



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING Minutes
WEDNESDAY OCTOBER 2, 2024**

Present: L. Bouchard-Bain, D. Kuchma, B. Glazier, D. Gray, N. Gardner, S. Bell, A. Ucar,
Staff: B. Dean, A. Policicchio, and J. Jones
Regrets: L. Kearns, E. Vine, S. Peachey, B. Wodhams
Guests: J. Folch

- 1. Call to Order 8:04 am – L. Bouchard-Bain**
- 2. Introduction of guests – J. Folch –** Loft Financial, Mortgage company, opened more than 3 years, started business during Covid.
- 3. Declaration of Conflict of Interest**

Conflict of interest – Item 4 a. L. Bouchard-Bain, S. Bell

- 4. Approval of Board Minutes:** Wednesday, September 11, 2024
Motion by: S. Bell Second by: B. Glazier
"To approve the minutes of Wednesday, September 11, 2024, as presented."
Motion Carried

5. Governance Reports:

- (a) Executive Succession Planning – BDBA Executive – Chair: L. Bouchard - Bain, Past Chair: B. Wodhams, Treasurer: S. Bell .
 - a. B. Dean describes the executive roles and their functions. Collectively the team provides guidance and direction to Executive Director.
 - b. B. Dean describes how Executive tenure should work.
 - c. Currently there is no succession plan for replacing the executive
 - d. Two of three executive members are set to retire.
 - e. Asking Board to consider a motion to extend the tenure of Chair, Past-Chair, and Treasurer until spring of 2026.
 - f. Asking for Board to add new member to Executive team by spring 2025
 - g. Next steps: Shadow the Exec Committee, Receive orientation by ED

Motion tabled by: B. Glazier, Seconded A. Ucar.

Motion passed.

“Motion to extend the tenure of present Chair, Past-Chair, Treasurer to spring 2026”

- (b) Board vacancy: P. Skoretz – Maximum number of Board members is 12. Quorum is challenging with only 11 members.
 - a. BDBA is guided by The Municipal Act, 2001 and its BDBA constitution. Section 1 (Constitution) -The Board of Management shall consist of a maximum twelve (12) members including one member of Burlington City Council, as referenced in sub-section 2, section 204, of *The Municipal Act, 2001*. It shall be the primary objective of the Burlington Downtown (BD), to develop, promote and protect commercial viability of the area and, to attempt to ensure that each member of the BD receives fair representation from the Board of Management.
 - b. A person qualified to be a member may hold office for the remainder of the term for which his or her predecessor was appointed.
 - c. Notification of vacancy may be made to the general membership either by way of newsletter or at AGM.
 - d. History of current BOD
 - i. Spring 2023 – brought on 3 new members.
 - ii. September 2024 – currently at 11 members
 - e. Options – no recruitment, board recruitment now based on candidates responding to “notification of vacancies” at the AGM (Spring 2025), identify and recruit now to fill vacancy until spring 2025 when P. Skoretz’ tenure.
 - f. L. Bouchard-Bain – suggests recruiting position now to mitigate issues with quorum, agreement from D. Kuchma and D. Gray.

Motion tabled by: L. Bouchard – Bain, Second – S. Bell

Motion passed

“Identify and recruit a member to fill the vacant seat, to the end of Peter Skoretz’ tenure (spring 2025)”

6. 2024 Budget Review: Year to Date:

Budgeted expenditures and revenues must be equal as the budget is revenue-neutral. Revenue generated mostly through BDBA member levy. Revenue budgeted is short, balanced by patio sponsorship revenue. Role of the board is to ensure budget is on point.

Case study: Pedestrian By-Pass Budget performance (Brian)

- Biggest investment in infrastructure taken on by BDBA.
- Activated on 5 streets – Lakeshore Rd, East of Brant, West of Brant, along Elgin, John and Pine Streets
- Removes burden from any operator to apply successfully to use space out front to ensure owners don’t take the burden themselves.
- 16 downtown patio operators.
- Budget 2024: \$90,000 – rental of bypass structures, fees include signage, engineering services, flower box services, permit fees added back in February.

- B. Dean recommending a \$100,000 budget for next year.
- Asking Council to create a CIP – Community Improvement Plan
- A. Ucar – losing money because of patio program, looking for advice from the board what to do. L. Bouchard Bain – supposed to encourage walking in the downtown. Heard feedback about how good pedestrian pathways look and work. B. Dean working directly with Agora to improve the situation. John Street is very tight causing congestion.
- Discussion around steps needed for improvement to parking.
- Discussion around Oakville Downtown and funding for their program. Oakville businesses are responsible for creating their own pedestrian pathways. BIA Oakville works with City to lower fees rather than taking on the funding themselves. Spends time on design standards so look is uniform. Not an active player in terms of infrastructure.
- Discussion around Municipal Accommodation Tax (MAT) by hotels.
- Discussion around pedestrian safety. Pedestrian walkways need to meet or exceed standards set municipally.

Case study: Downtown Gift Cards 2024 (Alison)

- Gift card sales Jan 01 – Sept 30, 2024 - \$64,695, exceeding goal of \$54,500
- Discussion around changes in projected budget for 2025
- Redemption rate 60%
- Discussion around top up purchases and redemption issues
- Discussion around total sales in past years. Seeing an increase in sales.
- Discussion around concerns of cost of the program.

7. 2025 Budget Target:

- a. Discussion around timeline for 2025 budget preparation
- b. Staff will work towards a budget target.
- c. Review of past years operating budgets by B. Dean
- d. Discussion and breakdown of total reserve fund.
- e. Summary of considerations for building 2025 budget. Suggestion to use 2.0 to 2.5% (inflationary target)
- f. Board Recommended Budget target 2025
- g. Recommendations – S. Bell recommends 3 – 5%. L. Bouchard-Bain asks what is the \$36k reserve fund for? B. Dean calls that the remaining fund. B. Glazier cautions about being too aggressive in spending due to financial struggles that continue for businesses.

8. In-Camera: Confidential Update

Motion by: L. Bouchard Second by: N. Gardner
 "To go into closed session of the Board of Directors."

Motion Carried