



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING ~ IN PERSON & ZOOM
WEDNESDAY MARCH 6, 2024**

Present: S. Bell, L. Bouchard-Bain, N. Gardner, B. Glazier, D. Gray, D. Kuchma, S. Peachey
A. Ucar, E. Vine and B. Wodhams, and Councillor Kearns
Staff: L. Birmingham, B. Dean and A. Policicchio
Absent: D. Gray
Regrets: S. Peachey and P. Skoretz
Guests: K. Clint – Manager of Festivals and Events
J. Jones – Membership Services - Contract
L. Janicijevic – Social Media – Contract
R. Gallagher – Strategic Planner - Contract

1. Call to Order 8:00 am by L. Bouchard-Bain

No conflicts of interest announced.

- 2. Approval of Board Minutes:** Wednesday February 7, 2024
Motion by: B. Wodhams Second by: B. Glazier
"To approve the minutes of Wednesday February 7, 2024, as presented."
Motion Carried

3. Councillors Report: Councillor Kearns

- Please see the Councillor's newsletter for Community Events and upcoming Committee meetings.
- The new parking rates on Saturdays will come into effect on April 2, 2024.
- Councillor Kearns is a member of the Community Safety Forum which addresses the homelessness, loud cars and general nuisances downtown.
- Guardia is the new security firm which also includes the parking garage.
- The Sound of Music will look a little different this year with a new design for Streetfest. There will be more activity on Locust Street, but will not block access to the parking garage.
- Martha Street businesses continue to struggle with the lack of parking due to extensive construction and development. B. Glazier suggested having construction crews park in Spencer Smith Park behind the Waterfront Hotel.

- Councillor Kearns is working on cleaning up the downtown, purchasing new trash and recycling containers, crack filling repairs. This is the beginning of a larger clean up plan for the downtown.
- 409 Brant Street will be the last high rise in that area.
- Councillor Kearns urged anyone not already receiving her newsletter to sign up for it, keeping you up to date on anything happening downtown. Ward2@burlington.ca

4. **Kristina Clint – Manager of Festivals and Events COB**

The City of Burlington is looking for public input in developing a Festivals and Events Policy for events on City property.

Events are significant occurrences that take place with lots of planning and promotion. Festivals are celebrations, commemorations, and/or community gatherings that are usually centered around a specific theme that occur on a designated day or period of time.

The purpose of the proposed festivals and events policy is to provide a set of guidelines and criteria to assist with planning and managing events on City of Burlington property. Considerations being discussed are: Festival and Event Impacts, City of Burlington Strategic, Financial and Regulatory Impacts and Impact to the Community. They are at the BDBA meeting so the BDBA can have their concerns and ideas for the new policy. Open table Q & A and Comments. What would the BDBA like to see more or less of.

Some comments included:

- o 70% of revenue made by downtown businesses and restaurants is between May and October. With the majority of events being held in Spencer Smith Park – the parking garage is full and this greatly impacts the businesses. Many patrons do not show up due to not being able to find parking.
- o Bad parking management. There is a need to improve wayfinding and to implement an exist strategy for event goers.
- o The need to make sure road closure maps are correct.
- o Collaborate with Tourism Burlington on purchasing an electronic foot-counter for festival data.

K. Clint will return to the Board to share a draft policy.

5. **Ramana Gallagher:** BDBA Strategic Planner

R. Gallagher explained her process of the Strategic Plan process. She will be surveying and interviewing Board members, staff, business owners and other stakeholders. She will also be reviewing the current state of the organization. A visioning session will be held first with the Board of Directors. Time will be set up for one-on-one meetings. Ramona is also a member of the Main Street Matters group. A review of Main Street Matters is in the Trello file.

6. New Business:

The Annual General Meeting will be held on Wednesday April 3, 2024 at the Ukrainian Church – Parish Hall on Pearl Street. There will be no Board of Directors meeting in April.

The May meeting will be pushed back one week due to B. Dean attending the Annual OBIAA Conference.

BDBA Event Kits:

- A. Policicchio reviewed the Master Sponsorship Kits for 2024. The Patio signage sponsorship is sold out except for one spot.
- Members get first-right-of refusal for sponsorships. However due to the decline in membership sponsors, we may have to go outside downtown for sponsorships.
- On the BDBA website – Membership tab, there is Event Policy and Social Media Policy for your review.
- Please refer to the power-point available in Trello or contact A. Policicchio if you have any questions.

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

8. Adjournment 10:15 am