



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING ~ IN PERSON & ZOOM
WEDNESDAY NOVEMBER 2, 2022**

Present: S. Bell, L. Bouchard-Bain, M. Eade P. Skoretz, A. Ucar, and
B. Wodhams

Present via Zoom: J. Jones

Staff: L. Birmingham, B. Dean, A. Policicchio and D. Lyle

Regrets: B. Glazier, S. Peachey, E. Vine, D. Walker and Councillor Kearns

Guests: J. Brander, COB Special Business Areas Coordinator

1. Call to Order 8:08 am by B. Wodhams

There were no declarations of conflict of interest.

2. Approval of Board Minutes: Wednesday September 7, 2022

Motion by: P. Skoretz Second by: M. Eade

"To approve the minutes of Wednesday September 7, 2022, as presented."

Motion Carried

3. Special Business Coordinator Update: J. Brander

J. Brander provided a written report on the 2023 Patio Program and timing. (attached: Appendix A)

- The December 6th interim report will update Council regarding the future of the outdoor patios outlining progress to date. Timing remains on track with a subsequent report targeted for Q1 of 2023.

- Survey results indicated widespread support and approval of the sidewalk and street patios, with over 78% approval.

- The report has not yet been finalized. The intent is to provide an update, but not necessarily final direction, with respect to various aspects of the patio program including design, fees, funding, process and legislation. The report will be made available online in advance of the December CPRM meeting. Staff will provide the BDBA and patio operators with a copy of the first draft design guidelines for feedback in advance of the Dec 6 CPRM meeting.

* The Board expressed their strong concerns about the program being finished in time if the design guidelines are just being created at this point. J. Brander is confident

everything is on-track at this time and is hoping the draft guidelines are finished in December.

* The Board also stated this cannot be dropped in the laps of restauranteurs in April as this does not give them enough lead-time to order furniture etc.... The end of Q1 2023 is too late. J. Brander stated it is not the intent to present the guidelines at the end of Q1 2023 but earlier.

It was questioned if the hold-up was the wording "permanent" and recommended to keep everything status quo for 2023, giving city staff an entire year to fully prepare. Burlington's program is very similar to most other municipalities, meaning there are no permanent zoning permits, most are temporary. J. Brander stated he would speak with his management team regarding this request.

A report will be presented to Committee before the next Directors' meeting and the Board will have access before the CPRM meeting.

4. 2023 Budget Introduction: B. Dean

B. Dean stated where staff are in the budgeting process and will presenting the first draft operating budget following the marketing plan overview. Brian also explained revenues and how it affects the operating budget and the membership levy.

Currently the Reserve Fund sits at approximately \$442,000.

There are only two items calling on the Reserve. The first is 5% of total budget which amounts to approximately \$46,000.

The other is the investment for new holiday lighting on street lamps. We started investing \$22,500 each year since 2016, with the exception of 2022. We have \$135,000 in reserve to date for this program. We are projecting new displays to cost between \$175,000 and \$200,000 and will need to deposit the yearly amount of \$22,500 for at least 2 additional years.

* The Board questioned the 5% of the levy and recommended 10% (Executive Director to add this policy question to a subsequent Board meeting for approval)

* The Board also requested an excel report with a breakdown of what is calling on the Reserve Fund.

** Both requests to be presented at the December Board meeting.

For a complete report please refer to Trello November 2022

5. 2023 Marketing Plan Overview: A. Policicchio

Alison Policicchio presented an extensive marketing plan for 2023, including budget projections. Alison reviewed the Marketing Plan objectives, Customer Attraction Marketing budget, Strategic Marketing Plan Components, First & Third Party Events, Content Planning, Advertising & Promotions and Community Initiatives.

The Board congratulated Alison on her report stating it is something the BDBA has needed for quite some time.

Please refer to Trello November 2022 for full report.

6. Draft 2023 Operating Budget Review:

Staff presented each subcategory of the budget in detail.

Discussion regarding withdrawing funds from the Reserve Fund to offset the expenses and to bring down the levy increase. This to be further discussed at the December meeting.

As well, the Board requested putting the following on the agenda for December.

- To review and discuss the proposed changes to three BDBA events.
- Key success measures of the Gift Card program
- Current and multi-year contracts details.

7. New Business:

No new business.

**8. Next Meeting: Wednesday December 7, 2022, 8:00 am
Boardroom 414 Locust Street and Zoom**

9. Adjournment 10:05 am