



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION  
BOARD OF DIRECTORS MEETING ~ IN PERSON & ZOOM  
WEDNESDAY JUNE 1, 2022**

**Present:** S. Bell, A. Ucar, E. Vine, B. Wodhams and Councillor Kearns  
**Present via Zoom:** L. Bouchard-Bain, M. Eade and S. Peachey  
**Staff:** L. Birmingham, B. Dean and A. Policicchio  
**Regrets:** B. Glazier, P. Skoretz, and D. Walker  
**Guests:** Trevor Ferguson and Victor Palmieri from Deloitte via Zoom  
Dr. Brent McKnight – DeGroote School of Business

- 1. Call to Order 8:03 am by B. Wodhams**  
No declarations of interest declared.
  
- 2. Approval of Past Minutes: May 4, 2022**  
Motion by: A. Ucar Second by: E. Vine  
"To approve the minutes of Wednesday May 4, 2022, as presented."  
Motion Carried - 0 opposed
  
- 3. Draft 2021 Financial Statement:** T. Ferguson and V. Palmieri, Deloitte  
T. Ferguson notified the Board the Financial Statement will be completed within the next few days following the review of the report, signing of the Management Rep Letter and Board approval.  
T. Ferguson reviewed and highlighted the Statement of Financial Position, Statement of Operations and Statement of Change in the Net Financial Assets as of December 31, 2021. There were no questions asked regarding the review of the draft 2021 Financial Statement.  
  
Motion by: S. Bell Second by: E. Vine  
"To approve the 2021 Draft Financial Statement as presented to the Board of Directors."  
Motion Carried – 0 opposed
  
- 4. Downtown Gift Card Update:** A. Policicchio  
Alison reported 63 downtown businesses are participating in the Gift Card program and 96 gift cards have been activated.

There has been a great pick up by the press with 9 different social sites promoting the program. Moving forward with corporate sales strategy, corporate marketing materials, continuing to encourage more businesses to sign up.

**5. Councillor Report:** Councillor Kearns

Councillor Kearns stated MPAC continues to be a challenge and will report back as to how small businesses will be impacted. She is attending a meeting of the Association of Municipalities of Ontario in August.

Currently there is \$600K in an account for streetscaping projects, which may include additional public seating around the Elgin Promenade and replacing some of the orange barricades. New designs will be brought forward once they meet design standards.

Café Burlington: working on a NYC model that includes getting rid of the orange barriers.

New Mural: Councillor Kearns announced the new mural will be unveiled on June 23.

This new mural will be created on the Bohdi Bar wall at Elizabeth and Lakeshore Roads.

Tourism Burlington is the lead on this project although the BDBA has a budget of \$5,000 to contribute to the \$10,000 project.

B. Dean stated he has the authority to repurpose funds up to \$10,000 without going overbudget – anything over will need to be approved by the Executive Board if required.

Due to the upcoming election, Council will be a lame-duck as of July 2022.

- Please email [ward2@burlington.ca](mailto:ward2@burlington.ca) to sign up for the Councillor Kearns' newsletter.

**6. Retail Resilience Study Update:** Dr. Brent McKnight, DeGroote School of Business

Dr. McKnight stated he is the project leader for Main Street Resilience which began during Covid-19 and is on-going engagement.

Dr. McKnight's presentation included the description of the broader research agenda; presentation of some findings and data sharing and sharing the lens through which they are thinking about and what they have learned.

Mainstreet Resilience purpose is to understand how restaurateurs and retailers respond to the interviews. There were 39 interviews given to business owners in August 2020, May/June 2021, and the final interview in May 2022.

Studies showed there was a dramatic increase in on-line shopping. Shopify reported a 62% increase in number of on-line stores being created between March and April 2020 compared to the previous 6 weeks.

Next steps include going back out to the businesses in the next few months to close data collection and finalize the report. Dr. McKnight will return to share the final report.

For a complete copy of the Retail Resilience Study, please refer to Trello – June 2022.

**7. New Business:**

S. Peachey stated she may be absent for the next meeting as it is very close to her due-date.

**8. Next Meeting: Wednesday September 14th, 2022, 8:00 am  
Boardroom 414 Locust Street and Zoom**

**9. Adjournment 9:40 am**