



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING ~ VIA ZOOM
WEDNESDAY APRIL 7, 2021**

Present: S. Bell, L. Bouchard-Bain, M. Eade, B. Glazier, R. Martin, S. Peachey (joined 9:05am), P. Skoretz, A. Ucar, E. Vine, , B. Wodhams and Councillor Lisa Kearns
Staff: L. Birmingham, B. Dean and S. Statham
Regrets: D. Walker and J. Wilkins
Guests: R. Catherall – Special Business Areas Coordinator – City of Burlington
J. Jones – Membership Services – BDBA

Meeting Chaired by B. Wodhams

1. Call to Order 8:00 am by Mark Eade

M. Eade passed the gavel to B. Wodhams as incoming Chair of the BDBA. Bill thanked Mark Eade for his several years as Chair of the Board of Directors. Mark will continue as Past Chair for the organization.

B. Dean announced that this would be the final meeting for Robert Martin, long-time Director of the BDBA and thanked him for his many years of service. A gift was presented to R. Martin. Robert Martin took the time to thank the Board for his pleasurable time spent with Board and staff over the years. R. Martin will be retiring from Martin & Hillyer in the near future.

2. No declarations of interest declared.

3. Approval of Past Minutes: March 3, 2021

Motion by: B. Wodhams Second by: S. Bell
"To approve the minutes of Wednesday March 3, 2021 as presented."
Motion Carried

4. Councillor and Small Business Report – Councillor Kearns and R. Catherall
- The City's Capital budget was approved at the January 19, 2021 meeting.

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- The City of Burlington has created an internal City COVID-19 Vaccine Coordination Taskforce made up of City staff & staff from the Mayor's Office as a proactive measure should the City be called upon to provide its own facilities for vaccine distribution.
- On Jan. 11, 2021, Burlington City Council unanimously approved a resolution calling for the Provincial and Federal government to make changes to extend and expand funding for the Digital Main Street program to support local business.
- Mask bylaw extended for administrative purposes to December 2021
- OP Next Steps: MTSA/UGC - The Region has been working with the City to reconsider the Major Transit Station Area designation and to examine options to adjust the Urban Growth Centre boundary to generally align with lands around the GO station.
- The ICBL (Interim Control By-Law) remains in place.
- January 19: LPAT held the first Case Management Conference (CMC) regarding the appeals to OPA 119 and ZBL 2020.418, the instruments arising out of the ICBL study of the downtown and lands around the Burlington GO station. Next CMC in this matter is set for April 26, 2021
- Residents parking in a municipal lot or street parking spot in downtown Burlington will get an extra 90 Minutes of free parking added to the time they pay for parking. This program will run until April 20, 2021.
Full report is added to Trello for your reference. (April 2021)

Robert Catherall – SBAC Report

Patio Program: The City is proceeding with outdoor patio applications and has received 2 additional applications more than last year. The outdoor license is valid until October 31, 2021

- An amendment to the 90-minute free parking program sees it extending until the of Labour Day weekend.
- The Province of Ontario has prohibited outdoor dining at restaurants during the province-wide shut down. During this time, the City will continue to process temporary patio applications.
- Councillor Kearns will be creating a summer Ambassador Program that will see students handing out post-card with 5 things you need to know about parking downtown.

Discussion regarding better parking signage. The big "Green P". We have no such signage downtown as in other municipalities and the BDBA would like to see them installed. Councillor Kearns will table a motion to Transportation Services with the support of the BDBA regarding putting pressure on procurement to fix the parking signs.

5. Beautification Update: L. Birmingham

- Holiday Lighting: We have 210 decorative displays we install each year from mid-November until mid-January. This is referred to in the budget under the RIMS program. This means Remove, Install, Maintain and Store.

- Banner Program: This program was started about 4 years ago and is displayed from Victoria Avenue to Ghent Avenue. We typically have two designs installed per year. Look for the new banners!
- Hanging Basket Program: We have over 240 hanging baskets throughout the downtown. This program begins the early June until early October.
- Included are planters on Martha Street that receive seasonal flowers as they do not have poles that support brackets. As well, we put winter hanging baskets along Old Lakeshore Road as there is no hydro in the poles in that area.
- The Street Lighting Program are the small white lights in the trees (Mostly Brant with some on Lakeshore Road and other small pockets – hydro main issue for expansion)
- Gateways. Downtown has installed two major gateways. One on Lakeshore Road at Torrance and the other at Victoria and Brant. We work with the City on ground maintenance for this program.
- Elgin Promenade. The BDBA had an agreement with the City of Burlington for Burlington Downtown to invest \$50,000 toward the Elgin Promenade. We have been consulted with and contributed to the four phases of this project from the beginning. We have contributed with several hanging baskets and garden areas throughout the promenade, which we continue to maintain.
- Infrastructure Programs: We keep funds in the street furniture budget for additional benches downtown.
As well there is a long-term Capital savings program for new holiday lighting. The poles will be replaced in the future. The BDBA has had these displays for at least 15 years.

6. **Events at-a-Glance**

S. Statham touched on the following:

- Communications Strategy, Blogs and Social Media
- CH Morning Live with Spring Ideas of: New Businesses, Spring Fashion, Outdoor Living & Décor and Spring Outdoor Cleanup
- New BDBA Website
- General Marketing & Advertising
- Events include: Fit in the Core / Eat Burlington / #DTBurlbox
Other events such as Treats in Our Streets and Candlelit Stroll TBA
- Downtown Mural concept.

** Please refer to Trello April 2021 file for full detailed report.

Councillor Kearns: Summer Events

- Councillor Kearns mentioned Spencer Smith Park was overused last year and she currently has a direct line to by-law and police to contact for over-crowding.
- There will be new washrooms provided at the east end of SSP as the ones in the park now were placed in the wrong area.

- Councillor Kearns encouraged the Board to start thinking about no-car weekends downtown from Canada Day to Labour Day, an 8-week period. The businesses will need to get on-board with this idea and learn how to do business from inside to outside. Councillor Kearns will be communicating through Brian on this project.

Brian: Winter Market

- A European-style Winter Market is being organized for the 2021-2022 season. Although the BDBA has no direct financial contribution to this program, we will be represented at the Winter Market Board of Directors through the efforts of Bill Wodhams and Brian Dean
- ** Please refer to Trello April 2021 file for full presentation.

7. Team Burlington – BERN Update: Item Deferred

8. New Business

- The Board was reminded of the Anti-Racism 101 Session on April 20, 2021:
Understanding Unconscious Bias

**9. Next Meeting: Wednesday May 5, 2021 8:00 am
VIA ZOOM**

10. Adjournment 10:00 am