

Board Meeting – September 17th, 2019 - 5:30 pm
Location: They, 226 Front St.

MINUTES

1. Call to Order at 5:35pm

1.1 Attendance

K. Brown, M. Currier, K. Moniz, S. Patriquin, R. Williams, T. Van Dijk, L. McDougall, S. Musson,
K. Harnden, M. Hilmi, D. Barratt

Absent: A. Ramos-Serratos

1.2 Approval of Agenda

R. Williams requested item 11 be added related to the City's Food Truck Bylaw.

Motion: THAT the agenda for September 17, 2019 be approved as amended.

Moved: L. McDougall Seconded: M. Hilmi

CARRIED

2. Disclosure of Pecuniary Interest - NONE

3. Reading and confirmation of Minutes

3.1 Minutes of BDIA Meeting August 20th, 2019

Motion: Move approval of the minutes as presented.

Moved: M. Hilmi

Seconded: L. McDougall

CARRIED

4. Reports

4.1 Financial Statements (August 2019) – Kathryn Brown / Marijo Cuerrier

Motion: Move the approval of the financial statements as presented.

Moved: S. Musson

Seconded: T. Van Dijk

CARRIED

4.2 Executive Director Report – Marijo Cuerrier

4.3 Committee Reports

4.3.1 Events & Programming – M. Hilmi, S. Musson, D. Barratt, A. Serratos-Ramos
(see Item 6 for review of Seasonal Décor budget & funding)

4.3.2 Economic Development – R. Williams, L. McDougall, TBD

4.3.3 Information & Knowledge Management – Lorne McDougall
(see Item 5 for funding motion)

4.3.4 Vision & Strategic Planning (including Brand) – S. Patriquin, K. Harnden
(note Brand launch date October 29, 2019 @ 5:30pm)

4.3.5 Governance – K. Brown

(see Item 10 re: Notice of Motion)

5. RED Funding and Building Belleville Reserve Fund– Cisco / Meraki Solution (L. McDougall / K. Moniz)

5.1 Recommendation & report on source funding to support the implementation of the Cisco/Meraki technology solution in the event the joint submission to Rural Economic Development Grant is approved.

Motion: THAT the Board approve the allocation of the Build Belleville funds of \$30,000 to the Downtown Public WiFi & Location Analytics Project; and THAT the Chair and Executive Director be authorized to sign the acceptance agreement on behalf of the Belleville Downtown District BIA.

Moved: L. McDougall Seconded: K. Harnden

CARRIED

6. Christmas Décor – Budget (S. Patriquin / M. Cuerrier)

6.1 In addition to the holiday décor already in our storage facility, and to increase tourism attraction this Christmas season, a significant investment is proposed. This investment includes Street Décor, Seasonal Banners, Carriageway Décor, Window Décor, and Events from November 17th – December 24th.

6.2 Funding for this investment is proposed from the following sources:

- City of Belleville – Municipal Accommodation Tax (MAT) - \$20,000 (tentative)
- BDIA Seasonal Décor Reserve Fund - \$27,000
- Operational Budget (already approved) - \$26,300

6.3 On receipt of the 2018 Audited Financial Statements consideration will be given to reallocating a portion of the “Retained Earnings” into “Seasonal Décor” for future years.

Motion: THAT the Board of Directors approve the transfer of \$27,000 from the Seasonal Decor Reserve Funds to the 2019 Christmas Décor & Event project ; and THAT the Chair and Executive Director be authorized to sign the acceptance agreement on behalf of the Belleville Downtown District BIA related to the MAT funding.

Moved: L. McDougall Seconded: M. Hilmi

CARRIED

7. Food Truck Bylaw (Non-Objection Letter)

7.1 The BDIA will be hosting events in the Downtown District on November 17th (Santa Claus Parade Day) and December 7th (Christmas Market) and will be including food trucks as part of our event. City Council will require a letter of non-objection from the Board before considering the exception.

Motion: The Board approves the request to issue a letter of non-objection to waive the Food Truck Bylaw for November 17, 2019 and December 7, 2019 in order to host food trucks in Downtown Belleville.

Moved: S. Patriquin

Seconded: K. Harnden

CARRIED

8. Opening on the Board of Directors

8.1 As per The Corporation of the City of Belleville Bylaw 10358 (to amend Section 3 of Bylaw 9290), “The Board shall consist of eleven (11) Members appointed by Council, at least one of whom shall be a Member of Council, and the remaining Members shall be persons qualified to be elected Members of Council assessed for Business Assessment in respect of land in the area, or nominees of Corporation so assessed.” ; AND Bylaw 9290 Section 5: “Where a vacancy occurs for any cause, the Council shall appoint a person qualified as set out in Section 3 to be a member, who shall hold office for the remainder of the term his predecessor was appointed”.

8.2 A call for nominations was issued on August 3rd and 10th, 2019 and the following candidates were nominated:

1. Chad Guziewicz, Tire Wizard
2. Tom Lafferty - Declined
3. Sonya DeWal - Declined

Motion: THAT the Board of Directors approves candidate **Chad Guziewicz** and directs the Chair to provide the candidate to City Council for final approval and assignment to the board for the duration of the term.

Moved: S. Patriquin Seconded: S. Musson **CARRIED**

9. Leave of Absence Request

9.1 L. McDougall will be on a special assignment for an 8 month period beginning December, 2019. As the assignment is considered temporary, it is appropriate to consider this a leave of absence from the BDIA Board of Directors.

Motion: THAT the Board approves Lorne McDougall's request for a Leave of Absence from the Board of Directors for an eight month period December 2019 – August, 2020.

Moved: K. Harnden Seconded: M. Hilmi **CARRIED**

9.2 M. Hilmi will be on Maternity Leave for an estimated 3 month period beginning December, 2019. Given this a maternity leave, it is appropriate to consider this a leave of absence from the BDIA Board of Directors.

Motion: THAT the Board approves Melanie Hilmi's request for a Leave of Absence from the Board of Directors for a three month period December 2019 – February, 2020.

Moved: L. McDougall Seconded: K. Harnden **CARRIED**

10. Notice of Motion – Belleville Downtown Improvement Area Bylaws (Amendments)

10.1 Subsequent to the approval by members of the BDIA Bylaws at a Special Meeting held 28th day of March, 2019 and prior to the approval by City Council on 11th day of March 2019, it was identified that an omission (Quorum Item 13) and a typographical error (Petitions and Communications Item 48) were noted. After consultation with the City Clerk, it was agreed to allow the City approval to proceed and to bring the amendments to the membership during the regular AGM in November, 2019.

10.2 Notice of Motion was provided at the board meeting on August 20th, 2019 and the amendments were circulated to the Board of Directors on August 21st, 2019.

Motion: THAT the Board of Directors approves the amendments included in Section: Quorum Item 13.1; and, Section: Petitions and Communications Item 48 and concurs said changes will be presented at the AGM scheduled the 19th day of November, 2019 for approval by the membership.

Moved: L. McDougall Seconded: S. Patriquin **CARRIED**

11. Food Truck Bylaw

11.1 Councillor Williams spoke to the increasing number of letter of non-objection required to support Food Trucks in the downtown District for both BDIA and Third Party Events. After discussion regarding pro's and con's, the matter has been referred back to the Economic Development and Governance Committees for a report and recommendations.

TABLED

12. Adjournment at 6:55pm