



## BURLINGTON DOWNTOWN

***Board of Management Meeting  
Meeting Minutes  
Wednesday May 13th, 2026  
8:00 – 10:00 a.m.  
414 Locust Street, 2<sup>nd</sup> Floor BOARDROOM***

### **Meeting Chaired by Liza Bouchard-Bain**

**Present:** N. Gardner, B. Glazier, L. Bouchard-Bain, K. Nadhearny, T. Wright, S. Bell, J. Folch, D. Kuchma, L. Kearns

**Regrets:** E. Vine

**Staff:** B. Dean, J. Jones, and A. Policicchio

**Guests:**

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## **1. Call to Order**

The meeting was called to order at 8:00 a.m.

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## **2. Declarations of Conflict of Interest**

No conflicts declared.

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## **3. Approval of Board Meeting Minutes (April 1, 2026)**

**Motion:** To approve the Board meeting minutes of April 1, 2026 as presented.

- Moved by: Barry
- Seconded by: Stephen
- Discussion: None
- Vote: Carried



## 4. Approval of Executive Committee Meeting Minutes (April 8, 2026)

**Motion:** To approve the Executive Committee meeting minutes of April 8, 2026 as presented.

- Moved by: Stephen
  - Seconded by: Thomas
  - Discussion: none
  - Vote: Carried
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## 5. Review: Use of Corporate Resources During an Election Year

- Presentation by: Brian Dean and Jaclyn
  - Summary of discussion:
    - Review of policy
    - Designed to ensure that BDBA remains politically neutral
    - Conduct with fairness and neutrality
    - Aligned with City of Burlington policy
    - Scope applies to Federal, Provincial, Municipal and School Board
    - Policy covers displaying signs, Invitations to attend BDBA meetings, publishing campaign material, use of resources, employee involvement, technical resources and more.
    - Board may establish a date by which all candidates could attend
  - Direction / Outcomes: no questions or concerns
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## 6. Internal Sponsorships & Revenue Generation Policy

- Presentation by: Brian Dean & Team
- Summary of discussion:
  - Both sponsorship and revenue generation polices are meant to work together
  - Goal to generate revenue to help alleviate dependance on membership levy



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- Purpose is to establish a clear framework for how the BDBA develops, manages and delivers sponsorship and revenue-generating opportunities
- Expanding programming and marketing efforts
- Offsetting reliance on the membership levy
- Enabling greater investment in downtown animation, placemaking, and promotion
- Ensures that all sponsorship activities are aligned with the BDBA's strategic plan
- Sponsorship activities include
  - Event and program sponsorship
  - Marketing and promotion
  - Placemaking and public realm assets
  - Signature programs
- Packaging
  - Developed annually
  - Provide consistency
  - Implemented to enhance experience in the public realm
- Sponsorship revenue will support
  - Offset program costs
- Sponsorship partners will align with BDBA values and strategic goals
- Sponsorship policies relayed to June 3<sup>rd</sup> meeting

**Motion:** Motion was deferred to June meeting

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## 7. External Sponsorship Policy

- Presentation by: Brian Dean & Team
- Summary of discussion: paused until June 3<sup>rd</sup>

**Motion:** Motion and discussion deferred to next meeting.

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## 8. Closed Session

### Motion to Enter Closed Session

**Motion:** To move into Closed Session in accordance with the Municipal Act, 2001 regarding a personnel matter.

- Moved by: Thomas



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- Seconded by: Dareen
  - Vote: Carried
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### **In-Camera Discussion**

Discussion held in in closed session.

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### **Motion to Ratify Closed Session Direction**

**Motion:** To accept and ratify the direction provided in Closed Session.

- Moved by: Dareen
  - Seconded by: Stephen
  - Discussion: none
  - Vote: Carried
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## **9. New Business**

- Item: Event calendar
  - Discussion: Alison creates a calendar and program tracker to build the full year of events and activities.
  - Outcome: She will create a shareable link so the board can be aware of key initiatives. Short version is ideal.
- Item: Gift cards
  - Discussion: Do the gift cards expire?
  - Services and promotions can be expired
  - Cards were printed 4 years ago
  - There was a rule that the cards needed to include an expiration date.
  - Card includes instructions about replacing the card if the expiration date is stale.
  - Staff to confirm details of how to use the funds after the expiration date
  - Explanation of how the \$5 replacement fee would be applied
  - Suggestion that there be education to the businesses to clarify the expiration of the card not the funds.
  - Question about how gift card sales went for Mother's Day.



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### 10. Adjournment

**Motion:** To adjourn the meeting.

- Moved by: Liza
- Seconded by: Stephen
- Vote: Carried

**Meeting adjourned at:** 10:24 am

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### Next Meeting

Wednesday, June 3, 2026