



Board Meeting – February 18th, 2020 - 5:30 pm
Location: They Integrated, 226 Front St. Belleville

MINUTES

1. Call to Order – 5:35pm

1.1 Attendance:

K. Brown, M. Cuerrier, K. Moniz, S. Patriquin, S. Musson, C. Guziewicz, K. Harnden
Regrets: R. Williams, A. Ramos-Serratos, T. Van Dijk
LOA: L. McDougall, M. Pujic

1.2 Approval of Agenda

Moved: K. Harnden Second: C. Guziewicz **CARRIED**

2. Disclosure of Pecuniary Interest – None Identified

3. Reading and confirmation of Minutes

3.1 Minutes of BIA Meeting – January 21st, 2020

Motion: Move approval of the minutes as presented.

Moved: S. Musson Second: C. Guziewicz **CARRIED**

4. Deputation – Rotary Club (re: Banners) – Deferred at the request of J. Smale

4.1 Board discussion regarding the deputation request

Motion: Develop a procedure related to leasing of the light standards (banners section).

Moved: C. Guziewicz Second: S. Patriquin **CARRIED**

5. Corporate Fundraising – Alignment with our Brand

5.1 Discussion about alignment of a corporate entity with our brand (M. Cuerrier)

Action: Referred to staff for a report



6. Food Truck Waiver Request – Alzheimer Society (May 31, 2020)

Motion: Move approval of an exception letter for the Alzheimer Society providing our support for food trucks on Market Square during their event.

Moved: S. Musson Second: C. Guzewicz **CARRIED**

7. Associate Members – Opportunity to Extend BIA participation (M. Cuerrier)

Motion: Move that the procedure be developed for the inclusion of Associate Members within the Downtown District BIA at a rate of \$100.00 per month or \$1,000.00 if pre-paid for the year.

Moved: S. Patriquin Second: C. Guzewicz **CARRIED**

8. Reports

8.1 Financial Statements (November 2019 and December 2019) – C. Guzewicz / M. Cuerrier

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

Moved: S. Musson Second: K. Harnden **CARRIED**

8.3 Executive Director Report – M. Cuerrier

8.4 Marketing & Media Officer Report – K. Moniz

8.5 Committee Reports

6.3.1 Events & Programming – M. Hilmi, S. Musson, A. Serratos-Ramos

6.3.2 Economic Development – R. Williams, L. McDougall, C. Guzewicz

6.3.3 Information & Knowledge Management – L. McDougall, C. Guzewicz

6.3.4 Vision & Strategic Planning – S. Patriquin, K. Harnden

Action: This is the year we move from “change” to “activation”. Our teams and committees are growing and board member participation is important to gather committee recommendations and bring their input to the board. Each board member is asked to consider which committees they wish to represent and/or lead in 2020. Preferences to be emailed to K. Brown by Monday, February 24th, 2020.



9. In-Camera

A1. In Camera update regarding personal matters about an identifiable individual

10. Adjournment 7:35pm

Executive Committee Meeting Today

1 message

Kathryn Brown <kathrynbrown000@gmail.com>

27 March 2020 at 17:40

To: Abraham Ramos-Serratos <Abraham_ramos_serratos@hotmail.com>, Chad Guziewicz <chad@dealerplus.ca>, Kathryn Brown <kathrynbrown000@gmail.com>, Ken Harnden <ken@pinnaclemusicstudios.com>, Lorne McDougall <lmcdougall@mcdougallinsurance.com>, Marijo Cuerrier <mcuerrier@downtownbelleville.ca>, Melanie Pujic <melaniehilmi@gmail.com>, Ryan R Williams <councillor.williams@city.belleville.on.ca>, Sandy Musson <coachsandym@gmail.com>, Shawn Patriquin <shawn@theyintegrated.com>, Tara Van Dijk <tarafide@outlook.com>, Kelsey Moniz <hello@downtownbelleville.ca>

Greetings Everyone!

Today the Executive Committee met again and we received an update on all the activities underway for the Downtown District. Trust me - there is plenty happening! Today's announcement from the federal gov't of the 75% wage subsidy was a huge relief for many - not a complete reprieve, but step by step.

There was one motion passed that I wanted to share with everyone. Over the past week, we have been setting up a Downtown District Online Marketplace on Shopify using a free 14 day package. It's something that will enable online shopping for our visitors and includes businesses that don't currently use an online platform. Our original plan was to introduce this tool in 2021; however, Covid 19 accelerated these plans.

To activate this site in the immediacy, Marijo requested our support to move our Shopify Marketplace to a paid subscription - costing approx. \$1,300.00 per year.

The Motion:

That the Executive Committee approve the allocation of \$1300.00 to the Shopify Marketplace initiative for implementation as quickly as possible.

Moved: S. Patriquin / Seconded: C. Guziewicz CARRIED (Unanimously)

To provide direction on how we'll fund this unexpected but necessary expense, the Executive Committee and Staff identified areas in our current forecast that could easily be eliminated or postponed. A copy of the forecast, with the suggested reductions is attached and the items highlighted in yellow.

There is also a radio commercial running about the Downtown District. In these current days it doesn't pay to let ourselves fall off the radar. Thank you to Marijo and Kelsey for keeping the "light" on us.

If you have any questions or concerns, please don't hesitate to give Marijo or I a call or an email. Stay safe everyone!!

Kathryn

 **2020 Budget MJ R2 COVID (1).xlsx**
255K

Motion Approved by BIA Exec Committee Today

1 message

Kathryn Brown <kathrynbrown000@gmail.com>

24 April 2020 at 11:16

To: Abraham Ramos-Serratos <Abraham_ramos_serratos@hotmail.com>, Chad Guzewicz <chad@dealerplus.ca>, Kathryn Brown <kathrynbrown000@gmail.com>, Ken Harnden <ken@pinnaclemusicstudios.com>, Lorne McDougall <lmcdougall@mcdougallinsurance.com>, Marijo Cuerrier <mcuerrier@downtownbelleville.ca>, Melanie Pujic <melaniehilmi@gmail.com>, Ryan R Williams <councillor.williams@city.belleville.on.ca>, Sandy Musson <coachsandym@gmail.com>, Shawn Patriquin <shawn@theyintegrated.com>, Tara Van Dijk <tarafide@outlook.com>, Kelsey Moniz <hello@downtownbelleville.ca>

As the marketplace traffic grows, we've learned the current payment solution (from Shopify ►►► Paypal ►►► BIA Bank Account ►►► BIA Paypal Account ►►► Seller's Paypal ►►► Sellers Bank Account) is far more complex than originally thought (we've tested is via Kate's Kitchen); but there is a work around that is more simplified and easy to implement. To facilitate the workaround, it will require some funding between now and July 31st.

Motion 1:

In order to electronically transfer sales revenue from the BIA e-commerce bank account directly to the Seller's bank account, the BIA will manually transfer the funds once per week to each seller. The limited time offer from BMO for this EFT service is \$100.00 per month. On or before July 31st, the BIA will identify an automated/technical solution for the funds transfer.

Therefore, the BIA Executive Committee approves the \$100.00 per month expenditure be funded by the BIA until July 31st, 2020.

Moved: S. Patriquin Seconded: C. Guzewicz CARRIED