

BOARD OF MANAGEMENT MEETING MINUTES APPROVED

Wednesday, February 16, 2022 at 6:00 pm

1. Welcome, Call to Order

- **Board Members Present:** Bev Allinson, Julie Tompkins, Ed Smith (Chair), Steve Wallace, Nick Waterfield, , Maria Cronk, Sean Billing, Richard McNevin, Tim Pater
- **Absent:** Erin Allen, Christine Ray-Bratt, Melissa Eapen-Bell, Councillor Hill, Councillor Oosterhoff
- **Staff Present:** Marijo Cuerrier, Michèle Langlois, Jan MacDonald, Pete Gillespie
- **Others Present:** Rob Tamblyn, Nour Mazloum, Victoria Condlin Smallridge
- **Items Previously Circulated:**
 - Board Minutes – January 19, 2022
 - Executive Minutes – February 8, 2022
 - ED Report
 - Department Reports
 - Partner Reports - EcDev and TK
- **Declaration of Pecuniary Interests:** Richard McNevin declared his usual pecuniary interest in any discussions re downtown development.

2. Approval of Agenda

Motion to approve agenda as amended

Moved by: Sean Billing Seconded by: Bev Allinson

CARRIED

3. Delegation : Rob Tamblyn, Business Development Manager EcDev

Rob Tamblyn from EcDev spoke on the new My Mainstreet Ambassador program and introduced Victoria Condlin Smallridge, the newly hired downtown ambassador for this program. 10 \$10,000 grants will be awarded to 5 new and 5 existing local downtown businesses. Next steps include training, finalizing and identifying businesses. The grants' purpose is to bring people back into the downtown.

4. Approval of Board Minutes

Motion to approve minutes of January 19, 2022, as presented

Moved by: Maria Cronk

Seconded by: Steve Wallace

CARRIED

5. Consent Items

Motion to approve consent items as presented

Moved by: Julie Tompkins

Seconded by: Richard McNevin

CARRIED

6. ED report

- Note new format of Executive Directors report
- Re-engagement of current board underway
- Planning well underway including finance reviews, \$200K of grants applied for
- 1st roundtable on safety and security held to good success
- currently working on LGBTQ+ Rainbow accreditation
- Marijo sits on committee with CAO Hurdle re Downtown Improvement Plan – recommendations re downtown beautification go to council early March. Question re \$20K allocated to Development budget in 2021 – spent on street crew
- DK was asked informally by the City to contribute financially to 2 dedicated outreach team members budget.

Motion to consider contributing to the outreach team project of the City once more detail is available.

Moved by: Tim Pater

Seconded by: Sean Billing

CARRIED

Departmental Reports:

- HR – Humi rolling out well – first payroll complete
- Marketing and Communications – updateable resource for restaurants launched – DK Takeaway; personal services and retail re-engagement underway
- Events – Downtown Dollars flash sale tomorrow with some participating businesses adding an extra 10% off for use of DD\$, Impulse in its final week, grant applications submitted
- Member services – database through HubSpot coming along well

Motion to approve each of the ED and Departmental Reports as presented.

Moved by: Maria Cronk

Seconded by: Steve Wallace

CARRIED

7. Monthly Financials

Motion to approve financials as presented

Moved by: Nick Waterfield

Seconded by: Tim Pater

CARRIED

8. Reports and Discussion Items

Motion to approve additional Advisory Working Group for Vulnerable Sector

Moved by: Nick Waterfield Seconded by: Steve Wallace

CARRIED

8.1 Board Engagement 2022 – Consider different locations for in person meetings. Next board meeting switch to in -person. Discussion re size of the board. Consider 2 small breakout groups.

8.2 Communication Improvements – Strat Plan Alignment

Members Bulletin, Downtown Dish, website and Facebook members HUB.

8.3 Brand reveal happening later this week with a launch scheduled for April

8.4 Summer Events: Jan presented Celebrate Summer – description of new and continuing events scheduled for this summer

9. New Business

- Member Services Advisory Committee will meet halfway thru each quarter to talk

about the next quarter e.g Tourism Awareness Week

9. Adjournment

Motion to adjourn.

Moved by: Sean Billing Seconded by: Nick Waterfield

CARRIED