



## BURLINGTON DOWNTOWN

### ***Board of Management Meeting Meeting Minutes***

**Wednesday October 1, 2025**

**8:00 – 10:00 a.m.**

**414 Locust Street, 2<sup>nd</sup> Floor BOARDROOM**

#### **Meeting Chaired by Stephen Bell**

Present: L. Kearns, K. Nadhearny, B. Glazier, S. Bell, J. Folch, N. Gardner, E. Vine  
Staff: B. Dean, A. Policicchio, J. Jones (Whiting & Holmes Ltd.)  
Regrets: B. Wodhams, L. Bouchard-Bain, S. Peachey, D. Kuchma

#### **1. Call to Order 8:07 a.m.**

- Confirmation of quorum
- Treasurer S. Bell chairing on behalf of absent Director L. Bouchard-Bain
- Executive Director clerking

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

- No declarations of conflict of interest

#### **3. Approval of Board minutes: Wednesday September 10<sup>th</sup>, 2025**

- a) Motion to “*approve the Board minutes of Wednesday September 10<sup>th</sup> as presented*”

Motion: Stephen Bell Seconder: Naiomi Gardner Motion Carried
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#### **b) Approval of Executive Committee minutes: August 12<sup>th</sup> and August 19<sup>th</sup>, 2025**

- This item is deferred to next meeting



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### 4. Board Director Update- L. Bouchard -Bain

- This item will be addressed via an email from the Chair to all Board members

### 5. Context setting for Gift Card presentation

- Executive Director presented the 4-slide panel to Board outlining expectations for the staff presentation
- Noted: all attendees agree to use the FOG filter (**Fact, Opinion, Guess**) when presenting relevant information
- Board members are exercising their fiduciary responsibilities to ensure that risks associated with the program are mitigated
- Staff's role is to determine the "how" regarding the program: exact allocations and execution
- Next steps: staff will prepare a *draft* budget for 2026 for Board review, including detailed costing for the Downtown Gift Card Program- November 5<sup>th</sup>, 2025

### 6. BDBA Downtown Gift Card Program (full presentation attached and uploaded in Trello

- Director of Marketing and Membership Services & Community Liaison Coordinator prepared and prepared extensive binders for each Board Director and staff
- Binders contain all information relevant to the program including: past Board minutes, original Gift Card presentation, detailed budget breakdowns/incentivization, gift card funding and redemption diagrams, etc.
- Binders can be "signed out" from BDBA office by any Board member

#### Key Points:

- The Board-approved budget for the DTGC program is \$45,000, which represents 4% of the total operating budget
- Of this total budget, \$4500 is allocated for incentivization
- Staff reviewed the results of various incentivization programs. Noting our "3 year flash sale" was capped at a \$25 top-up (first purchasers to the table got the deal). There was no momentum- approximately 7 sales
- Holidays in July sale, different model. This required minimum \$100 purchase, maximum top-up valued at \$50 (multiple top-up cards not permitted); this program generated approximately \$12K



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- Board enquired if these incentivized programs were only online. Staff response: yes, they were not offered at point-of-sale locations
- Board enquired if there were controls in place to ensure that purchasers did not try to abuse the program by purchasing multiple increments of \$100 cards on line, for example. Staff response: yes, staff personally views the orders to ensure that they are made from separate email addresses.
- Board enquired if it is sustainable to have the Marketing Director process all incentivized orders by hand (at home office). Staff responded that it is sustainable at this point as there are only two incentivized programs per year, not a year-round responsibility.
- Staff presented “big picture”, actualized programs costs and sales since the program’s inception in 2021. Board asked for clarity on the 2025 figures regarding total sales. Staff noted that sales for 2025 are projections only, based on the current redemption rates recorded to September
- Board enquired what staff is doing to track QR codes that are part of the marketing strategy (citing: Puzzle Map contest in Look Local, e.g). Staff explained that we use a sensitive program called Flow code. The program gives analytics for each unique code we do, and that can do as deep as IP address or browser language.
- Staff explained that “lift amounts” are an additional spend at the time of purchase. total lift amount that staff can see\*\* since we started the program is about \$36,000 as a percentage of redeemed funds. Lift amounts are not a KPI. (\*\* staff can view and record lift amounts for point-of-sale systems like Moneris and Clover but not all systems). Staff reports to the Board include program goals and sales targets but does not include “lift” as a reliable metric.
- Board enquired if staff have reviewed a digital gift card platform? Staff- yes. BDBA is actively pursuing this platform presently. The digital cards will live on customers’ phones, like a wallet. The program will require four to six weeks of onboarding and a resubmission of our due diligence paperwork. Ideally, we hope to get ahead of the pending Christmas holiday season.
- Board enquired is staff is able to influence/control redemptions by the purchasers. Staff explained that BDBA does not know exactly for whom a gift card is purchased. There are privacy concerns related to directly communicating with the purchaser, so we invest in push marketing programs like Carpe (Re)Diem to remind purchasers to use their cards at participating downtown member businesses.

### 7. Adjournment & Next Meeting

The meeting adjourned at 10.06 a.m. Next meeting | Wednesday November 5<sup>th</sup>, 2025.