BURLINGTON DOWNTOWN

Burlington Downtown Business Association

Board of Management Meeting Minutes

Date: Wednesday, September 16, 2026
Time: 8:00 a.m. to 10:00 a.m.
Location: 414 Locust Street, 2nd Floor Boardroom
Chair: Liza Bouchard-Bain

Present: N. Gardner, L. Bouchard-Bain, K. Nadhearny, T. Wright, S. Bell, J. Folch, D. Kuchma,
Regrets: L. Kearns, B. Glazier
Staff: B. Dean, A. Policicchio, J. Jones
Guests: None

1. Call to Order

Chair Liza Bouchard-Bain called the meeting to order at **8:04 a.m.**

2. Declarations of Conflict of Interest

No declarations of conflict of interest were noted.

3. Approval of Minutes

The Board reviewed the minutes from:

- Board of Management Meeting – June 3, 2026

Moved: Stephen Bell
Seconded: Kim Nadhearny

The Board reviewed the minutes from:

- Executive Committee Meeting – August 19, 2026

Moved: Stephen Bell
Seconded: Thomas Wright

Carried.

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4. Treasurer's Report

Stephen Bell presented the Treasurer's Report and operating budget update. The Board was advised that operating budget projections remain on track as of August 31, 2026. Operating expenditures totaled $717,478 of the approved $1,118,062 budget, representing 64% of the annual budget.

The Board was advised:

- Customer Attraction expenditures are expected to increase in Q4 as staff execute the Falling for Downtown event and continue discussions regarding the Lakeside Festival of Lights.
- Opportunity Events expenditures are expected to increase following approval of Internal and External Sponsorship Policies.
- The pedestrian bypass budget is projected to exceed budget due to additional City-required engineering inspections and installation modifications and a cost-share with a new restaurant (Bar Origin) for additional fencing to support its seasonal patio ($5000)

The Board also reviewed the Executive Committee succession plan. Stephen Bell advised that Thomas Wright will transition to the role of Financial Advisor to the Board following the AGM and expressions of interest are being accepted for Executive Committee positions.

Discussion took place regarding vacancies within the Executive Committee. No expressions of interest were received during the meeting.

Received for information.

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5. 2026 Events Update

The Board reviewed event feedback and sponsorship outcomes related to the season's programming.

Discussion included:

- The importance of creating stronger participant ownership and interactive elements at events.
- Feedback from some businesses regarding perceived sponsorship value.
- Recognition that sponsorship value may extend beyond direct sales through community awareness and brand recognition.
- Opportunities to incorporate enhanced restaurant participation, promotional partnerships, picnic packages, and sponsored activations.

Suggestions for future programming included:

- Incorporating a children's movie component.
- Scheduling family-oriented programming earlier in the season.
- Increasing use of photography, videography, and social media content to strengthen emotional connection and audience engagement.
- Developing a "This is Our Downtown" promotional video series.
- Encouraging greater Board participation at events.

The Summer Music Series was also discussed. Board members noted the importance of increased member engagement and stronger promotion of events and programming.

Received for information.

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6. Beautification & Placemaking Update

Brian Dean and Alison Policicchio provided an update on Beautification and Placemaking initiatives.

The Board was advised:

- The Beautification Committee met extensively throughout the summer.
- Committee recommendations from the Beautification Plan have been reviewed and documented.
- Municipal approvals, governance requirements, and infrastructure limitations continue to impact implementation timelines.

A detailed update was provided regarding the Winter Lighting initiative, including:

- Use of City-approved suppliers.
- Shared infrastructure constraints on downtown poles.
- Decorative lighting options include tree wrapping and winter-themed installations.
- A site walk scheduled for September 25, 2026.
- Estimated supplier lead times for winter lighting program of four to six weeks.

Discussion also occurred regarding promotion through Festival of Lights partnerships and potential collaboration with the Lions Club.

The future of the Beautification Committee was discussed. Committee members reported that many original objectives have been achieved and expressed support for transitioning outstanding items to the regular Board agenda.

Motion: "To sunset the Beautification Committee and transition future beautification matters to a standing Board agenda item".

Moved: Thomas Wright
Seconded: Kim Nadhearny

Carried.

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7. Quarterly Update: Membership Engagement

Jaclyn Jones provided an update on member engagement activities.

The Board was advised that staff continue to collect members' feedback and identify opportunities for improved communication. The report also a summary of partnership and revenue development through Movies By The Lake, the co-delivery of several governance policies, and a review of the Downtowns Atlantic Canada Conference.

Discussion included promotion of member benefits, communications, and methods to increase engagement with BDBA programs and initiatives.

Received for information.

8. Approval: Internal Sponsorships & Revenue Generation Policy

The Board reviewed the proposed Internal Sponsorships and Revenue Generation Policy.

Discussion focused on revenue generation opportunities and sponsorship governance.

Lead reviewers were identified for final policy refinement.

Motion to "approve the *Internal Sponsorships & Revenue Generation Policy as presented*"

Moved: Julie Folch
Seconded: Naiomi Gardner

Carried

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9. Approval: External Sponsorship Policy

The Board reviewed the proposed External Sponsorship Policy.

Discussion focused on establishing a consistent framework for sponsorship partnerships and future event funding opportunities.

Lead reviewers were identified for final policy refinement.

Motion to "approve the *External Sponsorship Policy as presented*"

Moved: Thomas Wright
Seconded: Kim Nadhearny

Carried

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10. Advocacy Update: Burlington Waterfront Festival

Brian Dean provided an overview of matters related to the Burlington Waterfront Festival.

Discussion included:

- Festival outcomes and lessons learned.
- Stakeholder feedback.

- Potential advocacy opportunities moving forward.
- Roundtable discussion regarding future participation and partnerships.

Received for information.

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11. Fall/Winter Board Agenda Review

The Board reviewed potential Fall and Winter priorities.

Discussion included:

- 2027 Board succession planning.
- Executive Committee recruitment.
- Sponsorship policy completion.
- Winter lighting initiatives.
- Transition of beautification matters to the regular Board agenda.

Chair noted that subsequent meetings will focus on: review of draft Reserve Fund Policy, update from Digital Engagement & Content Specialist (J. McKay), budget deliberations 2027.

Chair noted also that the Executive has approved a local resource to guide the full Board and staff for a session on Governance Training (Sheila Jones from the firm Vox Veritas) -second session will follow in the Spring with a date to be announced. This session is scheduled for Wednesday January 6th, 2027.

Received for information.

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12. New Business

Discussion included:

- Promotion of member benefits and services.
- Opportunities to enhance communication regarding events and programming.
- Use of QR codes and member-only resources.
- Clarification that the BDBA operates independently from the City and should continue to communicate its distinct role to members and stakeholders.

The Board noted the ongoing need to recruit additional volunteers for Executive Committee positions.

13. Adjournment & Next Meeting

There being no further business, the meeting was adjourned.

Next Meeting: Wednesday, October 7, 2026.