



BURLINGTON DOWNTOWN

Executive Committee Meeting

DRAFT Meeting Minutes

Wednesday August 19th, 2026

12:30 – 2.00 p.m.

Pepperwood Bistro, 1455 Lakeshore Road

Present: Liza Bouchard-Bain (Chair), Stephen Bell (Treasurer), Brian Dean (Executive Director)

Regrets: Thomas Wright (Vice-Chair)

Meeting chaired by: Liza Bouchard-Bain

1. Call to Order the meeting was called to order at 12.35 p.m.
2. Gazette article

On Tuesday August 18th the BDBA issued a press release to local media in support of our “Summer Send-Off Passport” program. It was picked up by the publication Burlington Gazette:

<https://burlingtongazette.ca/gazette-adds-an-incentive-to-the-bdba-summer-send-off/>

The release was published in its entirety, but the publisher also included add-on editorial:

“The Gazette has decided to add an incentive to the BDBA Summer Send off. We will give two long cool Adult Beverages to the first TWO people who can photograph Brian Dean in his Summer Best (shown below). The winners get to choose the locale for the prize. Two two winners cannot be related.”

The add-on is accompanied by an old picture of the BDBA Executive Director. The Executive agreed that the selected picture of the Executive Director is unflattering and was published with the intent to ridicule. As the BDBA office works diligently to maintain a professional and respectful presence in public the Executive agreed to contact the publisher.



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Action: Chair Bouchard-Bain will communicate to the publisher requesting that the offending “add-on” be removed from the publication immediately. Chair will also present the publisher with professional photos of the Executive Director to be used for future reference.

3. Review and confirm: draft Board meeting agendas September, 2026 -January. 2027

The Executive deliberated on the content for the upcoming Board of Directors’ meeting agendas. The following items were confirmed:

Draft Agenda: **September 16th**

- Monthly Budget review (Treasurer’s Remarks)
- Staff quarterly updates (Membership/Beautification)
- Beautification Committee Update (Naomi)
- Policy review and approval:
 - Internal Sponsorships & Revenue Generation Policy (Liza or Thomas?)
 - External Sponsorship Policy (Liza or Thomas?)
 - Kearns/Dean: Waterfront Festival Advocacy update
 - Chair =Board memo re: Thomas?

Draft Agenda: **October 7th**

- Monthly Budget review (Treasurer’s Remarks)
- Policy review and approval:
 - Sublease Tenants, Statutory Membership and Associate Membership Eligibility (Brian/J. Jones)
 - Reserve Fund Policy (Brian/Stephen)

City Clerk: Acclamation Resolution (formal statement of current Board Directors seeking re-appointment after City election)

Draft Agenda: **November 4th**

- Staff/Board 2027 operating Budget
- Budget process
- Budget targets



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(*new Council- appointed Liaison?)

Draft Agenda: **December 2nd**

- Finance Department= Supplementals and Write-Off Projections
 - Staff budget scenarios 2027
 - Board vote
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Wednesday January 6th

- Recommend full Board/Staff Governance Training

Actions:

- 1) Executive Director requested L. Bouchard-Bain and/or T. Wright introduce the following policy items at the September Board meeting:

*Internal Sponsorships & Revenue Generation Policy
External Sponsorship Policy*

- 2) Chair Bouchard-Bain to remind the Board members to thoroughly read all supporting materials in advance of the September Board meeting to ensure efficient use of Board's time.
- 3) Chair Bouchard-Bain to pen a memorandum to the Board for the September 16th meeting affirming the Board status of T. Wright.
- 4) Executive Director to communicate a subsequent Executive meeting the week of August 17th to discuss next steps with Director Wright.



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4. Governance Training for Board and staff

The Executive three proposals for governance training. The Executive Director prepared a summary of each proposal including price-point, CV and content. The summary included:

1) OBIAA (R. Braithwaite):

Estimate of Session: (time of day may impact costs)

- Governance Session (virtually or in person) – \$750 (member), \$1,050 (non-member), additional BIAs may join at \$250 per additional BIA
- Estimated Mileage – TBD upon request
- Estimated Costs – TBD upon request
- Accommodations, if required – TBD upon request (this can also be booked by the Municipality with their government rate.)

2) Booker & Associates (F. Booker):

In the education session Booker addresses the governance structure and practices which enable good governance for a member-based business-oriented organization with a dynamic mission and vision which is important to the success of the community and businesses located in Burlington's Downtown.

The education session will encourage dialogue with the participants to discuss the concepts and identify how they are incorporated into governance at BDBA. The idea is to have constructive engagement between Booker as the facilitator and the Directors as participants.

The fee for the development of materials and facilitation of the standard 90-minute governance dialogue session is estimated at \$3,500. This would be a local assignment for Booker, so there will be no out of pocket costs incurred and therefore no additional costs other than the addition of applicable taxes (HST).

The following are some of the organizations where Booker has facilitated governance education sessions: Aldershot Business Improvement Area, Burlington Performing Arts Centre, Halton Learning Foundation, Burlington Art Centre, DARTS Transit in Hamilton etc.



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3. Vox Veritas Consulting (S. Jones)

Scope of Work and Deliverables:

- *Module 1: Board of Directors' Expectations, Roles and Responsibilities Session*

Overview: This interactive session will introduce foundational governance concepts, focusing on distinguishing governance from management. It will clarify fiduciary duties (care, loyalty, obedience), strategic oversight responsibilities, and ethical obligations while setting clear expectations about what falls within the board's purview versus operational responsibilities handled by staff.

- *Module 2: Board Meeting Process and Etiquette Session*

Overview: This interactive session will provide an overview of effective board meeting processes and professional etiquette. Topics include agenda-setting procedures, voting protocols, conflict-of-interest disclosures, respectful communication practices, and active participation during meetings.

<i>The following are the Fees and proposed timelines aligned with BDDBA's Board calendar. Module</i>		<i>Timelines</i>
	<i>(exclusive of HST)</i>	
	\$1,850.00	September 9, 2026
Module 1		
Module 2	\$ 800.00	TBD – suggested at the next board meeting
Module 3	\$3,500.00	TBD

Sheila currently serves on the Governing Board of Habitat for Humanity Halton, Mississauga, Dufferin, where she is Vice-Chair and Chair of the Governance Committee, previously, Sheila served the City of Burlington as Executive Director, Strategy, Risk & Accountability and as City Auditor, where she led enterprise-wide programs to strengthen governance, transparency, and performance.

ACTIONS:

- 1) *The Executive Director was directed to contract the services of Sheila Jones (Vox Veritas Consulting). The contract to include Module 1- Board of Directors' Expectations, Roles and Responsibilities Session and Module 2 - Board Meeting*



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Process and Etiquette Session. The contract will include allocation of 20% total fees to be expensed from the 2026 professional fees budget line. 80% of the remaining fees to be expensed upon completion and budgeted from 2027 operating budget.

- 2) *The Executive elected not to partner with fellow BIA in Aldershot at this time.*
- 3) *Executive agreed to a date of Wednesday January 6th, 2027 (8.00 a.m. Call to Order) for Module 1 with Module 2 scheduled at a subsequent date in 2027.*

5. Advocacy: Burlington Waterfront Festival

The Executive Director provided the Executive with a verbal summary of issues related to the 2026 Burlington Waterfront Festival held at Spencer Smith Park July 17-19. The summary included: BDBA delegations to City Council in 2023 resulting in a re-location of the Burlington Food Truck Festival to Burloak Park, delegated authority by City's Recreation, Community & Culture Department, and, recent discussions with Ward 2 Councillor Lisa Kearns' office to ensure that the BWFF is not renewed at the same location for 2027.

Executive Director indicated that a series of motions is required to support a delegation to Committee of the Whole in September 2026. Ward 2 office expected to pen a Councillor's memo and BDBA to delegate with the support of the local downtown restaurant community. (see Appendix A list of Food Trucks at 2026 Waterfront Festival)

Motions:

WHEREAS *in October 2023, Burlington City Council provided direction to the Manager of Festivals and Events that the Burlington Food Truck Festival be relocated from Spencer Smith Park to another appropriate location within Burlington; (Danya to confirm specific Council motion wording)*

WHEREAS *the stated rationale for that direction included the proximity of Spencer Smith Park to a designated Business Improvement Area (BIA) and the need to consider the impact of food-focused festivals on businesses within the downtown area;*

WHEREAS *the Burlington Waterfront Festival was subsequently approved through delegated authority under the City's Festivals and Events Policy as a Community Event for July 17–19, 2026, at Spencer Smith Park;*



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WHEREAS the event application and stated purpose described a community-focused festival intended to support local emerging artists provide accessible cultural experiences, and deliver a family-friendly environment;

WHEREAS in the period leading up to the July 17–19, 2026 event, significant modifications were made to the programming, including the removal of the midway, a substantially reduced local music component, and a pared-back family zone;

WHEREAS the event nevertheless featured approximately 22 to 27 food trucks, representing a substantial and disproportionate component of the event relative to its other programming;

WHEREAS the actual composition and operation of an event should be considered when determining whether it is consistent with the City's Festivals and Events Policy and previous Council direction;

THE Executive Committee of the Burlington Downtown Business Association makes the following resolutions:

1. City Council direct staff to review the July 17–19, 2026 Burlington Waterfront Festival against the City's 2023 Council direction regarding the relocation of food truck festivals from Spencer Smith Park;
2. City Council direct that the Burlington Waterfront Festival not be renewed at Spencer Smith Park for an additional year in its current format;
3. That the BDBA be formally and meaningfully engaged as a significant business stakeholder in the post-event evaluation of the 2026 Burlington Waterfront Festival.
4. Further, that City staff work collaboratively with BDBA representatives to develop and implement a robust feedback mechanism that captures the perspectives and experiences of the local business community and informs a comprehensive year-end Festivals and Events Report to be presented to Council in December 2026.
5. Staff consider whether material changes to an approved event's programming, size, commercial component, number of food trucks or overall character should trigger a further staff review or require additional approval;

Motion: S. Bell

Second: L. Bouchard-Bain

Approved/ Carried



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6. Other Business

Executive Director will have inaugural meeting with new City of Burlington Clerk Mike DeRond. Topics of discussion include: enhanced access to BIA levy roll, request for clerking support to BDBA Board meetings, Procedural compliance with Municipal Act, 2001. Brian commented that the City Clerk may direct that an election of members to the BDBA Board take place concurrent with the City of Burlington Municipal Election. More to follow.

Chair Bouchard-Bain agreed to reach out and connect with Director Nadherny to rekindle discussions about an advanced role on the 2027 BDBA Executive Committee.

1. Adjournment

The meeting adjourned at 1:55 p.m. A subsequent meeting to follow with T. Wright.



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APPENDIX A:

Burlington Waterfront Festival 2026 Promo Material

