



**BURLINGTON DOWNTOWN BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING ~ IN PERSON & ZOOM
WEDNESDAY SEPTEMBER 13, 2023**

- Present:** S. Bell, L. Bouchard-Bain, N. Gardner, D. Gray, D. Kuchma, S. Peachey, P. Skoretz, A. Ucar, and E. Vine,
- Staff:** L. Birmingham, B. Dean and A. Policicchio
- Regrets:** B. Glazier, B. Wodhams and Councillor Kearns
- Guests:** J. Jones – Membership Services

1. Call to Order 8:05 am by L. Bouchard-Bain

No conflicts of interest were declared for this meeting.

- 2. Approval of Board Minutes:** Wednesday June 7th, 2023
Motion by: S. Peachey Second by: E. Vine
"To approve the minutes of Wednesday June 7th, 2023, as presented."
Motion Carried / 0 Opposed

3. Approval of BDBA Directors E-Vote & D. Walker letter of Resignation:

On June 15, the Board of Directors received the letter of resignation from D. Walker and accepted his letter by electronic vote. This then allowed the three candidates to be accepted to the Board of Directors.

The three candidates began their term on September 13, 2023, at the Board of Directors meeting.

Motion by: P. Skoretz Second by: S. Bell
"To accept the new Directors as discussed in the May meeting."
Motion Carried

Staff to report to the City of Burlington Clerks Department with Board of Director changes and Council approval.

4. Treasurer's Report: S. Bell

As of month, 7 of a 12-month budget, we have expenses 83% of the operating budget. This is on par with our spending patterns this time of year.

There are some fluctuations in individual budget lines, both negative and positive. A small savings with the new lease with the City of Burlington. Alternately the Special Events budget which is dedicated to community events has risen markedly over 2022 and will result in a slight overage in the budget.

We are sponsoring more third-party events than anticipated in 2023, also resulting in a slight overage in the budget.

Staff and the Board will begin budgeting for 2024 and will review the performance of individual budget lines.

There were no questions in response to the budget update.

Please refer to the full July budget breakdown in September Trello.

5. 2024 BDBA Events Revenue Discussion: B. Dean

B. Dean wanted to start the process of discussion for 2024 Sponsorship Revenue budgeting. The BDBA engages in the delivery of sustained foot traffic to the Downtown district all year round. One goal is to support a campaign of third-party events and directly delivered events that encourage engagement with and increased exposure of our business membership. A strong campaign of events is reasoned to attract new audiences to our downtown and provide novel opportunities for engagement with traditional audiences. Directly delivered events have historically provided a revenue stream for the organization through event sponsorships. B. Dean stated there are currently over 40 events downtown. The BDBA events are listed in yellow and other events we support are listed in blue. Special initiatives for 2023 include the addition of the Patio Initiative and the cancellation of Bright Nights, which was a Covid-19 program. Brian explained the revenue stream of Annual Sponsors, New Sponsors and One-off Sponsors. In 2020 we saw a 39% drop in sponsorship and in 2021 there was an increase in sponsorship of 115%. Both were a direct result of Covid-19. In 2022 our projections were down by .07% and currently in 2023 our projections are down by 48%.

Sponsorship has become more difficult to obtain.

B. Dean gave the Board 3 options to consider for the 2024 budget:

- Hire a resource with skills of fundraising and sponsorship strategies.
- Educate / upgrade skills for existing staff to this proposed target.
- Revise sponsorship target for 2024 with a recommendation of \$25,000 which staff believe is an appropriate target.

Staff will be analyzing the events to determine if they are worth continuing.

Event Revenue report in September Trello

- 6. Review Board Code of Conduct:** L. Bouchard-Bain / B. Dean
Directors have submitted their suggested edits to B. Dean for the final Board Code of Conduct policy which was in the September Trello package.

B. Dean reviewed the Code purpose which states:

The BDBA's code of conduct is a living document that is intended to be revised when an identified need arises and when any new Board-approved policies come into effect that relate to the 'rules of engagement' with staff or other Board members. OBIAA recommends that strong codes of conduct are: (a) clearly understood (b) not time-sensitive, (c) concise but not overly punitive.

Board Director termination; Personal advantage; Harassment & Discrimination policies were reviewed.

It was determined that when any Director misses two (2) consecutive meetings, the Chair of Board will have a personal conversation with said Director to determine the cause and if a third meeting is missed, they will be asked to step down. This is unless there are special circumstances that will be determined by the Chair of the Board.

Motion by: S. Peachey Second by: D. Kuchma
"To accept and adopt the changes to the Board of Conduct policy."
Motion Carried / 0 opposed.

B. Dean also reviewed the Harassment & Discrimination Policy.

All Directors are required to sign the Code of Conduct, which includes the agreement to the Harassment & Discrimination Policy.

- 7. Downtown Gift Card Program Update:** A. Policicchio
Ali gave a program break-down of the Gift Card Program including:
Investment breakdown. Partnership with 7 hotels in Burlington. ROI investment on all media expenses.
From January to June 2023 the ROI was 9.67% which is substantially higher than the 7% standard.
A. Policicchio talked about what's working and what needs adjusting.
Currently staff are in discussion with Joseph Brant Hospital regarding corporate sponsorship.
A copy of this report is in September Trello.

- 8. Joint Governance Session – August 29th Comments**
The OBIAA director Kay Matthews hosted a Governance session with both Burlington Downtown and Aldershot Business Areas.
This was very informative for both Directors and staff that attended, and L. Bouchard-Bain stated several items she found to be helpful.

Dean announced he will be looking into additional insurance for Directors and staff as a result of the meeting.

This policy will be reviewed every 2 years by the Board and staff members.

Brian also mentioned he will be seeking additional occasions to partner with the Aldershot BIA.

Those who missed the meeting are encouraged to review power point in Trello.

9. New Business:

S. Bell suggested we address the parking issues when festivals are held in Spencer Smith Park, in particular the parking garage. The last event saw 65 lost reservations for his business and stated it is not just his, but other businesses are suffering. No one is monitoring the garage inventory and cars are turned away when dozens of spaces are available.

It was agreed that Craig Kummer, Director of Transportation, City be invited to the next meeting to discuss the current issues.

B. Dean is working with a downtown photographer to update the Board and staff photos. Notice will be given when this is arranged, and each Director and staff can visit the studio for their shoot.

L. Bouchard-Bain stated she will be away for the October meeting.

**10. Next Meeting: Wednesday October 4th, 2023, 8:00 am
Boardroom 414 Locust Street and Zoom**

11. Adjournment 9:45 am