’S REPORT – Virginia Armstrong (reported by Dalton)

PROMOTIONS/EVENTS

a) Farmer’s Market 2020

- The Downtown Farmers Market is complying with the City of Woodstock park usage guidelines. The Market is also waiting for additional direction from the province regarding the provision of

proper PPE equipment and control of patrons entering and exiting the market. We are hopeful we can open the market at a later date.

- b) Incentive cards are no longer in use. The BIA is no longer creating and distributing such cards.
 - The social media campaign committee has been formed. The committee is working diligently to communicate with members in order to support their needs during COVID-19. The committee was created a contest which will be starting officially June 3rd to encourage people to shop Downtown Woodstock.

BEAUTIFICATIONS

- a) Core Beat Officer's Report
 - There are no current updates to be reported.
- b) Crosswalk Painting Project
 - Katherine deBoer has committed to completing this project for the downtown despite her resignation from the board.
- c) Downtown RENEW - Strategic Plan
 - The strategic plan for Downtown Woodstock has been held-off until Fall due to Covid-19.
- d) Beautification Committee
 - There are no current updates to be reported.

9. SUMMER JOB PLACEMENT GRANT 2020

The Board put forth the following motion to hire Dalton Beseau as a summer student for the summer of 2020.

MOTION

Moved: R. Fraser

Seconded: T.J. McNamara

AND RESOLVED THAT Dalton Beseau be hired under the Summer Job Program as presented.

“Carried”

10. FINANCIAL STATEMENTS – Treasurer, Adam Shaw

MOTION

Moved: T.J. McNamara

Seconded: M. Burns

AND RESOLVED THAT the audited financial statements from 2019 be accepted as presented.

“Carried”

11: DRAFT BUDGET FOR COUNCIL APPROVAL

Upon Mayor Birtch’s comments to the Board regarding the 2020 draft budget, the board discussed reducing the levy to help Downtown Businesses impacted by COVID-19. It was discussed that if the Board reduced the budget by approximately 1.25% (\$30,000-\$35,000), the planned social worker for Downtown would no longer be a priority for the BIA for the 2020 year. This was a responsible compromise in order to support our businesses.

MOTION

Moved: T.J. McNamara

Second: R. Shelton

AND RESOLVED THAT the 2020 BIA draft operating budget be reduced by \$30,000-\$35,000.

“Carried”

12. COMMITTEE REPORTS: CIP

Nothing to report.

13. NEW BUSINESS - New BIA Board of Management Appointees

The BIA Board of Management has accepted the application of Fadel Zabian, a local business owner, in the BIA District and moves that Fadel Zabian be appointed to the Woodstock Business Improvement Area Board of Directors.

MOTION

Moved: T.J. McNamara

Second: M. Burns

AND RESOLVED THAT Fadel Zabian be appointed to the Downtown Woodstock Board of Management Board of Directors.

“Carried”

14. OUTSTANDING

a) Office Relocation

a. Not currently moving forward with office relocation due to COVID-19

b) FICE

a. No updates

c) AGM 2020

a. September may be a potential date for the AGM. The AGM, when held, may be done either physically or virtually.

15. ADJOURNMENT

Motion to Adjourn

Moved: R. Fraser

Seconded: M. Burns

“Carried”

The BIA Board of Management Meeting was adjourned at 10:00am

Next Meeting: Thursday June 11th (Zoom Call – Virtual Meeting) @ 9:00am