



BURLINGTON DOWNTOWN

Board of Management Meeting Meeting Minutes

Wednesday April 9th, 2025

8:00 – 10:30 a.m.

414 Locust Street, 2nd Floor BOARDROOM

Present: S. Peachey, D. Kuchma, L. Bouchard-Bain, D. Gray, B. Wodhams, E. Vine, N. Gardner, J. Folch, S. Bell

Regrets: L. Kearns, B. Glazier

Staff: B. Dean, J. Jones (Whiting & Holmes), A. Policicchio

Guests: S. McQuade

Meeting Chaired by Liza Bouchard-Bain

1. Call to Order 8:00 a.m.
2. Declarations of Conflict of Interest – None
3. Approval of Board minutes: Wednesday February 5th, 2025

Motion to “approve the minutes of the Wednesday February 5th, 2025, Board meeting as presented”

MOTION: Elliot
SECONDER: Bill

Any comments or amendments: None

MOTION CARRIES

4. Transform 2035: A Decade of Placemaking and Beautification – Alison Policicchio presents

- 10-year plan for revitalization of Burlington Downtown
- 4 key principles
 - Portfolio reform
 - Placemaking & Beautification
 - Guiding principles – structuring change
 - Strategic implementation



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- Portfolio Reform
 - Handling contracts
 - Building relationships
 - Fiscal responsibility
 - Sustainability
 - Implement greener footprint
- Vision statement
 - Creation of safe, inviting and aesthetically pleasing public spaces
 - ecologically and economically friendly initiatives
 - Community wide inclusivity:
- Guiding principals
 - Eco/Enviro sustainability
 - Engagement and inclusivity
 - Aesthetic Excellence and Identity
 - Safety and functionality
- Year by year strategic Implementation
 - Foundation and community engagement
 - Upgrades and scaling
 - Strat planning and pilot projects
 - Accessibility affirmations
 - Iconic projects and innovation
 - Refinement and long-term planning
- Working with Mallord Farm – decreasing flower budget. Adding art installations. Decided upon circular swooshes from logo. Meets City safety criteria. Wind resistance friendly. Installed year round with option to add additional colour/flowers/décor.
- Contract deal: annual
- Working with neurodivergent – OCD/ADHD/Autism/Anxiety – lower lighting, less noise. Incorporated into events – sensory tent/quiet zone

5. Membership Engagement Updates – Jaclyn Jones presents

- Secured final sponsorship for bypass
- 6 Movies by the lake sponsorships
- Movies
 - Batman (*pending)
 - Princess Bride
 - Speed
 - Ferris Bueller Day Off
 - The Wedding Singer
 - School of Rock
 - Big



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- Gift Card update
 - Working with Mid-Term Rental Properties
 - Putting together welcome to Burlington Gift Baskets
 - Cost share to provide \$100 gift cards to downtown Burlington, cost share project, not incentivization
 - Contract from April – Dec 2025
- Business Mix
 - June 5th – 5 – 7 (*to be confirmed)
 - BPAC – including outdoor plaza space
- Business Mix feedback from last event
 - Positive overall
 - Helped secure a movies by the lake sponsor
 - Having the Police partners was a positive
- BM Attendance – many attendees cancel or don't show. Attendance is still good. Businesses can invite team members. Goal to increase numbers.

6. Next Steps: Board Selection criteria – Brian Dean presents

- Asking to confirm a list of criteria to assess the fitness of future applicants to the Board of Directors. We expect, after a thorough orientation, that we will have potential Board Directors join our meeting of Wednesday June 4th.
- Determine the qualities we are seeking in a new Board Director to help us vet the best candidate.
- Biran provides overview
 - Board to appoint an individual to fill the director vacancy
 - Seek 2 new Directors to start terms in Spring 2026
 - Improve succession and add roles to Executive
- Active Board Recruitment
 - Call for nominations
 - Board orientation workshop
 - Accept applications
 - Applicants invited to future board meetings
- May be limited interest: continue with current board. Consider new calls. Promote exec from within, consider extending terms
- High interest: more applicants than seats available.
- Medium interest: 1 or 2 applicants – Board interviews appointing both or neither.
- Environmental Scan – specific skills/assets (leadership, strategic thinking/financial)
- Director Profile example presented
- Board composition and diversity – representation/skills-based
- OBIAA profile – Geographic, gender balance, diversity,



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Criteria to guide the board in selecting the next generation of directors.

- Retail representation needed
- Diversity needed
- Some new businesses need time before committing to participating
- Board members with other board experience or community groups
- Experience with strategy and critical thinking, emotional intelligence
- Weight criteria so the numbers will help with decision making
- Mornings might be challenging for some members
- There is flexibility for next year's calendar
- Expectations need to be clear for potential members – values, commitment

Action: Executive Director to work with Strategic Planner, Shelley McQuade to present to Board draft nomination criteria at the May 7th meeting

7. Strategic Plan: Board Governance Implementation presentation by S. McQuade

- OARR's – Objective, Agenda, Rules, Roles
- Objective – deepen Board governance Knowledge and build alignment and engagement
- Presentation about growth process and individual experience and beliefs driving emotional state
- Important to consider underlying belief/experience you must be aware of biases
- 10 traits of a groundbreaking board
 - Make bigger impact
 - Being change agents
 - Shift from reactive to proactive
 - Deeper engagement and participation
 - Willingness to hold the individual and each other accountable
 - Alignment to board protocol
- Discussion around boards rating of 10 Traits of Groundbreaking Board
- Issues and ideas presented with action items
 - Board performance reviews – rating self and board overall
 - Criteria needed for board member search
 - Strategy
 - BIA mandate – elevator pitch education to align messaging
- Discussion around high/low priority and high/low resources
- Discussion around the importance of performance reviews
- Next session – Tuesday, April 22nd
 - Helpful to have staff when considering certain strategies
 - If members haven't responded to attending session, please do.



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8. BDBA Policies & Procedures:

Postponed to next month

9. Feedback: Annual General Meeting:

On Wednesday March 5th the BDBA held its first virtual AGM since COVID. We had approximately 15 members attend + staff and Board. The entire meeting was 35 minutes. The cost of the AGM was \$0, over past AGM's that saw a budget of \$2500.

What is the Board feedback on the AGM and recommendations for continuing this virtual format in the future?

- In person attendance – weather may have decreased numbers in the last two years of in person – maybe around 40 people attended
- Aldershot now getting around 40 and historically around 10.
- Attendance online – around 12 people not on the board
- What does success look like for an AGM – information sharing/focused on budget/meet staff
- Comments and discussion around virtual vs. in person
 - Cost
 - Value of in person in building community
 - Suggestion to make it a business mix and AGM in one
 - Venue choice can enhance experience
 - Consider timing – evening event/night out
 - Community based
 - Budget cuts were important consideration this year
 - Suggestion to form task force to consider next year's format

10. Other Business:

Call for New Business - none

11. Adjournment & Next Meetings:

- a) Board: Strategic Plan Workshop II (Tuesday April 22nd)
- b) Next Board meeting: Wednesday May 7th (8.00 a.m.)