



## 2. Approval of Agenda

**Motion:** To accept Agenda with correction to dates of minutes for Feb 19<sup>th</sup>, 2019

Moved by L. McDougall      Seconded by K. Harnden      CARRIED

## 3. Disclosure of Pecuniary Interest

None Declared

## 4. Reading and Confirmation of Minutes

**Motion:** To accept revised minutes for January 15<sup>th</sup>, 2019

Moved by S. Patriquin      Seconded by R. Williams      CARRIED

**Motion:** To accept minutes for February 19<sup>th</sup>, 2019

Moved by A. Ramos-Serratos      Seconded by S. Patriquin      CARRIED

## 5. Deputations

None scheduled

## 6. BDIA Bylaws

Deputation and approval by Council completed by March 11<sup>th</sup> - bylaws were referred to Staff for preparation of a City Bylaw to be included on Council's agenda (for approval) on March 25<sup>th</sup> agenda. Mayor confirmed Executive Committee no longer provisional with approval of the revised bylaws.

## 7. Reports

### 1. Financial Statements (January 2019) – Abraham Ramos Serratos

**Motion:** Approval of the financial statements for February 2019

Moved by A. Ramos Serratos      Seconded by S. Patriquin      CARRIED

**Motion:** Move the distribution of the cheque log to BDIA board members be discontinued.

**Amendment:** Cheque Log to be retained for review by BDIA board a required. Agreed the monthly statement could be sufficient to monitor cash balances. Amendment withdrawn

Moved by L. McDougall      Seconded by R. Williams      CARRIED

## 2. Media Coordinator Report

### i. Savor the Chill

- Savor The Chill was a success! Didn't quite double, but close based on a survey sent out to the ~400 people that voted
- Sold between 8500 - 9500 bowls
- Sent survey out to Restaurants, having one-to-one meetings with them as well (Met with Chilangos and Focus, others coming up)
- General survey sent out to members
- Finally a survey was sent out to visitors as well
  - About 80% of feedback was positive
  - Lines were not a negative, people enjoyed the opportunity to socialize
  - Only negative was we ran out of soup
- Next time we should make it clear that it is while supplies last
- Did some digital spend promoting the event – almost doubled the numbers we reached.
- Showed a graph showing the importance of having an actual person promoting the downtown.

### ii. Tourism Maps

- No update available

### iii. Digital Main Street

- We secured a \$10,000 grant for help developing our program

### iv. GoDigital

- Waiting to see how our Digital Main Street Goes

### v. Intern for the next quarter

- We have secured one to assist Marijo

### vi. New Membership Listings

- We are creating a new database to make the experience more palatable

## 8. Vision & Strategy

### 1. Board Sessions Schedule

March 19<sup>th</sup> – Visioning Sessions

April 2<sup>nd</sup> – SWOT Analysis Session

April 16<sup>th</sup> - Strategies Sessions

April 30<sup>th</sup> – Tactics & Measures Session

## 9. Rebranding

Rebranding Proposal presented by Shawn Patriquin

**Motion:** RFP to be prepared to initiate Rebranding

Moved: S. Patriquin                      Seconded by L. McDougall                      CARRIED

**Motion:** Constitute an Ad-Hoc Rebranding Committee within Increasing Capacity team to share results of the RFP (timelines and budget)

Moved by R. Williams                      Seconded By L. McDougall                      CARRIED

## 10. Board meetings for 2019

Motion: Move the remaining meetings for the BDIA board of directors to be scheduled the 3<sup>rd</sup> Tuesday of each month starting at 5:30pm

Moved by D. Barratt                      Seconded by S. Musson                      CARRIED

## 11. In Camera at 6:31

## 12. Out of Camera at 7:02

## 13. Adjournment

Moved by S. Patriquin                      Seconded by S. Musson