

Minutes  
Downtown Woodstock Business Improvement Area  
Board of Management

**DATE:** Thursday July 9th, 2020  
**TIME:** 10:00 AM  
**LOCATION:** Zoom Call (Virtual Meeting)  
**PRESENT:** Judith Fleming, Councillor Ron Fraser, Melanie Burns,  
Fadel Zabian, Phillippe Lehner, T.J. McNamara, Mark Ellis,  
Dalton Beseau (Administrative Assistant)  
**REGRETS:** Steve McGregor, Virginia Armstrong (Manager)  
**ABSENT:** Ryan Shelton, Adam Shaw  
**RECORDING:** Dalton Beseau, Administrative Assistant

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**1. CALL TO ORDER**

Meeting opened at 10:05AM.

**2. ADOPTION OF AGENDA**

**MOTION**

**Moved:** M. Burns

**Seconded:** P. Lehner

**AND RESOLVED THAT THE** agenda for July 9, 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 June 11, 2020)**

**MOTION**

**Moved:** M. Burns

**Seconded:** F. Zabian

**AND RESOLVED THAT THE** minutes from the June 11, 2020 BIA Board of Management Meeting be accepted as presented.

**“Carried”**

## **5. DELEGATIONS – No Delegations**

## **6. CHAIRPERSON’S REPORT – Judith Fleming**

During the last month I have been working closely with Dalton through Zoom meetings, texting, Facetime calls and going into the office a couple of times.

We have been working on a list of jobs that are required to be completed. Updating the Newsletter email list, updating the BIA Website and doing many of the BIA office manager’s jobs. We continue to sign off on all the BIA Invoices and submitting them to the city for payment. We have been working many hours trying to keep up on the items we have deemed important. I now have access to Facebook to reply and post. I continue to answer emails from our BIA membership and the community. I continue to join in on the OBIAA calls most weeks, finding them highly informative. I was able to join in on the last few calls with Farmers' Markets Ontario Sustain Ontario.

### **A) Virginia**

It’s been approximately two months since Virginia had a heart attack. Virginia is off until further notice under doctor’s care. Virginia has been in touch with both Dalton and I occasionally. I do think as the Board of Directors, we may need to review Virginia’s contract, to ensure she has continued coverage for her sick leave.

- According to City’s extended Health care Coverage. Short-term disability is not yet available. We continue to pay Virginia’s wages. Once Long-Term Disability coverage begins, after 17 weeks, this will cover her in place of her regular wage.
- The BIA Board will need to create an action plan, get information from the City’s HR department in regard to acquire doctor’s notes during the time for which Virginia is off; information on expected date of return

- We may have to look at hiring someone on a short-term contract to maintain the administrative duties of the BIA office and district

## **MOTION**

**Moved:** M. Burns

**Second:** T.J. McNamara

**AND RESOLVED THAT** the BIA Board of Management gather further information regarding doctor's notes from Human Resources and gather further information to develop an action plan as to whether we hire someone on a short-term contract or allow Virginia to work from home.

**"Carried"**

**B)** Thank you to the **Social Media Committee!** Melanie, Fadel, Dalton and BIA Member Garrett! They have been putting many hours of planning into the **#OurDowntownWoodstock** promotion. Ramona from Small Business Centre will join the committee. As Board Members I encourage you to share the BIA Promotion on YOUR Facebook pages and Instagram! The more we share, the more people we engage!

### **C) Farmers' Market/AGM September 2020**

- a. AGM date set for September 30<sup>th</sup>. We have sent "save the date" cards to local businesses and will also include this information in the newsletter and share on social media. Ultimately, if we open to phase 3, we could have a face-to-face AGM in September. We can discuss and determine this in August.
- b. In terms of the Farmer's Market, we have reached out to our vendor list and received various responses (some will return, and some will not). Our goal is to return to market in late July or mid-August (but will depend on level of engagement from our vendors and downtown businesses). We will need to vote at the next meeting as to whether the market will commence or whether it will be cancelled

## **D) Community Futures Stimulus Project**

After some guidance and a few calls with Lindsay from Community Futures, we were able to submit our proposal for the Stimulus Funding for up to \$25,000.00. We had approximately 8 letters from the BIA membership supporting all the projects we were suggesting! Fadel spent many hours writing the proposal with contribution from myself, Melanie and Dalton! It was a lot of work in a short period of time!

Thank you Fadel, Melanie and Dalton! One of the points were to hire a PT person for the Farmer's Market to assist, we will be able to acquire some volunteers for the market also. We should know our status regarding grant approval very soon.

## **E) Meeting with Brad Janssen and Ann Ash – closure of streets in August**

- a. Discussed that at Council meeting a will be put forward request a blanket for allowing the BIA, with the city's assistance, to close Wellington and Light on a rotating basis (i.e. one weekend in August, September, October, etc.). We will be sending a letter out to membership and we would like to receive feedback on the proposed closures.
- b. Vendors/businesses outside the proposed area could potentially move into the block between Wellington and Light (but staffing, product, etc. could be challenging).
- c. This proposal may leave some businesses out, which could cause a bit of conflict as many businesses are open outside of the proposed boundaries. Thus, we need the BOM Board to support the opinion that we cannot leave businesses out of the BIA street closure plan.

## **BEAUTIFICATIONS**

### **a) Core Beat Officer's Report**

- I have not heard from the downtown dedicated police officers. However, I have been sending photos to the downtown core beat officer's regarding some of the issues happening in the downtown.
- I have been in contact with Board of Health to follow-up with those distributing free food in the downtown as it is with the

understanding that these individuals need to follow the proper protocols for handing out food as well as social distancing.

- Maybe the role of the BIA is to regularly reach out to the officer's and Board of Health to ensure that proper protocols are being followed and are in place.

b) Downtown RENEW - Strategic Plan

- This plan is being brought to and presented at Council (document will be forwarded to the BIA BOM for review).

c) Beautification Committee

- There are no current updates to be reported.

## **MOTION**

**Moved:** F. Zabian

**Seconded:** P. Lehner

**AND RESOLVED THAT THE** Chairperson's Report be accepted as presented.

**"Carried"**

## **7. Administrative Assistant's Report – Dalton Beseau**

### **PROMOTIONS/EVENTS**

a) Social Media Campaign Committee

- The campaign has been going very well. Our engagement continues to grow with time. We have had two draws and winners so far and they are extremely excited about their prizes. Businesses are also excited because it will mean additional monies coming into their businesses.

b) Heart FM – Co-op Advertisements

- We have been in communication with Downtown Lindsey regarding Co-op advertising. We would need interested businesses who for a reduced cost, would share advertising space with the BIA. While I have not yet investigated the associated costs or whether Heart FM would

offer such a program, this is something that will be looked into in the coming weeks.

c) Sidewalk Chalk Promotional Project

- This project allows businesses to get outside and create a chalk-art piece to be displayed on social media. This is an easy way for businesses to help brighten up the downtown core while displaying that they are open and what their hours may be. We have already had some engagement and will likely have more as more chalk bags are distributed downtown.

d) Patio's on Parking Spot's

- Woodstock City Council voted to allow existing downtown eating establishments or coffee shops the ability to extend their patios into on-street parking spaces fronting the establishment and off-street parking spaces (parking lots) for a period not exceeding 5 months. Additionally, they also voted to waive the licence and application fee for the 2020 year. We will need to send this information out to the members with the applicable application. We will also need to follow-up with the City and AGCO to inquire about regulations for liquor licencing.
- Specifically, for liquor, restaurants do not need direct approval from the AGCO to have liquor served on their extended patios. Instead, they can simply apply through the City of Woodstock and receive references from various City of Woodstock departments.

**MOTION**

**Moved:** R. Fraser

**Second:** M. Ellis

**AND RESOLVED THAT** the Administrative Assistant's report be approved as presented.

**"Carried"**

## **8. FINANCIAL STATEMENTS – Treasurer, Adam Shaw**

- We will need a COVID-19 budget line. This is something we will need to discuss later. We have not had any updated statements since May but once we have updated statements, we will investigate adding this into the budget.

## **9. COMMITTEE REPORTS: CIP**

Nothing to report.

## **10. NEW BUSINESS**

- The BIA Board of Management expressed interest in adding additions to the “new business” of the July 9<sup>th</sup> Board of Management Meeting.  
Additions: d) The Big Spend e) Summer Student

### **MOTION**

**Moved:** M. Burns

**Second:** T.J. McNamara

**AND RESOLVED THAT** the BIA Board of Management accept additions to the section titled, “new business”. Additions: d) The Big Spend e) Summer Student

**“Carried”**

- a) Appointment of Judith Fleming as Chair of the BIA Board of Management
  - Judith Fleming has been acting Chair since the resignation of Cheryl-Ann Lovie as Chair. She has put her name forward and approached the Board about nominating and accepting her as “Chair” for the remainder of the term.

### **MOTION**

**Moved:** F. Zabian

**Second:** M. Burns

**AND RESOLVED THAT** Judith Fleming be nominated and accepted as Chair of the BIA for the remainder of the 2023 term.

**“Carried”**

b) Discussion of Appointment for Vice-Chair of the BIA Board of Management

- Steve McGregor has put his name forward as Vice-Chair of the BIA Board of Management.
- J. Fleming expressed the need to nominate someone with experience (preferably 1 year) on the BIA Board of Management to the position of Vice-Chair
- F. Zabian expressed his belief that this was unfair as everyone should be vote and be given a fair chance regarding of time served on the board. The BIA's guidelines for service should be clearer. We need to examine the current By-Laws to ensure there is no ambiguity.

**MOTION**

**Moved:** M. Ellis

**Second:** P. Lehner

**AND RESOLVED THAT** Steve McGregor be nominated and accepted as Vice-Chair of the BIA Board of Management.

**“Carried” with one abstention (F. Zabian)**

c) Review of the Board Protocols and Legislation

- Virginia has been working on BIA Manuals for the Board of Directors which still need to be completed. Legislation and the mandate of the Board will be included in the manuals.
- We need to establish proper protocols for performing jobs and speaking to individuals in the public.
- We need to become a Working Board.
- Create committees to continue the work of the Business Improvement Area

d) The Big Spend

- The Chamber of Commerce is promoting shop local, buy local campaign (one day on July 25th). The BIA was signed up via. online link for posters, FB posts, etc. We will help promote this large social media campaign across Canada.



e) Summer Student Application

- The BIA would like to hire a part-time person for beautifications for the summer. T.J. McNamara will send out information out to his contacts to potentially hire someone for the summer. T. J. McNamara will send a job description for the beautification assistant.

**11. OUTSTANDING**

a) Office Relocation

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

b) FICE

- No updates

**12. ADJOURNMENT**

**Motion to Adjourn**

**Moved:** R. Fraser

**Seconded:** M. Ellis

**“Carried”**

The BIA Board of Management Meeting was adjourned at 11:35am

**Next Meeting:** Thursday August 6<sup>th</sup> @ 9:15am at Crabby Joe’s Woodstock or if not comfortable can join Zoom Call – Virtual Meeting start at 9:30am