



BURLINGTON DOWNTOWN

**Board of Management Meeting  
Minutes**

**Wednesday May 7th, 2025**

**8:00 – 10:30 a.m.**

**414 Locust Street, 2<sup>nd</sup> Floor BOARDROOM**

**Meeting Chaired by Liza Bouchard-Bain**

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

**Staff:** B. Dean

**Regrets:** – N. Gardner, S. Peachey, B. Wodhams

**Guests:** S. McQuade

1. Call to Order 8:00 a.m.
2. Declarations of Conflict of Interest

**No declarations of pecuniary interest for items on today's Board agenda**

3. Approval of Board minutes: Wednesday April 9th, 2025

**Motion to approve the minutes of the Wednesday April 9, 2025, Board meeting as presented**

MOTION: S. Bell

SECONDER: J. Folch

No comments or amendments

ALL IN FAVOUR

MOTION CARRIES



## BURLINGTON DOWNTOWN

### 4. Councillor's Report

- Cllr. Kearns thanks the BDBA for including her at the OBBIA conference
- Made good connections
- Successes – Food Truck navigation, crime downtown working with police
- Civic Square – conceptual landscape design, waiting for final design enhancements – expected this spring, City requires permits, tender awarded in the fall, construction period will be a year from now. Looking at how the construction will align across the street at 409 Brant.
- Downtown Beautification – cleaned up all the basics – street poles, receptacles replaced, art placed bike racks replaced, tree scaping, identification tags strapped to every light post for ease of reporting lighting issues. Funding allocation \$200k per year for 6 years
- Downtown police initiatives – strong, positive job with compassion for those experiencing homelessness from the Region, Burlington doesn't need an encampment bylaw because we have housing options. Working on community safety strategy with HRPS. Higher budget was approved for police
- Transit terminal at John Street is now moved to go station. Discussion about how the BDBA can be part of reimagining the use.
- 409 Brant – asking for .75 ratio to units, rental (spectrum of affordable housing), funding through federal government and Chhc – geared to income, lower income, affordable housing, no market rate. Rental not owned. Likely will be faster because of the CHHC guidelines.
- Still waiting for the parking needs assessment study.
- Question about 409 Brant and potential shared parking where portion of lot would be City owned/ paid, partnership with building. Privately owned, publicly accessible parking within building. Public/Private parking partnership (Toronto)
- Conversation about push for active transportation and less cars - Burlington demographic/older residents who may not be able to manage active transportation and lack of transit that will take people around the downtown loop (downtown, Mapleview, Go Station, Burlington Centre and back).
- Question about satisfaction of OBBIA conference – Good conversations and connections, some of the presentations were interesting and informative
- Brian – a lot of effort and pushing has gone into the beautification efforts
- Brian – Do you have any comments on this year's SOM and potential road closures? Confirms money to close the streets for crowds. Canada day road closure testing was not well received. Awareness around crowd control and safety. Closure will be an ad hoc decision.
- Streeffest didn't have the ROI that SOM is looking for and BDBA didn't have the resources to do it on their own. BDBA can reconsider next year to see if ROI to support streeffest and budget for it.



## BURLINGTON DOWNTOWN

- Discussion - Exiting of SOM needs to be controlled better. Brian to ask for copy of post- event report to determine investments in 2026.
- Follow up for Cllr. Kearns: exiting of SOM, public/private parking partnership

### 5. New Board evaluation Criteria

- Brian summarizing decisions regarding board recruitment and evaluation
- How will potential members be vetted?
- Two people are interested in a seat on the board and two others who can't make the board info session
- Important considerations for board: industry representation, individuals with prior board experience, tenure of business is important (established business), community engagement and strategic thinking, EDI – how might the candidate bring diverse experience?
- Board recruitment and evaluation process shared
- Quality of candidate is the primary focus
- Clarification around owning/operating a business for 3+ years

**Motion**, “To approve the weighted criteria for selecting new Board Directors, as presented”

MOTION: D. Kuchma

SECONDER: E. Vine

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### 6. BDBA Draft Financial Statements 2024

- Stephen to deliver financial statements
- City chose Deloitte as auditors
- Audit found no legal issues or deficiencies for internal control or operations
- Positive audit opinion
- Congratulations to staff and audit team for a clean audit



## BURLINGTON DOWNTOWN

Motion: THAT the draft financial statement for fiscal year 2024, as prepared by the firm Deloitte be approved as presented”.

MOTION: L. Kearns

SECONDER: B. Glazier

ALL IN FAVOUR

MOTION CARRIES

### 7. Strategic Plan: Next steps

Introduce Shelley McQuade

- Shelley – recap of notes, identify tasks/priorities/action items, prioritize things will big return and easy to implement
- Recap core values – Teamwork/Leadership/Sustainable Growth
- Mission Elevate downtown experience
- 10-year vision with 3-year plan
- Activities – looked at niche of BDBA
- Activity – What are the aspirations of the board?
  - Prosperous year-round destination
  - High quality of life and safety
  - Design excellence
  - Organizational sustainability
  - Deep membership engagement
- Vision summary – Ontario’s most vibrant mid-sized downtown with description of what that looks like
- Vision highlights overview discussion
  - Urban design and placemaking
  - Organizational strength and engagement
  - Data, demographics and strategy
  - Retail events and local experience
  - Identity and cultural strategy
  - Sponsorship, tourism and economic growth
- Question about proximity to Spencer Smith Park – discussion about how receptive we have been with events taking place in the park and the opportunity to be involved in those events and in decision making about what kind of events are approved. Large scale events don’t always equal profits and success for local businesses.
- Big Easy Prioritization
  - Bus terminal and surrounding area discussion
  - Customer attraction pillar (marketing and events goals)



## BURLINGTON DOWNTOWN

- Marketing plan on timing of marketing events
- Revisit event strategy and plan
- Types of events?
- Website has a calendar of events – needs to be highlighted
- Zoning in on one area and making it shareable with businesses
- Deeper level of engagement with members to boost cross promotion
- Quarterly update
- Member engagement pillar
  - Desire to be better ambassadors/elevator pitch
  - Bringing concerns of neighbours/other businesses
  - Shutting down damaging rumours/dialogue
  - Keeping lines of communication open
  - Board supporting staff if help is needed around events/sponsorship
  - Current policy now is to draw attention to website, calendar and social media
  - Suggestion: visual piece that shares who to connect with for different issues
  - Using AGM and other events to attract members
- Beautification and Placemaking
  - Alison has great plan and is maintaining relationships with vendors
  - Nothing to add to Alison's plan
  - Leading edge plan
- Stakeholder alignment – working with other stakeholders
  - EcDev/Tourism/Chamber of Commerce going through changes
  - Need of data to support new commercial entities
  - Providing tools to developers to help shape the commercial entities going into new developments downtown
  - Ongoing work with Lion's around festival of lights
  - Other Stakeholders – BPAC, AGB, RBG, Joe Brant Hospital
- Organizational effectiveness pillar
  - Systems structures, processes, technology, ensure organization is sustainable and future ready
  - What do we need to deliver on programs that are important in our strat plan
  - 5-year financial forecast needed
  - Looking at the what, not the how going forward
  - Agree to quarterly updates to share engagement and effectiveness
  - Easy point of access needed so community can learn what BDBA is doing
- Suggestion of rebrand by Cllr. Kearns
  - Better understanding of logo and so on
  - Rebrand can be outsourced
  - Use of QR code conversation



## BURLINGTON DOWNTOWN

- Next steps
  - Content is compiled
  - Shelley to take them and develop a draft plan to be presented at board for approval
  - Next board meeting is in June – short updated
  - Strat plan presented in Q1
  - Suggestion to possibly meet in the summer if needed – brainstorming session/working group

### 8. BDBA Policies & Procedures:

MOVED TO NEXT JUNE MEETING

### 9. Other Business:

Call for New Business

- Liza will be circulating a card for Board members to sign for N. Garner. BDBA to send flowers of support
- Daren – Walk to the Lighthouse coming up September 21<sup>st</sup>. fundraiser for Joe Brant Mental Health Unit. Last year Melanie Walker spoke to Board. Budget is \$0 – everything donated by businesses and individuals. Silent Auction. Visit website to learn more. Looking for sponsors, silent auction donations. Including kid zone this year. Push is for a family event. Facepainting sponsored by Loft Financial. Merch being sold. All proceeds go towards the charity.
- Suggestion to consider moving the date to avoid HWP walk on the same day

### 10. Adjournment 10:10

### 11. Next Meeting: Wednesday June 4th