



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING ~ IN PERSON & ZOOM
WEDNESDAY DECEMBER 7, 2022**

Present: S. Bell, L. Bouchard-Bain, M. Eade, B. Glazier P. Skoretz, A. Ucar, E. Vine and B. Wodhams
Present via Zoom: S. Peachey
Staff: L. Birmingham, B. Dean, D. Lyle and A. Policicchio
Regrets: D. Walker and Councillor Kearns
Guests: J. Jones

1. Call to Order 8:08 am by B. Wodhams

There were no declarations of conflict of interest.

- 2. Approval of Board Minutes:** Wednesday September 7, 2022
Motion by: P. Skoretz Second by: L. Bouchard-Bain
"To approve the minutes of Wednesday November 2, 2022, as presented."
Motion Carried

- 3. 2023 Board of Directors Meeting Dates:** B. Dean
Motion by: L. Bouchard-Bain Second by: A. Ucar
"To approve the 2023 Board of Directors meeting dates as presented."
Motion Carried

4. Treasurers Report: B. Dean

In the absence of S. Bell, B. Dean presented the cover page of the Proposed 2023 budget and stated the changes since the last Board meeting in November. We have since learned that there is \$86,000 in Supplemental Taxes we will be receiving. With adjustments made to reflect Year End Projections (YEP) we have a year-end surplus of approximately \$86,000.

The Executive met recently and approved a 1.3% increase to Human Resources. With no other changes, the Members levy is \$957,600 a 15.8% increase from 2022. Budget discussion will continue following the case studies requested by the Board.

In 2021 we had a 0% increase to the members levy due to Covid-19
In 2022 we had a 1.4% increase.

5. **Case Studies:**

Gift Cards: A. Policicchio showed the results of the past 9 months we have had the Gift Cards up and running. To date we have sold \$15,000 cards with \$2,000 being redeemed. . The Board would like to see at least a 2-3 return target for this major investment and realizes it will take a minimum of 3 years to see if it is successful or not.

Window Display: J. Jones reviewed the purpose of this event was to get businesses to decorate their windows, have them judged and to create a buzz for people to come downtown to view them. Since Covid-19 there has been a dramatic decrease in interest for the program although they continued to decorate without a competition. Staff recommendation is to discontinue this program and use the funds for other programming.

Spring into Wellness: D. Lyle explained that although the current program is successful, we can expand into the businesses themselves to showcase their offerings. This was done in the past during a rain-out and proved to be popular with both the business owner and participants. The amended program encourages healthy living through the showcasing of the health and wellness sector downtown. Additionally, related business can be showcased at the same time. Dayna reviewed the public and staff feedback as well as budget and sponsorship projections.

Falling for Downtown – D. Lyle stated this event was launched in October 2022 over two weekends of Saturdays. Animation was provided in Civic Square and the Elgin Promenade with entertainment being offered at several downtown businesses. The goal of this event was to reinvent the elements of Treats in our Streets that resonated with the public and membership.

*** All case study detailed information can be found in Trello December 2022.**

6. **Draft 2023 Operating Budget Recommendation:**

BDBA Reserve: B Dean stated there is a total of \$442,000 in the account. Of that, \$135K is tagged for new Holiday Lighting on the lamp poles and 5% of the current budget. This leaves \$307K in the Reserve.

* Note we expect to contribute for 2 additional years to purchase the new displays)

* Note the Board will address changing the percentage of the budget that is held back. Currently it is 5% but there is concern it should be raised to 10%.

Membership Levy Impacts: B. Dean gave 3 examples of property value and relating increases. Sample #1: Property valued at \$850,000 in 2022 the levy was \$225.86 for every \$100,000 CVA = \$1919.81

A 2023 levy increase of 5% would equal \$237.15 = \$2,015.78. A 6% increase = \$239.41 = \$2,035 and a 7% increase = \$241.67 = \$2,954.20.

* Please refer to Trello December 2022 for additional examples.

additional stakeholder consultation to be included in a final report February Council 2023, and

Direct the Mayor to work with the Deputy Mayor of Community Engagement and Partnerships and Deputy Mayor of Recreation and Community Services to convene a stakeholder meeting toward a permanent patio program and support to our hospitality industry; and

Direct the CFO to report back on the use of the MAT of the 2023 season for centrally managed Patio Walkway System (Appendix B) to furnish the public realm and deliver enhanced safety and support active transportation; and

Report back in February around options for beautification of traffic barriers, cost options, and funding options; and

Direct the Director of Community Planning to provide an overview of strategic community development options, including but not limited to a CIP and or upper level government funding options and anticipated timeframe at the February 2023 CPRM meeting.

**8. Next Meeting: Wednesday February 1, 2023 8:00 am
Boardroom 414 Locust Street and Zoom**

9. Adjournment 10:25 am