



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING ~ VIA ZOOM
WEDNESDAY OCTOBER 6, 2021**

Present: S. Bell, L. Bouchard-Bain, M. Eade, B. Glazier, S. Peachey, P. Skoretz, A. Ucar
E. Vine, and Councillor Lisa Kearns
Staff: L. Birmingham, B. Dean and S. Statham
Regrets: B. Wodhams and D. Walker
Guests: A. Enns – City of Burlington
J. Puletto – City of Burlington
S. Romlewski – Special Business Areas Coordinator – City of Burlington
A. Matchen – My Main Street
J. Jones – Membership Services – Whiting & Holmes

1. Call to Order 8:00 am by M. Eade

2. No declarations of interest declared.

3. Approval of Past Minutes: September 8, 2021

Motion by: S. Bell Second by: M. Eade

"To approve the minutes of Wednesday September 8th, 2021 as presented."

Motion Carried

- Word editing to Councillor Kearns' report for September.

4. Major Transit Station Areas Update (MTSA)– A. Enns and J. Puletto

- Alison gave a review of the MTSA and how it began in 2017, was put on hold for a brief time and has now resumed. Stage 1 includes the Engagement Plan, which is hoping to be completed by the end of 2022. A series of public meetings will be held in November/December. To update yourself on reports and to get involved please refer to www.getinvolvedburlington.ca/mtssa once you subscribe, you will receive notices. Allison stated the BDBA can be involved beginning October. Brian stated he will roll out Virtual Public Information Centres (PICs) to the membership and share the workbook with the Board of Directors. Alison will be invited back in Q1 2022 to update the Board

Please refer to Trello – October 2021 for the MTSA update report

5. My Main Street – A. Matchen

My Main Street is a \$23.25 million dollar investment to help drive business and restore vibrancy to local communities across Southern Ontario due to Covid-19. There will be 65 Main Street Neighbourhoods across Southern Ontario (excluding Toronto as they have their own funding) that will receive funding. Each Ambassador will be paid \$50K, which is included in the funding. Once hired, the Ambassadors will complete a comprehensive community market profile. Each business chosen will receive a customized retail plan for their business. Burlington Downtown is eligible for up to 4 Main Street Ambassadors. B. Dean has worked with Councillor Kearns and Burlington Economic Development to submit an early application for both streams of funding.

6. Councillor's Report – S. Romlewski / Councillor Kearns

- Development applications are being received.
- Pucks have now been installed in Lot #4
- Phase IV of Elgin Promenade is on time, on track and on budget. This project should be finished by the beginning of December 2021
- Patio Extension – BRA has submitted a position paper as a Covid update

M. Eade questioned if the electronic boards are operational yet. Councillor Kearns stated the City is still having issues with the current provider.

7. Draft BDBA Staff Vaccination Policy – B. Dean

Brian reviewed the Vaccine Policy with the Board.

Motion by: E. Vine

Second by: S. Bell

"To adopt the BDBA Staff Vaccination Policy as presented."

Motion Carried

Discussion continued regarding in-person meeting for the Board in 2022, Brian will report back to the Board in December as to its viability. This policy does not include the Board of Directors at this time.

8. 2022 Operating Budget Process : B. Dean

- Brian shared how the past budget (2020 and 2021) were created, including write-offs and supplementals. Staff to prepare their proposed budgets, which will be presented to the Board in December for the first draft. Brian, Lorrie and Stephen Bell will be meeting with City Staff to learn of the 2021 write-offs and supplements to date. Final numbers will be available mid/late December. A 5-year budget and levy report was also included.
- No specific goal was established for the creation of the 2022 operating budget with regard to changes to the membership levy. Staff were directed to demonstrate "fiscal restraint" in the creation of the budget in light of the hardships realized by the membership this year.

9. New Business:

- J. Jones stated businesses are now being recruited for the Gift Card program and should begin in the next two weeks.

**10. Next Meeting: Wednesday November 3, 2021 8:00 am
VIA ZOOM**

11. Adjournment 9:45 am