

TRANSITIONS: The VRPro Santa 5K race will be held virtual this year.
The Santa Claus Parade will take place Saturday Dec 4 and Sunday Dec 5 will rolling road closures Burlington wide.
The Candlelit Stroll is still being assessed at this time.

5. Councillor's & Special Business Areas Report:

- Council will be discussing permanent patio extensions. B. Glazier stated he has an extension to January 1, 2022 but is looking for another extension due to the possibility of another shut-down. It was suggested to form a committee to deal with the patio extensions. The BDBA will assist T. Evershed in this project.
- Vaccine Passports will be enforced September 22, 2021 by Municipal By-Law; the city is still waiting for Ontario Government to send out guidelines.
- Councillor Kearns stated people are being violent and nasty, tattling on neighbouring businesses etc... On September 18th there will be another anti-vax, anti-mask rally. Councillor Kearns suggested a message of kindness be kept forefront to the public.
- Phase IV of the Elgin Promenade is to be completed by the end of November.
- 2022 budget process has begun. A series of workshops to discuss service plans and funding priorities as some budgets have been underfunded for many years and may need an increase of 4-5%.
- Todd Evershed introduced the new Special Business Areas Coordinator, Samantha Romlewski, who was previously in the Planning Department.
- There is still \$300,000 waiting to be spent on outdoor furniture and/or streetscaping. The BDBA should work with Samantha to review areas that need upgrading and cleaned up.
- There was a recent Open House to discuss the proposed 25 storey structure at 535 Brant Street. This is the No Frills plaza up to Joe Dog's building. The City is continuing to work with the applicant through special meetings.
- There is also a meeting September 8th to seek feedback for the 2 towers at 2020 Lakeshore Road.

6. Update Winter Holiday Market: B. Dean / L. Bouchard-Bain

- This European-style 4-day Winter Market is being organized for the 2021-2022 season. Although the BDBA has no direct financial contribution to this program at this time, we will be represented at the Winter Market Board of Directors by B. Dean as a resource only.
- The BDBA has requested downtown businesses be offered a space first. There has been good feedback from the surrounding businesses as well; The Martini House and Poacher will be receiving special licenses for the event. Lot #4 will not be a part of the events footprint.

The overview of this event is scheduled to go to Committee of Council on Monday September 13th. Liza requested a letter of support from the Board of Directors.

Councillor Kearns cautioned that once this event is approved, it will be approved forever.

7. Downtown Gift Card Program: J. Jones

The BDBA will provide set-up, launch and ongoing promotional and administrative support to the program and to participating BDBA members. This project requires a minimum 3-year financial commitment and will commence in Q4 2021.

The purpose of this program is to encourage residents, visitors and Burlington based corporations to buy and spend locally to support the recovery of downtown Burlington's small businesses. We believe that the program will have a direct, ongoing and positive financial impact for BDBA members.

For a full report, please see Gift Card Program in September folder in Trello

8. Marketing & Events: S. Statham

- Fit in the Core – A new location at Brock Park provided additional space and shade for the successful 8 week event.
- Shop Small Crawl – Was held from August 21 – September 5 and included 40 participating businesses
- The Mural on John Street is now complete. Artist Chris Perez
- Bright Nights will be reimagined this year as the BDBA may not have access to 440 Elizabeth as we did last year.

For additional details please refer to Trello folder.

9. New Business:

- B. Glazier asked about the Free P! Parking program for this holiday season. Brian explained the Free P! Parking program has now ended and will not be returning. The 90-minute wave for parking will be ending the weekend of September 12, 2021.
- T. Evershed will be contacting Transportation regarding why the parking technology is not yet up and running.
- Brian announced a MTSA presentation for the October meeting.

**10. Next Meeting: Wednesday October 6, 2021 8:00 am
VIA ZOOM**

11. Adjournment 10:00 am