

BDIA BOARD OF MANAGEMENT

Meeting Minutes

February 19, 2019

1. Call to order

Chair, Kathryn Brown called to order the regular meeting of the BDIA at 5:37 PM on February 19, 2019 at the BDIA Office, 267 Front Street, Belleville.

1.1 Attendance

Name	J	F	M	A	M	J	J	A	S	O	N	D
Kathryn Brown, Chair	Y	Y										
Dianne Bartlett	Y	N										
Dwane Barratt	Y	Y										
Ken Harnden	Y	N										
Melanie Hilmi	Y	Y										
Sandy Musson	Y	N										
Lorne McDougall	Y	Y										
Shawn Patriquin	N	Y										
Abraham Ramos Serratos	Y	Y										
Tara Van Dijk	N	Y										
Councillor Ryan Williams	Y	Y										
Hazel Lloyst, General Manager	Y	N										
Marijo Cuerrier, Media & Communications	Y	Y										

1.2. Approval of Agenda

- Dwane added motion to reconsider – 2A on Agenda

Moved: Dwane Barratt, Second: Abraham Ramos-Serratos

CARRIED

2A. Declaration of pecuniary interest and general nature thereof – None

2B. Motion to reconsider

- Dwane believed that on January 15th an error was made, the presiding officer should appoint another board member as chair when making a motion. Kathryn confirmed at the point of motion she was not chair and the motion was valid. WITHDRAWN

3. Reading and confirmation of Minutes

3.1 January 15 2019

- Items #10 and on appear to be incorrect TABLED

3.2 January 22 2019

Moved: Lorne McDougall, Seconded: Abraham Ramos-Serratos CARRIED

4. Deputations – None

5. Reports

5.1 Financial Statements

Moved: Tara Van Dijk, Seconded: Melanie Hilmi CARRIED

5.2 General Managers Report

- Not Applicable

5.3 Media Coordinator Report

- Savour the Chill event reviewed – no concerns
- Tourism Maps Proposal from Bay of Quinte Marketing Board
 - Iphone sized and foldable
 - Concern the maps are only for restaurants, retailers and Art/Entertainment
 - The map will reflect Zwicks and Myers Pier area which allows business outside of our boundaries to be included in the Downtown map; thus reducing our cost
 - Maximum Price is \$5,000
- Budget
 - Planned spend of \$37,967 over the front 6 months of year against a budget of \$57,500 with plenty of flexibility for future projects

Motion: Recognize this \$57,500 as a total budget for Media, Marketing and Events, with key measurables to be determined and presented in March

Moved: Ryan Williams, Second: Lorne McDougall CARRIED

- Go Digital Education Program
 - Grant Application - Marijo has applied for an OBIAA / OMFRA Grant of \$10,000 in the hopes of assisting the program

5.4 Update from BPS – Mark Hall

- Mark was unable to attend

5.5 Correspondence from the Empire Theatre

- Empire requesting letter of approval for a food truck for the following dates:
 - July 25, 26, 27
 - September 12, 13, 14
 - October 5
- 7 dates in total for 3 separate events

Motion: Board supports the request from The Empire Theatre and will provide requested letter.

Moved: Melanie Hilmi, Seconded: Ryan Williams

CARRIED

5.6 Special General Meeting (Bylaws) - Update

- The special general meeting has been scheduled on February 28th at 5:30pm.
- As no staff support is available, Karen Poste has agreed to support Member Registration for the SGM.

5.7 Increasing Capacity - Update

- Sandy was to present, and Ken was not able to make it in as well
- The team met last Monday – working on staffing model and job descriptions
- Increasing capacity is broader than just job descriptions, as we want to improve efficiency of our organization and outsource where applicable.
- Abraham and Kathryn met with Matt McDonald at the city of Belleville
 - The hope was to have finances outsourced to the City to improve efficiency
 - The City is presently transitioning the finance staff due to a retirement and integrating the BDIA is not recommended in 2019. City Clerk recommended we request again with the Director of Finance in September 2019.
- Kathryn emphasized Increasing Capacity is about our staffing model, cost savings, efficiencies and innovation and reinforcing this message with our members and the public is important.

6. Vision and Strategy

6.1 Motion: Approve the proposal from The Millrace Group to provide professional facilitation for the BDIA's Vision & Strategic Planning

Moved: Ryan Williams, Seconded: Melanie Hilmi CARRIED

6.2 Confirmation of attendees - Kathryn Brown & Millrace Group recommended 13 attendees – 11 board members, as well as key community partners Dug Stevenson (Bay of Quinte Marketing Board) and Jill Raycroft (Chamber of Commerce)

6.3 Schedule dates for Board sessions - 4 dates to be established at 2 weeks intervals – date/time/location (s) to be provided

7. Committees

7.1 City of Belleville Façade Improvement Committee (1)

- Ken Harnden

7.2 Downtown Economical Development (3)

- Marijo Cuerrier, Lorne McDougall and Ryan Williams

7.3 Downtown Vision & Strategic Planning (All initially and 3 going forward)

- Lorne McDougall, Shawn Patriquin

7.4 Events & Programming (3)

- Melanie Hilmi, Abraham Ramos-Serratos and Tara Van Dijk

7.5 Knowledge / Information Management (1)

- Lorne McDougall

7.6 Governance

- Kathryn Brown

Moved: Melanie Hilmi, Seconded: Tara Van Dijk CARRIED

8. In Camera Session – the Board moved to In-Camera at 6:24 p.m.

9. Adjournment – Motion to adjourn at 7:03 p.m.

Moved by Lorne CARRIED