



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING ~ VIA ZOOM
WEDNESDAY MARCH 2, 2022**

Present: S. Bell, L. Bouchard-Bain, M. Eade, B. Glazier, S. Peachey, P. Skoretz, A. Ucar, D. Walker, E. Vine, and B. Wodhams
Staff: L. Birmingham and B. Dean
Regrets: Councillor Kearns
Guests: A. Elliston – BEDC Manager of Business Development
S. Romlewski – Special Business Areas Coordinator – City of Burlington
J. Jones – Membership Services – BDBA

1. Call to Order 8:03 am by B. Wodhams

No declarations of interest declared.

2. Approval of Past Minutes: January 12, 2022

Motion by: S. Bell Second by: L. Bouchard-Bain
"To approve the minutes of Wednesday January 12, 2022, as presented."
Motion Carried

3. My Main Street Update: A. Elliston and B. Dean

Andrew Elliston reviewed the My Main Street program and mentioned that we are one of only 65 municipalities to be accepted and we received the maximum amount of funding for a city the size of Burlington. We have 2 resources for approximately one year.

The two areas identified are:

Main Street, which consists of Brant Street from Lakeshore to Caroline and Lakeshore and Old Lakeshore Road, Ghent Avenue, Victoria Avenue and Caroline Street.

Downtown East, consists of Elizabeth, Ontario, Pine, James, Bates Common, Pearl, Martha, John, and Locust Streets.

Additionally, there are 10 grants up to \$10K each available for eligible businesses.

The result of this will be a marketing plan in place for both the BEDC and BDBA.

This will be announced at the AGM April 6th although the actual program has already started with the Ambassadors being trained and should be on the street the week of March 7th.

Burlington has received 4 Ambassadors: 2 for downtown (BDBA), one in Aldershot and the other on Fairview Street.

4. Treasurer's Report: S. Bell

The BDBA's proposed 2022 Budget was tabled at Committee of Council and is expected to be approved without issue.

Highlights of the budget include:

- 2022 Membership levy totals \$827,000 an increase of \$11,300 or 1.4% over 2021
- Expenses have increased \$60,500 or 7.3%
- The Membership levy results in a tax rate increase of 2.87%, which equates to \$6.31 increase for each \$100,000 of Current Value Assessment.
- The BDBA's assessment base has declined by 1.45% due to assessment appeals and year end changes by the Municipal Property Assessment Corporation.
- Finance agreed with BDBA staff that our anticipated revenue from sponsorship and grants are estimated at \$50,000 and that we should expect approximately \$15,000 in supplemental tax revenue, largely due to the assessment of the Bridgewater Hotel development in 2022.

We are on pace and on budget compared to this time last year.

One development we did not anticipate when creating the 2022 budget was the resignation of Samantha Statham as of February 9th, 2022. This caused the repurposing of some budget lines to accommodate in the short term. For example, an interim social media resource is in place until May 1st to manage social platforms like Facebook, Twitter, and Instagram. This contract will be expensed through the existing Social Media budget line.

One expense that requires Board approval is the establishment of a one-time budget line for 2022 HR Consulting Services for the purposes of hiring a replacement for Samantha and doing a mini-re org of existing staff's roles and responsibilities. The base cost for this service is \$10,000 up to \$13,000 in case the selected candidate fails to meet the 3-month probation period.

Motion by: B. Wodhams

Second by: L. Bouchard-Bain

"To establish a one-time expense line for the 2022 HR Consulting Services in the amount up to \$13,000"

Motion Carried / 0 opposed

5. Special Business Areas Coordinators Report: S. Romlewski

- Patio Program: there are two modifications to the patio program. Insurance has been lowered from \$5M to \$2M. As well the \$250 fixed fee for installation has been waved for the 2022 season only.

M. Eade questioned how we get approvals changed to December instead of March to help the restaurant owners as they don't get much time to prepare. S. Romlewski stated staff will be working on changes for the patio program with a date to respond to Council by Q3. B. Wodhams suggested the BDBA start its own committee to create a permanent patio program. B. Glazier indicated each patio has its own problems and stated the City Manager and Transportation Manager need to be included in this committee so we are aware of all the hurdles.

Waterfront Planning Site: There are two separate planning processes.

The first is the Waterfront Hotel Planning Study that is City led and supported by The Planning Partnership consultant. This project was paused in 2018 but has now resumed in January of 2022. There was a virtual Public Open House in February.

The second is the development application with preferred concept maps. A statutory public meeting was held in February collecting public information. The height range is from 15-22 stories. Highlights include a restaurant and required upgrade uses such as an enhanced Brant Street gateway, enhance John Street view corridor. The preferred concept will be brought forward to Council in April. There is no time-line as of yet as they are still in the application stage. The project is most likely a few years away.

- Planning and Development updates for the 2020 Lakeshore Road application. The application proposes two mixed-use tall building of 35 stories and 30 stories and 5 storey podium. There are 557 residential apartment units and a hotel with 122 guest suites. There is no public parking right now in the application. B. Glazier asked if there has been an impact study as so many buildings are going up but no additional public parking. There are funds in the Parking Reserve and should be planning now for a new parking garage. S. Romlewski stated Transportation staff are reviewing and conducting a parking-need study. B. Dean to ask one or two members of the Executive to meet with Tim Commisso, City Manager to discuss.

6. Councillor's Report: Councillor Kearns

Please email ward2@burlington.ca to sign up for the Councillor Kearns' newsletter.

7. Burlington Holiday Market: B. Dean

This is a read-and-file item. You can find it in Trello in the April notes. Any questions, please contact Brian Dean.

8. AGM / Meetings / HR Update: B. Dean

The Annual General Meeting is scheduled for Wednesday April 6, 2022, via Zoom and will be recorded for Board and member convenience. This meeting is in lieu of the April Board meeting. The Downtown Gift Card Program will be introduced at that time.

The next Directors meeting is Wednesday May 4th, and it is anticipated to have an in-person meeting, with zoom capabilities for those unable to attend.

As mentioned earlier, B. Dean and B. Wodhams are working with an HR Firm to find S. Statham's replacement. Please send any potential candidates to the linked in link Brian sent to you.

9. New Business:

- No new business.

**10. Next Meeting: Wednesday May 4th, 2022 8:00 am
VIA ZOOM and / or Boardroom 414 Locust Street.**

11. Adjournment: 9:00 am