



BURLINGTON DOWNTOWN

**Board of Management Meeting  
DRAFT Meeting Minutes**

**Wednesday, April 1st, 2026**

**8:00 – 10:00 a.m.**

**414 Locust Street, 2<sup>nd</sup> Floor BOARDROOM**

**Chair: Liza Bouchard-Bain**

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## **Attendance**

**Present: E. Vine, K. Nadhearny, J. Folch, B. Glazier, S. Bell, L. Bouchard-Bain, D. Kuchma, N. Gardner, J. Folch, L. Kearns,**

**Regrets:**

**Staff in Attendance: B. Dean, A. Policicchio, J. Jones**

**Guests: H. Laplante**

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## **1. Call to Order**

**Time called: 8:01**

**Quorum confirmed by: Brian Dean**

**Guests introduced: Heather Laplante**

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## **2. Declarations of Conflict of Interest: none**

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## **3. Guest Presentation**

**BDBA Audited Financial Statements 2025**



## BURLINGTON DOWNTOWN

Guest: Heather LaPlante, CPA, Manager Audit and Assurance, Deloitte

Presenter: Stephen Bell, Treasurer

### **Discussion Notes:**

- Audit went smoothly
- No new risks – fraud risk is standard
- Clean audit opinion will be provided
- Two outstanding matters and next steps
  - Board to approve audited financial statements for fiscal 2025 as presented by Deloitte
  - Board to Direct Executive Director to send to Deloitte: Management Letter of Confirmation
- No questions for Heather – signed letter expected by end of day.

Motion to proceed with Treasurer Report: Lisa

Second: Julie

- Only change regarding employee contract

### **Motion:**

Approve the draft financial statements for fiscal 2025 as presented and direct the Executive Director to complete a Management Letter to Deloitte confirming the Board's approval.

First: Barry

Second: Elliot

**Motion:** APPROVED

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## **Treasurer's Report**

Notes sent via email.

**Discussion Notes:** none

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## **4. Approval of Minutes**

**Board Meeting:** Wednesday, February 4, 2026



## BURLINGTON DOWNTOWN

**Motion:**

Approve the minutes of Wednesday, February 4, 2026, as presented.

First: Lisa

Seconder: Stephen

**Motion:** APPROVED

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### 5. Letter of Resignation: Stefanie Peachey

**Discussion Notes:** none

**Motion:**

Approve the resignation of Director Stefanie Peachey effective April 1, 2026.

Direct the Executive Director to execute correspondence to the City of Burlington Clerk's Department for preparation of a staff report to City Council.

First: Stephen

Seconder: Lisa

**Motion:** APPROVED

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### 6. Executive Succession Plan Amendment

**Discussion Notes:**

**Motion:**

Approve the following amendment to BDBA's By-Laws and Operating Policy 2026:

The BDBA Board of Directors confirms the following individuals to the positions Chair, Vice-Chair and Treasurer respectively, with terms commencing March 4, 2026:

Chair: Liza Bouchard-Bain

Vice-Chair: Thomas Wright

Treasurer (Interim): Stephen Bell

First: Barry

Seconder: Elliot

**Motion:** APPROVED



## BURLINGTON DOWNTOWN

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### **7. Policy: Use of Corporate Resources for Conferences, Travel and Hospitality**

#### **Discussion Notes:**

- Board approved a new Use of Corporate Resources for Conferences, Travel and Hospitality.
- Bringing this back because of changes that came to light
- CRA made change to mileage on January 1<sup>st</sup>
- Policy has been in effect for a year
- In comparison with other BIA's there were some deficiencies
- Copies of updated policy read aloud
- Presented mileage adjustment – CRA as of January 2026 -\$0.73 per
- Air travel – economy class only, accommodation covered when necessary
- Rail/bus – reasonable seat selection
- Taxi/rideshare/local transport – now included
- Economy or road class car rental only
- Accommodation – only reimbursable when a conference location reasonably warrants an overnight stay
- Single occupancy, standard room, accessible rooms covered when required
- Presented meal allowance – up to \$100 per day
- Overview of expenses not eligible for reimbursement
- Overview of receipt submission rules
- Change of meal allowance from daily stipend, on a per diem basis, for food and hospitality.
- Moving towards a daily amount for meal allowance
- Clarification for travel limitations related to accommodation – driving over an hour/greater than 100 km from BDBA office, food allowance should be as well – request for a clause to be added for clarity
- Question about budget – costs are predicted based on agreed conference attendance

#### **Motion:**

Approve the BDBA Use of Corporate Resources for Conferences, Travel and Hospitality Policy as amended by the Board of Directors. Clause added regarding food allowance.

First: Elliot

Secunder: Stephen

**Motion:** APPROVED



## BURLINGTON DOWNTOWN

### 8. Marketing and Placemaking Quarterly Report

Received and filed – Allison

- Digital Engagement & Content Specialist – Jesse McKay
- Link to training binder provided
- Spring Activity Passes
  - Feet to the Street: Explorer Pass
  - Redemption Tour
  - Know on the Go!
  - Leading with Art: Burlington Waterfront Sculpture Pass
- Transform 2035: second year health check
  - Master plan development – partners listed
- Introduction of Pilot projects
  - Inventory of public spaces, infrastructure and areas in need of improvement
- Finalization of Strategic Partnerships
- Grant application Selections
  - Grant review and application (grants listed)
- Gift card program recap
  - Program sales of \$10,720
  - Program costs: \$1,849
  - Total Program Redemptions \$25,485
  - Total redemptions in 2026: 533
  - Total Program ROI from 2022 – 2026: 31.64%
- Green Lanyard Project
  - Aldershot has adopted it as of 2026
  - The Checkered Eye Project
  - Yellow Umbrella Driving School partnership
- Chairs
  - Expanding project by another 20 chairs – half adult/half mini
  - Overview of success and goals
- Question about lighting baskets and whether that was resolved
- Hanging baskets will be hung this spring
- Question about Jesse social media work
  - Is the social media page going to get cleaned up?
  - She is taking what they have and cleaning it up
  - Full time focus will be the passport program with social media as secondary
  - Focus will be on meaningful content and stories
  - In depth social media discussion about engagement and algorithms



## BURLINGTON DOWNTOWN

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### 9. Membership Services Quarterly Report

Received and filed.

#### Discussion Notes:

- Focus 2028 Strategic Pillar: Strategic Member Engagement overview
    - Succession planning, board recruitment, board applicant onboarding
    - Provided hands-on-boarding and business navigation support
    - Bi-weekly member e-newsletters – open rates exceeding 45%
  - Partnered with Aldershot Village BIA to deliver a practical AI workshop
  - AGM overview
    - Agreement with evening AGM format being positive and preferred
    - Multiple community partners, BIA members, and media attended
  - Organizational effectiveness and governance
    - Board member engagement and planning
  - Organizational stakeholders
    - Identify and strengthen partnerships
  - Discussion about tourism Burlington and their role in supporting BDBA members
    - Focus more on BDBA doing the historical work that would have been done with Tourism
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### 10. Parking Advocacy

#### Discussion Notes:

#### Motion:

The Burlington Downtown Business Association supports the staff direction to report back by Q3 2026 with a financial analysis and options for delivering additional structured parking supply east of Brant Street.

The BDBA Board further supports the undertaking of a feasibility study to assess the viability of a structured parking facility east of Brant Street through the 2027 budget process.



## BURLINGTON DOWNTOWN

First: Julie

Seconder: Stephen

**Motion:** APPROVED

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### 11. New Business

**Discussion Note:**

- Executive Director distributed OBIAA Election Kit for Directors and staff to review. The next BDBA Board meeting will include a review of our Use of Corporate Resources During an Election policy
  - Executive Director announced that BDBA and Aldershot BIA made a successful bid to OBIAA to host a professional development day in Burlington: September 29th. Over 50 delegates from Ontario BIAs are expected to attend, hosted at Waterfront Hotel, BDBA is seeking offset funding from BEDT to support the event
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### 12. Adjournment and Next Meeting

**Time of adjournment:** 10:02 a.m.

**Next meeting:** Wednesday, May 13, 2026

#### Governance Board Health Check

Board sets the “what and why”  
Staff determines the “how”