



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING ~ VIA ZOOM
WEDNESDAY NOVEMBER 3, 2021**

Present: S. Bell, L. Bouchard-Bain, M. Eade, B. Glazier, S. Peachey (arrived 9am),
P. Skoretz, A. Ucar, E. Vine, D. Walker, B. Wodhams and Councillor Lisa Kearns
Staff: L. Birmingham, B. Dean and S. Statham
Guests: S. Romlewski – Special Business Areas Coordinator – City of Burlington
J. Jones – Membership Services – BDBA

- 1. Call to Order 8:02 am by B. Wodhams**
2. No declarations of interest declared.
- 3. Approval of Past Minutes: October 6, 2021**
Motion by: S. Bell Second by: P. Skoretz
"To approve the minutes of Wednesday October 6th, 2021, as presented."
Motion Carried
- 4. Treasurer's Report – S. Bell**
There were no questions regarding the budget-to-date.
 - Note the highlighted portions are funds for the Gift Card Program: a total of \$35,000
 - Staff was successful in our application to the Ontario Chamber of Commerce's *Shop Local Grant*; we submitted our Downtown Gift Card Program for funding and have been awarded \$43,000 to launch the program in 2021 – bringing the total Gift Card Program to \$78,000
 - Expenses for Downtown boxes are \$ 23,370 to date with an offsetting revenue of \$23,222
 - Brian Lorrie and Stephen Bell met with City Staff to discuss write-offs and supplements to date. As of October 2021, the BDBA's write-offs are \$101,000 Supplements are \$3,241. Our budget for 2021 included an estimate of \$30,000 for write-offs. So this is a shortfall of approximately \$70,000.
Write-offs occur from properties submitting appeals which could be from 5 years ago. We do not have any control over this and can only anticipate what the write-offs will be. As a best practice, we use a 5-year average of write-offs.

There is a possibility there will be additional write-offs before the end of the year. We will have confirmation of this late December and will report on the final numbers at the January Board meeting. Depending on our overall profit/loss statement at the end of the year the Board might need to authorize a withdrawal from our Reserve Fund to offset a revenue loss.

Reserve: We currently have \$433K in our Reserve Account.

The Board-approved minimum target for our Reserve Fund Account is 10% of our operating budget. (\$83,150) Our current Reserve account is approximately 51% of our 2021 budget. Of this \$135,000 is allocated to New Holiday Display Capital Programs. We contribute \$22,500 each year, looking toward \$185,000 purchase in 2 years -

Staff will return a *draft* 2022 budget for Board review in December.

5. Resignation:

The resignation of Jenny Wilkins is deferred until the next meeting.

6. Councillor's and SBAC Report:

- On October 15, the Ontario Lands Tribunal issued a decision which removed the Interim Control By-law from all downtown properties.
- A map of the current developments in downtown as of October 29, 2021, which also included pre-applications as well as applications that have no decisions.
- The Ontario Land Tribunal has allowed for a 29-storey building at 2069-2079 Lakeshore Road and 383-385 Pearl Street
- Temporary patios licenses on public land have ended as of October 31, 2021; all ramps and barriers have been removed. Patios licenses on private land have been extended until April 14, 2022. There is some advocacy from the office to help with a standardized look for the 2022 patio season.
- Free P! Parking Program – Councillor Kearns announced that as per a previous Directors meeting, she shared the fact the 90-minute free parking program will be discontinued. There was a lengthy discussion as to whether this program should be continued for one last year. B. Dean will poll the Board on-line for a final decision.

The presentation is on Trello for your reference.

** As of Friday November 5, 2021 – the majority vote from the Board of Directors is to discontinue the program on November 23, 2021. B. Dean will deliver this message to Committee/Council next week.

7. Events update – S. Statham

- Candlelit Stroll is cancelled for the 2021 season.
- The new Gift Card program is underway to November 5th to try to obtain 75 downtown businesses to launch this program.

- The Christmas Window Contest will continue this year. Prizes for best windows in each category include free print advertisements paid by the BDBA. Similar to 2020, there will be no awards ceremony this year.
 - The last of the Downtown boxes program for 2021 will feature 8-10 retailers for the holiday season. There will be 50 boxes available for sale at the end of November, early December. Special thank you to Ali Ucar of Agora Marketplace for contributing hand-blown glass ornaments.
 - Bright Nights program plans are underway. Some displays confirmed: The Singing Tree, the Canopy of Lights (new location required) a new Seasons Greetings display will be mounted on Scrivener's wall.
Sam also unveiled new displays that she is wishing to purchase. This will see the Bright Nights budget to be overbudget.
- Councillor Kearns announced she will again be donating and decorating 14 trees for this program.

Winter Holiday Market Update – B. Dean

B. Dean stated we have a budget of \$12,000 in the Various Events budget. It includes BPAC Jazz Festival for \$5500, BPAC Jazz Festival gift certificate giveaways at \$400, Burlington Chamber Small Business Week \$500 and the new sponsorship of the **Holiday Market for \$ 7,500** This puts the Various Events budget over \$1900.

The sponsorship includes purchasing 10 vendor tents for 10 downtown businesses. Each business will be asked to submit \$100 to secure their tent. This money will either go back into the Various Events budget or returned to the business after they participated in the market.

8. New Business

No new business.

**9. Next Meeting: Wednesday December 1, 2021 8:00 am
VIA ZOOM**

10. Adjournment 9:15 am