



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

## **AGENDA**

### **1. Call to Order**

1.1 Attendance: Matthew Leonard, Kim Fedor, Jessica Purchase, Jennifer Hunter, Alex Bruce, Brooke Miller, Councillor Garnet Thompson,  
Staff: Danielle Hanoman, Yona Harvery  
Other: Elisha MacGuire  
\*Absent: Rakesh Parmar, Edie Haslauer, Nick Boretski, Lindsay Dransfield, Matilda Aide

### **1.2 Approval of Agenda**

Motion: Move the approval of the BIA Board agenda as presented.  
First: Jennifer Hunter  
Second: Alex Bruce  
All in favour: Yes

### **2. Disclosure of Pecuniary Interest**

None disclosed

### **3. Reading and confirmation of Minutes (February 2025)**

Motion: Move the approval of the BIA Board minutes as presented.  
First: Kim Fedor  
Second: Jennifer Hunter  
All in favour: Yes

### **4. Remarks from the Chair - Matt Leonard**

- Positive and Productive Outlook
- Strategic Plan Meeting: A long meeting but very good
- Savour the Chill - good energy and weather.
- Operational Meeting - on track for performance metric to work towards.
- Audit Hiccups - working through it. [More notes under #10 Financial Update]

### **5. Deputation Follow up- Santa Claus Parade - Elisha MacGuire**

The current route on Bridge Street is 4.1km, while a proposed Front Street route would be 2.7km. It is possible to stage the ending on Station Street. The board discussed the pros and cons of changing the route and managing the parade. Ultimately, they decided to focus on a three-day Enchanted Holiday Market event instead of taking on the parade management. The event will coincide with the parade weekend and Festival of Lights (November 16-18) and include a street closure on Front Street.



A survey was presented with the majority wanting the parade on Front St. PROS: members' businesses gain exposure by visitors viewing storefront windows at Xmas  
CONS: Not enough staffing to execute a parade and the Enchanted event.

This decision was based on resource constraints (including financial and staffing) and alignment with the BIA's strategic objectives. In general, it was preferred for the parade to be on Front St if the BIA managed it, however, the unknown factors of changing the parade route is something this BIA cannot take on at this time. The board agreed to reassess the situation next year based on feedback from membership.

#### 1.1.Parade Decision

Motion: Move that BIA runs a 3-day Enchanted Event on parade week and bows out of managing the parade.

First: Alex Bruce

Second: Jennifer Hunter

All in favour: Yes [Note:Garnet Thompson excluded himself from the vote]

#### 6. Executive Director Report – Danielle Hanoman

1.1 Motion: Move to receive the report.

First: Jessica Purchase

Second: Alex Bruce

All in favour: Yes

**Items:** Welcoming Streets finish; Grant work; Bridge St Drop-In moving Mar 31; Audit problems(Doug & Tanya at Welch); Strat Plan clean-up; OBIAA conference; ZOHO started; New intern; Licensed STAs list available; overnight parking spaces coming

**Matters for approval:** Danielle has been asked to waive a fee of \$1000 for associate membership of Local Social House because they have a business at Henderson Williams LLP in the DBIA area. Discussion: Keep it simple. Members are within the boundary with a physical building/ business. Exceptions will get messy. The Associate Membership program is weak. Come up with a new way to partner with our neighbors.

1.2 Motion: Move to dissolve the Associate Membership program

First: Alex Bruce

Second: Jessica Purchase

All in favour: Yes

#### 7. Marketing & Event Debrief – Yona Harvey

Motion: Move to receive the report.

First: Kim Fedor

Second: Brooke Miller

All in favour: Yes



8. Public Relations and Membership Debrief - Yona Harvey

Motion: Move to receive the report.

First: Alex Bruce

Second: Brooke Miller

All in favour: Yes

9. Strategic Plan Review

Motion: Move to receive the report.

First: Kim Fedor

Second: Brooke Miller

All in favour: Yes

TO DO: Provide feedback to Danielle Hanoman by email by April 8, 2025. To be approved at the next meeting.

10. Financial update - Audit is now behind. Working with Welch and Cloud based services in order to get the audit completed.

Discussion:

-Financials were available only 5 minutes before the meeting. Matt went over them briefly. There are some problems involving suspense accounts and reconciliation discrepancies. One is a \$13,000 CRA refund not tied to a bank account. Board members reacted to this as being unreasonable and highly concerning.

-Other discrepancies have reasonable answers - holiday pay and grant money need to be applied to even out losses.

-Overall - in 2023 there is some missing information. 2024 has been completely put into the new system by the bookkeeper at Welch (Tanya) and has taken that role away from Doug at Welch who is the CGA. Then, KPMG does the audit.

-Matt Leonard and Daniel Hanoman have worked over the last year to get better reporting, more control of reports and are happy with the bookkeeping of Tanya who is detail oriented. They informed Brandon at City Hall of their progress.

-Board members asked if we could go with a different company? They looked into it but the City of Belleville prefers working with Welch. Welch didn't have another accountant available. There are few accountants that will do non-profit books.

Note: the financials need board approval in order to go to the City of Belleville. An emergency meeting may be called if it can't wait until the April board meeting.

11. Committees - establish dates and times - priorities

- Vision & Strategic Planning – Report from Teresa Bailey attached. Please review and provide feedback by April 8, 2025

- Economic Development

- no meeting



- Membership & Communication
  - Met on March 5. One new member attended: Sam and he helped Yona merge two membership lists. Kim looked at the earlier Block Captain Proposal. Mixer planning resulted in the idea to serve winning soups from Savour at the Mixer.
  - Next Meeting: Wed, April 9 at 9 am
- Events & Programming
  - Many things are happening. Idea to have a token system for Savour series and set up buying stations. Vendors would get reimbursed after.
  - Next Meeting: Mon, April 7 at 10:30 am
- Governance – as needed

Motion: Motion that Committees have been updated

First: Garnet Thompson

Second: Alex Bruce

All in favour: Yes

## 12. Adjournment

Motion: Motion to Adjourn

First: Alex Bruce

Second: Jessica Purchase

All in favour: Yes