



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING ~ IN PERSON & ZOOM
WEDNESDAY MAY 8, 2024**

- Present:** S. Bell, , N. Gardner, D. Gray, B. Glazier, D. Gray, D. Kuchma, S. Peachey
P. Skoretz, E. Vine, B. Wodhams, and Councillor Kearns
- Staff:** L. Birmingham, B. Dean and A. Policicchio
- Absent:** A. Ucar
- Regrets:** L. Bouchard-Bain
- Guests:** K. Clint – Manager of Festivals and Events
M. Walker – Walk to the Lighthouse
J. Jones – Membership Services - Contract

1. Call to Order 8:01 am by B. Wodhams

No conflicts of interest announced.

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

3. Walk to the Lighthouse: Melanie Walker

Guest Melanie Walker, Intake Coordinator Community Health & Co-chair of the Walk to the Lighthouse, stated her purpose for attending the Board meeting today was to raise awareness of the Mental Health crisis. M. Walker touched on psychiatric and emergency services offered for both in-patient and out-patient services but continued to stress the importance of funding to continue helping those in the community in need of support. The current building was built in the 1960's and has had no updating due to lack of funding. The organization needs to raise \$60M to upgrade the building and offer more services. It is hoped the government will give \$40M and \$20M needs to be raised through the community.

The 4th Annual Walk to the Lighthouse is to create awareness; and symbolizes a light in the storm. There is no funding for this event. Funds are being raised through t-shirts, lighthouse bracelets and dog bandanas sales.

There were 300 participants in 2023, raising \$55K from the walk. The Board agreed the city needs to do more to support this cause and connected programs. More information

can be found at www.equilibriumburlington.com or you can email info@walktothelighthouse.com

Melanie Walker was thanked for her time to share information on the mental health crisis and what they are doing to help the community.

4. City's Festival and Events Policy Update: K. Clint

The Festivals and Events group has developed a policy that will be going to Council in June 2024. Included in the policy:

Phase 1: outline current application process.

- establish different categories of events; small, large and major.
- to determine criteria determining which events will be held in Spencer Smith Park.
- to develop a Festival & Events strategy team to evaluate events.

Phase 2: implementing the Festival and Events Strategy team to determine the 2 empty dates currently available in Spencer Smith Park.

- Infrastructure work to be done in other Burlington parks to have events move from Spencer Smith Park.
- Potential Park fees are being discussed.
- hoping to develop an Arts & Culture Strategy

Comments included:

- the committee needs to be very selective of placing the two events in Spencer Smith Park, once an event gets approved, it is difficult to have it moved.
- Inclusiveness is important. K. Clint stated they are working on that.
- To share the draft policy before being finalized.
- B. Dean will invite K. Clint back to the Board in September.

5. Event Program & Sponsorship Update: B. Dean

B. Dean stated Fit in the Core has been cancelled due to lack of interest from the downtown business. The \$5000 allocated to FITC will be put toward Movies by The Lake.

Sponsorship Update: The Revenue expected for the 2024 budget is \$25,000. We have already hit the target budget with the addition of Creature Comforts coming in as a Major Sponsor! D. Gray stated he is happy to sponsor to keep the events going.

\$8,000 was raised in signage sponsorship for the pedestrian walkways along with a few other sponsors. Any additional sponsors will be a great addition to the Revenue.

B. Glazier suggested looking at a new sponsor strategy for businesses should create a committee to produce new ways to sponsor that are fun and engaging. The Board agreed and has directed Dayna Lyle to create this committee with interested Board members during the summer.

6. AGM 2024 & 2025: B. Dean

B. Dean shared some of the comments generated from the AGM. Most people believe it is the right amount of time. Other comments included having a third-party guest

speaker; an evening meeting; and sending out personal invitations. (Personal invitations were sent out for the 2024 AGM.) Heavy on network, light on business. Please see complete AGM review and recommendations in May Trello.

7. New Business:

- B. Dean stated the BDBA's largest investment is the pedestrian walkway. The City of Burlington is not making this an easy process and has put up more obstacles than last year; thus, costing the program more money than expected. There are fifteen operators back for the 2024 patio program. The water filled barriers will return this year. B. Dean will report back with a detailed budget-to-date statement at the next meeting.
- A. Policicchio stated the Gift Card Program has generated \$36K to date. From May 1st to May 6th the program generated \$28K. This special program offered an incredible 50% top-up purchase. I.e.: buy \$75 in gift cards and receive \$150 in gift card value. The Board would like to see a sales vs. redemptions report and to find out how much money the holding company has. Additionally, a report detailing what the program is costing the BDBA. It is known that unused cards result in a 40% loss.

**8. Next Meeting: Wednesday June 5, 2024, 8:00 am
Boardroom 414 Locust Street and Zoom**

9. Adjournment 10:10 am