BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING ~ IN PERSON & ZOOM
WEDNESDAY MAY 4, 2022

Present: S. Bell, L. Bouchard-Bain, M. Eade, B. Glazier, S. Peachey (via Zoom), P. Skoretz, A. Ucar, E. Vine, and B. Wodhams
Staff: L. Birmingham, B. Dean and A. Policicchio
Regrets: D. Walker
Guests: C. Kummer, Director of Transportation Services Department
S. Romlewski – Special Business Areas Coordinator (via Zoom)
J. Jones – Membership Services – BDBA (via Zoom)
Councillor Kearns- Council Liaison (via Zoom)

1. Call to Order 8:04 am by B. Wodhams

No declarations of interest declared.

2. Approval of Past Minutes: March 2, 2022

Motion by: P. Skoretz Second by: B. Glazier
"To approve the minutes of Wednesday January 12, 2022, as presented."
Motion Carried - 0 opposed

3. Guest Craig Kummer, Director Transportation Services Department:

New to The City of Burlington, C. Kummer brings 21 years of experience from The City of Brampton and recently had a walk-about with B. Glazier and B. Dean explaining problem areas downtown. The Board shared some of their concerns with C. Kummer including:
Customer Service, Daytime and Nighttime security, garage entrance issues, lack of accurate data from the installed parking pucks, the digital signs that have not worked for over 2 years, meter issues and loading zone signs that have no time or day stipulated on them. The Board also expressed their frustration that there is no plan for an additional parking garage. There have been several studies over the years, and it is time to move forward – not have another study.
C. Kummer stated he is aware of the challenges with parking and the garage and is planning on installing a formal entrance. He has spoken with the owner of the parking puck and digital sign company and both should be up and running shortly.
C. Kummer has been invited back to a future meeting of the Board.

4. Draft Digital Media Member Policy: A. Policicchio

Alison Policicchio was introduced as the new Marketing Manager for Burlington Downtown. A. Policicchio reviewed the draft Digital Media Member Policy including: The Purpose of Policy, Scope of Work for Social Media and Marketing Initiatives, Regulation of Social Media and Marketing, Breach of Policy, BDBA Employee Communications, Annual Review and BDBA Member FAQ. Once approved each downtown member will receive a copy. The Board was in favour of the draft proposal with one amendment, to change real names with roles description only.

Motion by: M. Eade Second by: L. Bouchard-Bain
"To adopt the draft Digital Media Member Policy with edits provided."
Motion Carried – 0 opposed

A complete copy of the policy can be found in Trello.

5. Burlington Holiday Market: B. Dean

B. Dean asked the Board for their preferred funding model for the BDBA's sponsorship of the Burlington Holiday Market for 2022. Brian cited some facts from last year's market including duration, location and number of vendors. A full report was submitted at the March meeting and can be found in Trello. The BDBA's sponsorship investment includes on-site opportunities for the membership to participate as a market vendor. There is a budget of $7500 for this involvement. The original proposal has the BDBA paying the full rate for approximately 7 vendors at $800 each. The Board would like to see the number doubled by paying for half the sponsorship, helping more businesses to be involved in the market. The Board asked for a report in September detailing how many merchants are committed and to reevaluate at that time.

6. Interim Special Business Areas Coordinators Report: S. Romlewski

Samantha Romlewski announced she is leaving her position and will be transitioning to Policy and Planning within The City of Burlington but will remain involved with the BDBA.
Patio Program: Barriers have been installed for the 2022 patio season and will remain in place until the end of October. At this time there are 13 confirmed patios with a few more possible restaurants coming on-board.
S. Romlewski is working with B. Dean to cost-share a beautification effort to make the orange barriers look better.

7. Councillor's Report: Councillor Kearns

Report deferred.
There was discussion about Café Burlington getting started.
It was stated Councillor Kearns will be taking the lead on this project and the BDBA will be a partner. There was concern the restaurants will not have enough time to get up and running. There is a strong recommendation that at least two Directors be present at the

table with Councillor Kearns. As well the Director of Transportation, Zoning, and the City of Burlington Building Code in order to have solutions for any snags that may arise.
It was the voice of the Board to have this approved by July 1, 2022, and to host a Special Meeting of the Board with Councillor Kearns in two weeks.
B. Dean stated he will be having lunch with Tim Commisso and M. Eade very soon to further discuss.

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

8. New Business:

This is the time to begin planning for the new Executive in 2023.

9. Next Meeting: Wednesday June 1st, 2022, 8:00 am
Boardroom 414 Locust Street and Zoom

10. Adjournment 9:00 am