



Board Meeting - February 18, 2025 - 5:30pm - 7:15pm
Location: BIA office 199 North Front, Street Unit 208A

AGENDA

1. Call to Order

1.1 Attendance: Matthew Leonard, Councillor Garnet Thompson, Kim Fedor, Jennifer Hunter, Nick Boretski, Alex Bruce, Rakesh Parmar, Lindsay Dransfield, Brooke Miller, Edie Haslauer (online) and City of Belleville Economic Development Executive Director Elisha Maguire. *Absent: Jessica Purchase

1.2 Approval of Agenda

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

First: Alex Bruce

Second: Garnet Thompson

All in favour: Yes

2. Disclosure of Pecuniary Interest

None disclosed

3. Reading and confirmation of Minutes (January 2025)

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

First: Alex Bruce

Second: Jennifer Hunter

All in favour: Yes

4. Board Member Changes

1.1. Maury Flunder

Motion: Move to remove Maury Flunder from the DBIA Board of Directors.

First: Garnet Thompson

Second: Lindsay Dransfield

All in favour: Yes

1.2. Brooke Miller

Motion: Move to add Brooke Miller onto the DBIA Board of Directors

First: Lindsay Dransfield

Second: Garnet Thompson

All in favour: Yes

5. Remarks from the Chair - Matt Leonard

Motion: Move to receive the report.

First: Jennifer Hunter

Second: Alex Bruce

All in favour: Yes

- Strategic Plan upcoming. We need a quorum on Thursday, Feb 20
- Events discussion and Elisha Maguire giving a deputation
- Financials are available now
- Thank you To Maury Flunder for his service. Welcome to Brooke Miller.
- Action points- discuss the CRM and do an in-camera session.

6. Deputation - Elisha Maguire - Santa Claus Parade - Please see attached proposal.

Motion: Move to receive the deputation for Santa Claus Parade

First: Alex Bruce

Second: Lindsay Dransfield

All in favour: Yes

Proposal for the BIA to take over the Santa Claus Parade from the Chamber of Commerce. The city would provide a \$15,000 budget, with \$9740 for fixed costs and \$5260 for additional activities.

Discussion - Alex: Who does the marketing? In the past it was done by the Chamber

Garnet: What are the fixed costs? ie lighting, security, toilets, parking, paid duty

Matt: When Danielle and I looked at the proposal - we thought cost closer to \$15k

Kim: Does it fit our mandate to host the parade? What is the route - still on Bridge?

Danielle: Is in discussion with City on the route

All: More discussion outside this meeting is needed. Can we postpone decision?

Elisha: Will take to other partners on Monday, but wanted to bring it to us first.

Matt: Concern on "in-kind" donations that Chamber has could make up the \$5000 or more. Without "in-kind", the DBIA could be out of pocket running this event.

Garnet: The financials are a concern for DBIA. Set a budget. We'd do it but for more money than \$5260 which is not enough. Switch route to Front Street.

Elisha: The road is non-negotiable. City insists to stage and end it safely

Danielle: Talking to City Staff -Brad. Action: Danielle to determine if we can take it through downtown and use Quinte Secondary as the end-point. If yes, then go ahead.

Elisha: Police is one part, but there is also fire and more that need to give approval.

Lindsay: Take the proposal to Events committee, too

Yona: Who will do it? eg. applications, waivers, payments? Elisha answers that it will be City Staff Liaison in the mayor's office.

Yona: Who does the applications? Elisha: Not a city resource.

TO DO: Determine if route can change to Front St; determine beginning and end (muster points); look into more detailed financials.



Motion: Move to table decision for Santa Claus Parade next month in BIA

First: Alex Bruce

Second: Brooke Miller

All in favour: Yes

7. Executive Director Report – Danielle Hanoman

Motion: Move to receive the report.

First: Alex Bruce

Second: Jennifer Hunter

All in favour: Yes

Motion: Edie moves to send a lawyer letter to Daryl the landlord.

First: Alex Bruce

Second: Lindsay Dransfield

All in Favour: Yes

Action Items:

- Send a legal letter to the landlord regarding the missing kitchen in the office.

- Send calendar emails and invites for member socials and events.

- Note that March 31, 2025 the end date of Drop-in program & Welcoming Streets is ALSO the weekend of the OBIAA conference. Make a plan for expected phone calls.

8. Marketing & Event Debrief – Matilda Aide

Motion: Move to receive the report.

First: Lindsay Dransfield

Second: Alex Bruce

All in favour: Yes

9. Public Relations and Membership Debrief - Yona Harvey

Motion: Move to receive the report.

First: Kim Fedor

Second: Rakesh Parmar

All in favour: Yes

10. Consent Agenda

- a) Tabled in January- Request to approve \$2909.75 for HR Covered - attached in agenda package. Decision to utilize services ad hoc

- ZOHO CRM software purchase for 2025 - \$25/month, month to month or \$19/month billed yearly

Discussion: Alex asked if there is a finance threshold?

Danielle answered that must ask when it is \$1000 minimum or a subscription.



Motion: Motion to approve the consent agenda.

First: Alex Bruce

Second: Jennifer Hunter

All in favour: Yes

[Garnet leaves at 6:50 pm]

11. Financial update - Cloud Based Services is entering all receipts from 2024 into Quickbooks. Reports are available but please note entries are still being processed in Quickbooks. Audit starts on March 12, 2025.

Discussion: Matt says entries will be in Quickbooks by March 10. Tanya is also giving payroll support. In ongoing meetings, Financial presentation will be a part of the meeting.

12. Committees -

- Vision & Strategic Planning – Report from Theresa Bailey Attached - please review and provide feedback for next session.
 - Matt determined participation for Thursday, Feb 20 to reach quorum. Matt, Jennifer, Victoria, Kim, Rakesh, Lindsay, Edie to attend.
- Economic Development
- Membership & Communication
 - Kim Fedor reports that the committee met on Feb 5 and will meet Mar 5 with focus on integrity of information & updated member list, as well as Mixers.
- Events & Programming
 - Jennifer Hunter and Alex Bruce are working with Hardik and Corrine. 20 vendors are booked for DT @ Dusk. New branding on Savour the Events- 4x in year.
- Governance – as needed
 - Teach the new board members with the free OBIAA course led by Kay Mathews on a less busy meeting.
 - Motion: Add the course on the March agenda
First: Alex Bruce
Second: Brooke Miller
All in favour: Yes

Motion: Motion that Committees have been updated

First: Lindsay Dransfield

Second: Rakesh Parmar

All in favour: Yes



13. In Camera - Staff Performance Review

2.1 Motion: Motion to go into in-camera session

First: Kim Fedor

Second: Brooke Miller

All in favour: Yes

2.2 Motion: Motion to go out of in-camera session

First: Edie Haslauer

Second: Lindsay Dransfield

All in favour: Yes

14. Adjournment

Motion: Motion to Adjourn

First: Kim Fedor

Second: Alex Bruce

All in favour: Yes