



Board Meeting – June 16, 2020 – 5:30 pm
Location: Google Meet Web Call

MINUTES

1. Call to Order – 5:40pm

1.1 Attendance

Attendees: S. Patriquin, C. Guzewicz, A. Serratos-Ramos, S. Musson, R. Williams, M. Cuerrier, K. Moniz / Guest: R. Burlington, E. Travis / LOA: L. McDougall, M. Hilmi

1.2 Approval of Agenda

Moved: S. Patriquin Second: A. Serratos-Ramos **CARRIED**

2. Disclosure of Pecuniary Interest – None identified

3. Executive Director Report – M. Cuerrier

4.1 Al Fresco on Front Update

4.2 Discussion on Key performance measures

- # of visitors using pedestrian counters (before, during)
- Social network shares
- Business retention and expansion (e.g. # of leads, new businesses)

4. Marketing & Media Officer Report – K. Moniz

5. Financial Statements (May 2020) – C. Guzewicz / M. Cuerrier

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

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



6. Activating our Committees

7.1 Discussion on Board and Committee Activation

7.2 Committee Representatives

7.2.1 Events & Programming (3-4) – R. Burlington, E. Travis, B. Kull, A. Serratos-Ramos

7.2.2 Economic Development (3) – C. Guzewicz, E. Travis, R. Williams

7.2.3 Information & Knowledge Management (2) – C. Guzewicz, L. McDougall

7.2.4 Vision & Strategic Planning (2) – S. Patriquin, K. Harnden

7.2.5 Governance (3) – K. Brown

7.2.6 Façade Committee (1) – K. Harnden

7.2.7 EDDC (1) – K. Brown with M. Cuerrier in attendance

7.2.8 Business Retention and Expansion (1) – M. Cuerrier

Motion: Move approval of the appointment of Board Member representatives for Downtown District BIA and City of Belleville Committees for 2020 – 21

Moved: S. Musson

Second: R. Williams

CARRIED

7. Adjournment 6:45pm