

Motion Carried

5. Board Directorship application: Julie Folch

Chair announced that the BDBA has received an application for Board Directorship from business owner Julie Folch. She has been asked to remain in the hallway until we deliberate on her application. The Board declared at our last meeting in October that they would like to actively seek to replace the vacant seat left by Director Skoretz

Motion by: A. Ucar

Second by: S. Bell

“To approve the minutes of Wednesday, Wednesday October 2, 2024, as presented.”

Motion Carried

Notice of Board approval to be sent to City Clerk Department by Executive Director. Clerk’s staff to prepare a report to member of City Council to have the new Director appointed.

6. Approval: Board Meeting Dates 2025

Motion by: S. Peachey

Second by: D. Gray

“To approve the 2025 Board meeting dates calendar as presented.”

Motion Carried

7. Post-Event Review: Falling for Burlington Downtown

Staff members D. Lyle and A. Policicchio reviewed the highlights of the event. Including: estimated attendance of 2000 patrons, engagement of sixteen local businesses adding to the animation, and, highlights of the event’s social media pick -up.

Discussion:

- L. Kearns indicated that City Transportation department have resources to assist in counting patrons if called upon
- One event vendor in 2024 offered to have services paid for through issuance of a Downtown Gift Card
- Event success is measured in terms of number of downtown member businesses participating as a sponsor or animator; not sales generated during the event

8. Budget process and target 2025

The Treasurer deputized the Executive Director to introduce this item.

Executive Director presented the following slides:

- Reserve fund total estimate as of November 24th, 2024 = \$284,993.000
- Full breakdown and discussion of “how the BIA levy is calculated”
- Executive Director presented 4 case studies indicating the impact on properties taxed to a 5% membership levy increase

Treasurer reminded the Board of the direction given to staff at the last meeting: “Staff to return to December meeting with a proposed operating budget for 2025 representing no greater than a 5% increase to the membership levy”

9. Proposed operating Budget 2025

Executive Director and members of staff briefed the Board on key expenses related to their portfolios.

Including:

- Administration (salaries and benefits) budget line to be discussed in closed session
- Estimated “uncollectable taxes” targeted at 15K for 2025 based on average provided by City of Burlington Finance Department
- Customer attraction-Marketing budget estimated to raise by 21%; punctuated by request for Communications Coordinator contract resource at \$50 and one-time rebuild of corporate website (\$10K)
- Customer attraction-events budget line increase proposed at 7% increase. This includes: \$2800 for additional storage cube and replacement items for various events; additional \$5400 for pay duty officers to attend Movies By The Lake
- Downtown Sponsored Events budget line decrease of 81%; reflects no investment in third-party event programming sponsorships for: Burlington Comedy Festival, Downtown Streetfest and Downtown Car show. Noted that Executive Committee directed creation of \$5K for Opportunity Events (criteria for allocations to be deliberated in 2025)
- Stakeholder Relations budget- increase of 7% over 2024; Conference budget set at \$13K to accommodate four attendees at OBIAA conference (\$6600 conference fees and accommodation) and three attendees to DAC conference (with flights- \$7500)
- Board enquired if there is a travel and conferences policy reflecting no purchase of alcohol

- Executive Director responded that a policy will be submitted for Board approval at the meeting of February 5th, 2025
- Gift Card Program 2025 expenses at \$45K
- Noted that Executive Committee directed this figure, reflecting reduction in program incentivization from staff proposed \$9K to \$4500
- Board direction to budget GCP incentivization campaigns to more that 10% in 2025 Membership engagement budget reduced by 34% over 2024; additional business mix added (at cost of \$1800) for 2025/ AGM budget at \$0 (online trial this year)
- D. Kuchma tabled budget questions to chair (over text) regarding: Communications Coordinator cost and fee for website rebuild
- Executive Director to respond to these queries post-meeting

MOTION by: S. Bell Seconded by: L. Kearns

“ Approve the Burlington Downtown Business Association operating budget 2025 as presented.”(*Subject to a change in final year-end (2024) Supplemental Revenues and Uncollectable Taxes of greater than \$5000*)

MOTION deferred to vote in closed session.

10. Other Business

Executive Director reminded Board of Governance session on January 8th, 2025 with OBIAA representative Kay Mathews.

11. In-Camera Board Update

Chair L. Bouchard-Bain stated “In keeping with the provisions of The Municipal Act, 2001 and the BDBA’s Operating Guidelines, 2011 the Board may be called into closed session. During this session Board Directors may be briefed on highly sensitive, confidential or privileged materials. Per the terms of our Operating Policy and the Code of Conduct signed by each of you as Board Directors it is clearly understood that no part of today’s confidential briefing is to be communicated, in whole, or in part to any person outside of this closed session, at any time

Are there any questions about closed session procedures?

No questions were tabled.

MOTION by: D. Gray Seconded by: B. Glazier

“ The Burlington Downtown Business Association Board will go into closed session”

Executive Director exited closed session at 10:10 a.m.

Motion was tabled in closed.

MOTION by: S. Bell Seconded by: L. Kearns

“ Approve the Burlington Downtown Business Association operating budget 2025 as presented.”(*Subject to a change in final year-end (2024) Supplemental Revenues and Uncollectable Taxes of greater than \$5000*)

IN FAVOUR = 7

OPPOSED = 1

ABSTAIN = 0

CARRIED

12. Adjournment

Meeting adjourned at 10:40 a.m.