



BURLINGTON DOWNTOWN

**Board of Management Meeting
Minutes**

Wednesday June 4th, 2025

8:00 – 10:15 a.m.

414 Locust Street, 2nd Floor BOARDROOM

Meeting Chaired by Liza Bouchard-Bain

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

Regrets: *B. Wodhams, D. Kuchma*

Staff: *B. Dean, J. Jones, A. Policicchio*

Guests: *N. Carvalho, K. Nadherny, N. Radivojevic*

1. Call to Order 8:00 a.m.
2. Declarations of Conflict of Interest - none
3. Approval of Board minutes: Wednesday May 7th, 2025

Motion to accept the meeting minutes of Wednesday May 7th, 2025, as presented

Motion - Stephen Bell
Seconder – Julie Folch

ALL IN FAVOUR

Motion APPROVED



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4. Board Director nominations:

- Board Chair Liza Bouchard-Bain welcomed the three Board candidates to the meeting and invited them to introduce themselves. Process for meeting the candidates, asking questions and deliberation is provided.
 - Two candidates are present in person and one candidate is joining the meeting remotely
 - Introductions commence after explanation of process below.
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- 1) When called upon I'll ask each candidate to take two minutes to introduce yourselves, and your place of business. In your introduction I'll encourage you to answer the question "*what is your interest in joining the BDBA Board?*"
 - 2) Candidates will be encouraged to take some questions from the Board
 - 3) Once all candidates have been addressed, you'll be dismissed (along with BDBA staff). Our **Executive Director** will remain to provide instruction on voting.
 - 4) **At approximately 9:05 a.m.** we will re-convene as a Board to address the other items on our agenda, staff and guests will be invited back to the Boardroom.
 - 5) Each candidate will receive an email from myself by June 13th indicating the results of the Board's voting.
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NICK RADIVOJEVIC

Provides a two-minute introduction of himself and place of business, outlines his interest in joining our Board of Directors.

Nick



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- Painted People Tattoos
 - Wants to help the community
 - Member of Wilson Village BIA board of directors
 - Opened Burlington studio about 7 years ago
 - Live in Burlington
 - Appreciates Burlington downtown – greenery, central park
 - Biggest challenges – high rises, transportation. Address by working with partners (City, others)
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Question from Chair:

- 1) You indicated in your application that this is the second time you've applied to be on the Board of Directors. What has changed since the first time you applied to be on this Board?
 - a. Canada facing new challenges, downtown growth, tariffs

Thank you

KIMBERLEY NADHEARNY

Provides a two-minute introduction of herself and place of business, outlines her interest in joining our Board of Directors.

- BDBA is fabulous
 - Son of a Peach and Sunshine Donuts
 - Community involvement is very important
 - Wants to be involved again
 - Making space to get involved is a priority
 - Loves the growth, helps business
 - Wants to be a part of the growth
 - Question: what can be done to elevate the BDBA brand?
 - Answer: Colour is a great thing – shows diversity, brings energy, revitalization
 - Question: What do you think the next 10 years will bring?
 - Answer: More urban development, go from suburban to destination, rapid growth, main street “Americana”, clean, specialty shops, more unique shops, less big-ticket businesses
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Question from Chair:

- 1) What are some of the unique challenges being in the hospitality & restaurant sector Downtown?
 - a. Pivoting to different professions
 - b. Training people, staff not necessarily trained ahead of time, skill level different now.
 - c. Teaching and training at a new level
 - d. Self-growth

NATALIE CARVALHO

Provides a two-minute introduction of herself and place of business, outlines her interest in joining our Board of Directors.

- Anagen Hair and Scalp institute
- Helps with menopausal hair loss
- Beautification of downtown is important
- One of the most gorgeous views in Burlington
- Strengthening downtown connections.
- Question: as someone new to the downtown, what can you suggest for downtown beautification?
- Answer: Wayfinding, worked with Toronto to install outdoor furniture, signs with maps to let people know about what is in that area (15-minute walking distance)

Board Chair question:

- 1) What has your interaction been with the BDBA and BDBA staff since you opened your doors?
 - a. Brian helped with garbage situation
 - b. Gifts cards have been great
 - c. Jackie introduced the program
 - d. Open 6 months
 - e. Opened here because of a love of the area – water
 - f. Clean water is important to scalp health



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Chair asks for an additional questions of the candidates?

- Question: would you still be interested in joining in 2026 if you are not offered an immediate position?
- Answer from Kim and Natalie: yes
- Question from Kimberley: what challenges have you had as a board?
- Answer: member involvement is a challenge.
- Question from Kimberley: How do we separate the BIA with the City?
- Answer: Lucky to have Ward 2 Councillor on the Board. Acts as a great ally and communicator, goes to bat for downtown. BDBA is governance. Both works together on the services but there is a clear separation between both. Works with Brian to identify whose court each issue falls into. Work plans are lined up, little conflict. Could use a MOU. City adjacent. BDBA branding is hidden on all collateral.
- Question to Kemberley: how has the patio program worked for you?
- Brought extra seats in. Loves the beauty of the barriers compared to the pilons during covid, complaints about parking doesn't concern her. Made a huge impact.

Do the candidates have any questions of the Board or staff?

Candidates and staff dismissed; Executive Director Brian Dean remains.

Brian provides overview of process for voting. Describes the forms in the board file. Ranked ballot: use weighted criteria sheet. Candidate number one will be invited to join the board, candidate 2 and 3 invited to reapply in 2026, number 4 is not a good fit, not recommended. Name not needed on ranked ballot form.

Voting commences.

BREAK: 9:00 a.m.

Call the Meeting back to order: 9.05 a.m.



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5. Baseline Analysis Review

Guest: **Sabah Kazmi**, Specialist, *Business & Economic Development*
Brian provides introductions.

- First time presenting to the Board
- Working on baseline analysis to provide snapshot on how the BIA is performing. Undertook impressive baseline review of Aldershot BIA.
- Purpose: High level overview. Three data sources: Environics
- Current landscape: dynamic, thriving, charming lakefront, benefits from BIA, business community is wonderful, going through developments that need to be supported
- Demographics: 58 median age, 26, 678 downtown population, 15.1% visible minority, 22 % of 25+ children living at home
- Average household income is \$110,845 – 42.5 in houses, 57.2% in apartments
- Average disposable income around \$80k
- Education and labour force info overview
- Current business makeup downtown overview (60% wellness, health and beauty, 17% hospitality, 14% retail, 9% professional services)
- Challenge to figure out what is coming – what is the best retail mix.
- Visitor data snapshot overview – diverse families are the highest demographic of visitors to downtown Burlington, next are suburban families, then diverse urban starters
- Tourism driver overview: top attributes that come to mind – waterfront, safe, clean, beautiful, welcoming, outdoorsy and fun
- Burlington downtown ratings: top mentions: parks and open spaces, events and festivals
- Challenges and solutions: intensified development – develop a stable levy model and clarify boundary changes in advance. Gaps remain in sectors like professional services and diverse retail – use data to pinpoint gaps and attract businesses that align with area needs.
- Parking and redevelopment: limited parking, construction and redevelopment projects displace businesses or reduce foot traffic.
- 3-hour limit for city streets – might that increase? Brian taking this to parking committee
- Question about supporting elderly population – accessibility is required on planning files.
- City Wide Trends: increasing density commercial redevelopment, infrastructure updates, and population



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- Projections for downtown: population growth, retail demand, office sector, commercial development, visitor trends
- Unique strengths of downtown Burlington – strategic location of lakeside adding beautification, cultural scene, community spirit, walkability.
- Unique strengths of BDBA – Well received Downtown Gift Card Program, events, membership coms, placemaking, and advocacy.

6. Quarterly report: Placemaking/Marketing/Member Services

Guests: **Alison Policicchio; Jaclyn Jones**

Brian provides introductions

- Busy quarter, lots of meetings with new members, great business mix at Toast, Business mix Thursday at BPAC, working with community policing team to reach out to jewelers and pharmacies who have had issues with crime, lots of new member onboarding, conferences – session notes available, promotion with theatre Burlington (ran draw for people who could show receipts from dining downtown), open rates of newsletter are positive, new sponsors of movies by the lake
- Question about sponsorship: reached out to previous sponsors first, then reached out to businesses who have expressed interest in the past. Lower price point was a draw. Had to turn away sponsors but will reach out to those people for other events
- Gift cards: total sales - 158k, year overgrowth 138%, costs are coming down, sales going up. Costs came down with marketing. Brand is known. Redemption growth is going up. Good ROI.
- Communications Coordinator joined in April.
- Movies by the lake coming up in early July – 80s and 90s themed
- Beautification and placemaking – rolled out branded Muskoka chairs throughout downtown. Thanks to Cllr. Kearns for sponsoring part of the cost. Chairs are chained together and around 200 – 240 lbs. each. Suggestion: can we do a hide and seek by placing them in different areas? Building the chairs takes time. Possibility to do a campaign with the chairs. Cllr. Kearns to engage the Lions to assist with building chairs. Looking at accessibility chairs.
- Pole art – installation phase. Well received. Work takes place overnight to avoid traffic.
- Spaces to places – taking underutilized spaces downtown and turning it into something that will draw people – giant chess board for example, accessibility friendly, eco friendly (uses garden net meshing). First location by old john street bus terminal.
- Investing in on site/off site storage. Has storage locker on grahams lane.
- Started partnership with Kidspired. Cost neutral and effective way to promote the downtown. Jersey sponsorship – Burlington Soccer.



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7. BDBA Policies & Procedures:

Chair & B. Dean

Last week Board Chair sent out an email to all Board members regarding the BDBA Procurement policies.

Board members asked to communicate in advance of this morning's meeting if there are any edits, points of clarity or questions about the draft policies.

No questions received.

(a) BDBA Procurement Policy

Motion to approve the BDBA Procurement Policy as presented:

Motion: Lisa Kearns
Secunder: Elliot Vine

No edits/modifications

Motion **APPROVED**

(b) Corporate resources election Policy

No edits, points of clarity or questions about the draft **Corporate Resources Policy**.

Motion to approve the BDBA Use of Corporate Resources During an Election Policy as presented:

Motion: Elliot Vine
Secunder: Naiomi Gardner

No edits or modifications

Motion **APPROVED**



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8. Other business: ***REMINDER*** Business Mix tomorrow @ BPAC

The Executive Director presented Code of Conduct document. Signed copies collected from Directors present.

9. Adjournment