



**Board Meeting – May 18<sup>th</sup>, 2021 – 5:30 pm**  
**Location: VIA ZOOM**

## **AGENDA**

1. Call to Order
  - 1.1 Attendance
  - 1.2 Approval of Agenda

**Motion:** Move the approval of the BIA Board agenda as presented.

2. Disclosure of Pecuniary Interest
3. Reading and confirmation of Minutes (20-April-2020)

**Motion:** Move the approval of the BIA Board minutes as presented.

4. Executive Director Report – M. Cuerrier
5. Marketing & Media Officer Report – T. Spencer
6. Financial Statements (April 2021) – M. Cuerrier

**Motion:** Move the approval of the April 2021 financial statements as presented.

7. Committee Reports
  - Knowledge & Information Management

Given the Knowledge and Information Management Committee's mandate to extract useful information from the BIA's data, direct access to said data is necessary to 1) expedite our ability to analyze the data, 2) improve our understanding of the form and constraints of the data, and 3) not take up too much of the BIA staff's valuable time.

The K&IM committee requests the Board allow the Committee and its members access to the data aggregated in various BIA Information Systems\*. (*\*Defined presently as The Footfall Analytics, downtownbelleville.ca Analytics, and analytics from any social media accounts of the BIA. Additional Information Systems may be added via future BIA resolutions.*)

The form of this access shall be determined by agreement between the Committee and BIA staff, and adjusted from time to time as necessary. All Committee members who wish to review the aforementioned data will be required to sign a Non-Disclosure Agreement. The BIA



Executive Director will be given veto power if any data that would otherwise be provided to the Committee via this motion that is determined by said director to be of an “extremely confidential nature”;

**Motion:** Moved that the Knowledge & Information Management Committee members be provided with access to the Data Analytics in various BIA Information Systems, following completion of a Non-Disclosure Agreement and with the understanding the Executive Director will not provide access to information deemed to be extremely confidential.

8. New Business or Notice of Motions

9. Adjournment

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10. In-Camera

10.1 Confirmation & Minuting of Email vote completed May 6<sup>th</sup>, 2021

11. Adjournment from In-Camera