



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING ~ IN PERSON & ZOOM
WEDNESDAY JUNE 5, 2024**

Present: S. Bell, L. Bouchard-Bain, N. Gardner, D. Gray, B. Glazier, D. Gray, D. Kuchma, P. Skoretz, A. Ucar and E. Vine
Staff: L. Birmingham, B. Dean and A. Policicchio
Absent: S. Peachey, and Councillor Kearns
Regrets: B. Wodhams
Guests: J. Jones – Membership Services - Contract

1. Call to Order 8:04 am – L. Bouchard-Bain

No conflicts of interest announced.

2. Approval of Board Minutes: Wednesday May 1, 2024

Motion by: P. Skoretz Second by: S. Bell
"To approve the minutes of Wednesday May 1, 2024, as presented."
Motion Carried

3. Burlington Downtown Gift Card Brief: Staff

B. Dean gave the Board an overview of the purpose of the gift card and how it works.
Comments:

- B. Glazier reminded the Board there are 80 out of 425 businesses participating, only 16% of the membership, and that is a big chunk of the budget.
- One challenge is business owners would prefer their own card rather than one that is shared with other businesses.
- The Board instructed now that there are many unredeemed gift cards in the public hands, now is the time to push redemption rather than sales.
- The Board requested a breakdown of data, number of transactions with and without incentives. How many top-up promotional cards have been redeemed.

This report to be put into Trello at least one week before the September Board meeting to be reviewed in advance. Board members to be notified of when it is available.

4. Burlington Comedy Fest 2025 – B. Dean

B. Dean reviewed what the Burlington Comedy Fest was, how it is funded and our contribution to this program. There has been a lack of support for this program and there were 0 dollars obtained through sponsorship in 2024 and interest is dwindling.

Our current contract with Comedy Fest has ended and B. Dean requested direction for the 2025 season. Should we renew the contract, modify the contract or discontinue the program?

Several options were discussed, and the Board decided to discontinue the Comedy Fest moving forward.

Motion by: S. Bell

Second by: D. Gray

“To discontinue the Comedy Fest program in 2025 and forward.”

Motion Carried 5 in favour / 3 opposed.
1 abstained

5. Special Projects & Events Briefing: TBA

6. 2023 BDPA Audit:

S. Bell announced the 2023 Draft Audit was complete and in Trello for Board review.

There were no questions asked about the Draft Audit.

Currently there is \$374,994 in the Reserve with \$90,000 still to be removed for the 2024 Operating Budget.

Motion by: P. Skoretz

Second by: E. Vine

“To accept the Draft Financial Statement as presented by Deloitte.”

Motion Carried

7. New Business:

- B. Dean stated there will be a complete overhaul of the parking garage elevator beginning September 1, 2024. Unfortunately, this will be a 4 – 6 month project possibly running into the holiday season. New Cameras will also be installed. This project will cost approximately \$1M.
- Resurfacing of Lot #4 will also be taking place with new pucks being installed.
- L. Birmingham reported the hanging basket are being installed the week of June 10th, just before Father’s Day and the Sound of Music Festival.
- Movies by the Lake will begin in July with 7 movies being presented.

**8. Next Meeting: Wednesday September 11, 2024, 8:00 am
Boardroom 414 Locust Street and Zoom**

9. Adjournment 10:00 am