



BURLINGTON DOWNTOWN

Board of Management Meeting MINUTES

Wednesday November 5th, 2025

8:00 – 10:15 a.m.

414 Locust Street, 2nd Floor BOARDROOM

Present: , E. Vine, K. Nadhearny, J. Folch, B. Glazier, S. Bell, L. Bouchard-Bain, L. Kearns, D. Kuchma, N. Gardner,
Staff: B. Dean, A. Policicchio
Guest: J. Jones (Whiting & Holmes)
Absent: B. Wodhams, S. Peachey
Guests: N Carvalho, Anagen + S. Ortved, Kandy Sweeties

Meeting Chaired by Liza Bouchard-Bain

1. Call to Order 8:05 a.m.
(Guests:)
 - Introductions round table

2. Declarations of Conflict of Interest
 - none

3. Approval of Minutes:
 - a) Executive Committee: August 12th and August 19th, 2025
 - Motion to pass: **Stephen Bell**
 - Seconded: **Liza Bouchard-Bain**
 - All in favour
 - Motion CARRIED



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b) Minutes: Board of Directors' Meeting: Wednesday September 10th, 2025

- Motion to pass: **Stephen Bell**
- Seconder; **Julie Folch**
- All in FAVOUR
- Motion CARRIED

4. Board Meeting Calendar 2026

Brian

- 10 board meetings per year
- No July/August
- September meeting pushed to second Wednesday, all others remain first Wednesday

Motion to pass: **L. Kearns**

Seconder: **K. Nadhearny**

All in FAVOUR

Motion Passed

5. Falling for Burlington Downtown Event: Wrap-Up Report

Staff

- overview of event presented by Marketing Director
- 4th year of event
- Highest number of participating businesses in any BDBA event – 20 plus
- Unitization of space was well done
- Social media – 13,000 + post views
- CHCH morning live was a community partner, not sponsor. Did press pick up and provided a lot of on-air press time leading up to the event.
- Art contest on site day of event.
- Reimagined the sensory bin. Engaged Lakeside Psychological and Educational Services to take the lead on changes.
- Positive feedback from Lakeside partners



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6. 2026 DRAFT Operational Budget

Staff

- Budget performance 2025
- Budgeting Process
- Reserve Fund 2025
- DRAFT Budget 2026

- Budget presentation by B. Dean
- Budget recommendations for feedback
- Presentation of budget process dates and steps
- Projected Reserve fund is healthy - \$294,064.75
- Reserve funds a mix of operating, future placemaking investment and remaining
- Current year operating budget is looking very healthy (surplus expected)
- Draft budget was informed by 3-year strategic plan, Transform 2035: A Decade of Placemaking & Beautification and 2025 budget performance

- BIA Budgeting breakdown of roles and responsibilities: Staff/BOD
- Board has final approval.
- Membership levy assessment
 - 240 property owners
 - Levy calculated with a formula
- Presentation of 2023, 2024 & 2025 budget history

- Final board approval will be Wednesday, December 3rd
- Overview of budget revenues and expenditure for next year
- Overview of changes
- Explanation of sponsored event budget increase
- Breakdown of Place Making and Beautification budget
- Breakdown of stakeholder relations budget, explanation of new categories
- Breakdown of downtown Gift Card Program including introduction of a digital card
- Breakdown of member engagement budget

- Explanation of AGM increase – AGM mixed with business mix to increase membership attendance
- Question about spending on Martha Street Project – how many businesses on the street? 14 businesses. Planters are already there, orb will be added to those to see how they look. Pilot will cost about \$638.
- Discussion around Wayfinding project – 10 year timeline
- Concern about professional fees increase – combo of bookkeeping/auditor/Membership engagement specialist – moved or realigned to professional fees resulting in the appearance of an increase



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- Discussion around membership engagement specialist contract
- Discussion around presentation of quotes to validate contract procurement and increase
- Discussion around levy increase and reserve funds
- Discussion around the BDBA Gift card costs – request for cost adjustment of program. Request to reduce costs from \$55k to \$40k
- Discussion around levy increase and hardship on members – Anything lower than a 2% increase is a loss (Executive Director comment). Right now, the increase is at 3.8% - option to use some reserve funds to bring levy down.

7. New Business

- Building the BDBA Downtown Holiday Playlist – fill out form
- Parking lot 4 – Cllr Kearns – bid was changed to fastest deliverable as possible. Some delays but it should be open December 5 or 6.
 - o City will be looking at procurement process through the audit committee.
 - o If cheapest and fastest doesn't work, will the city look at the best option?
 - o Build a stronger sense of partnership
- Downtown Parking Advisory committee
 - o Conclusion of downtown parking study is that the current parking situation is satisfactory
 - o Members of BDBA feel parking supply downtown is lacking
 - o BDBA will be taking a bold stand to present an informed position to the report.
 - o Important for businesses and employees to complete surveys
 - o Suggestion to set up a door-to-door campaign to support survey completion.
 - o Suggestion to run a branded campaign to increase engagement
 - o Dania to find out if guests can attend the next parking committee meeting – yes, parking committee works the same as council and COW meetings
- Development
 - o Active conversations regarding staging in lot 5 with 409 Brant
 - o Many developers are asking for above ground parking with mix of public parking

8. Adjournment & Next Meeting (Wednesday December 3, 2025) adjournment = 10:33 a.m.