

DOWNTOWN BRANTFORD BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT MEETING

MINUTES

April 10, 2019

8:00AM

Brantford City Hall
100 Wellington Street
Council Chambers

Keri Korfmann in the Chair

Annette Wawzonek – Recording Secretary

1. ROLL CALL/CALL TO ORDER – 6 needed for quorum

The meeting was called to order at 8:02AM

PRESENT:

Keri Korfmann – Chair

Joshua Wall – Secretary

Anne-Marie Boake

Cathy Oden

John O'Neill – Vice Chair

Bill Keighley (left at 9:40am)

Brian Xurieb

Mayor Kevin Davis (left at 9:50am)

Karen Towler

ALSO PRESENT:

Annette Wawzonek – *DBBIA Executive Director*

Kristen Cormier – *Special Events Programmer/City of Brantford*

James Clark – *Brantford Public Library – Manager of Marketing*

Sgt. Randy Batson – *Brantford Police Services/BEAT*

Beth Goodger – *General Manager, Public Works Commission/City of Brantford*

Inderjit Hans – *Downtown Revitalization Director/City of Brantford*

Mae Legg – *Senior Small Business Consultant (BRC)*

ABSENT:

Brian Van Tilborg – Councillor

ABSENT WITH REGRETS:

Dwight Rose – Treasurer

2. APPROVAL OF THE AGENDA

2.1 AGENDA

Moved by Cathy Oden

Seconded by Brian Xurieb

THAT the Agenda for April 10, 2019 BE APPROVED.

CARRIED

3. DECLARATIONS OF CONFLICT OF INTEREST
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None declared

4. DELEGATIONS/PRESENTATIONS (10 Minutes each including Q&A)

4.1 Beth Goodger – Garbage Concerns

Beth outlined the current services provided in the Downtown area, including: curbside garbage pickup – 6 days a week, daily garbage cans – 7 days a week, litter pickup – 7 days a week and weekly street sweeping. Complaints regarding set-out is decreasing. Currently those setting out at wrong times are getting a notice of violation. The pilot program garbage container is being installed in May.

Board members voiced their concerns about containers not be emptied, couches/chairs being left on the sidewalks for days and not supporting the location of the dumpster (King Street parking lot).

5. CONSENT ITEMS

Moved by Bill Keighley

Seconded by Joshua Wall

5.1 MINUTES

THAT the following Minutes BE APPROVED

5.1.1 Downtown Brantford BIA Board of Management Meeting Minutes– March 13, 2019

5.2 REPORTS/COMMITTEE MINUTES

THAT the following Reports/Minutes BE RECEIVED

5.2.1 March/April Staff Report

CARRIED

Reminder to Committee representations/liaisons on External Committees to send in approved Minutes

6. ITEMS FOR CONSIDERATION/DISCUSSION

6.1 Recommendations from the Marketing Committee – Joshua Wall

Moved by Joshua Wall

Seconded by Brian Xurieb

THAT the DBBIA Board of Management APPROVE the following recommendations from the DBBIA Marketing Committee.

CARRIED

6.1.1 Google Marketing Campaign

THAT the DBBIA Marketing Committee RECOMMEND to the DBBIA Board of Management a weekly spend of \$60 for a Google Marketing Campaign.

6.1.2 Social Media Engagement

THAT the DBBIA Marketing Committee RECOMMEND to the DBBIA Board of Management a weekly spend of \$100 for a Social Media Engagement which includes a \$75 Facebook Boost and \$25 purchase for giveaways.

6.1.3 Social Media 101

THAT the DBBIA Marketing Committee RECOMMEND to the DBBIA Board of Management an expenditure of \$75 for the design of a Social Media 101 card for the membership.

6.1.4 Social Media Platform Rebrand

THAT the DBBIA Marketing Committee RECOMMEND to the DBBIA Board of Management an expenditure of \$500 for the design of a Social Media Platform Rebrand (Twitter/Facebook/Instagram).

6.1.5 Monthly Membership Newsletter

THAT the DBBIA Marketing Committee RECOMMEND to the DBBIA Board of Management an expenditure of \$300 for the design of a new monthly newsletter for the membership.

6.1.6 Tunes in the Park

THAT the DBBIA Marketing Committee RECOMMEND to the DBBIA Board of Management the approval of a \$2,250 sponsorship for the 2019 Tunes in the Park concert series (\$250 increase).

6.1.7 Brantford International Jazz Festival

THAT the DBBIA Marketing Committee RECOMMEND to the DBBIA Board of Management the approval of a \$1,000 sponsorship for the 2018 Brantford International Jazz Festival (same as last year).

6.2 Downtown Incentive Program Advisory Committee member needed (motion needed)

Moved by Bill Keighley

Seconded by Joshua Wall

THAT the DBBIA Board of Management APPOINT Keri Korfmann to the Downtown Incentive Program Advisory Committee.

CARRIED

6.3 Changes to the Municipal Conflict of Interest Act

Moved by Cathy Oden

Seconded by Karen Towler

THAT the DBBIA Board of Management APPROVE the addition of the Municipal Conflict of Interest Act to the DBBIA Policies and Procedures.

CARRIED

6.4 2018 Financial Statements

Recommendation from the Executive Committee:

THAT the DBBIA Executive Committee RECOMMEND that the DBBIA Board of Management APPROVE the 2018 Financial Statements as prepared by Millard's.

Moved by John O'Neill

Seconded by Bill Keighley

THAT the DBBIA Board of Management APPROVE the 2018 Financial Statements as prepared by Millards.

CARRIED

6.5 Set up program to assist members to deal with drug user issues – John O'Neill

The street program is starting to engage, the BIA needs to get engaging. Needs to liaise with business owners about the Outreach program. Keri reported that the BCHU is going to help with the education pieces. They are also responsible to provide hard reduction. They will be invited back to a Board meeting to provide updates.

6.6 Supervised Consumption Sites – Keri Korfmann

Moved by John O'Neill

Seconded by Karen Towler

THAT the DBBIA Board of Management strongly SUPPORTS the establishment of a Safe Consumption Site in the City of Brantford.

CARRIED

6.7 Garbage

Moved by Brian Xurieb

Seconded by Anne Marie Boake

THAT the DBBIA Board of Management REQUEST that the City of Brantford review the garbage, recycling and cleanliness plan in Downtown Brantford and;

THAT the service providers provide the services as presented by Beth Goodger at the DBBIA Board meeting.

CARRIED

(Current 6 day a week regular garbage collection, daily garbage container bag changes, 7 day a week litter collection - as staffing allows, weekly street sweeping)

7. SUB-COMMITTEE/LIASION REPORTS AND UPDATES

(Please submit updates and reports electronically so they can be attached to the Minute file)

7.1 Mae Legg – BRC/Economic Development

The BRC received notification from the Ministry of Economic Development, Job Creation and Trade that funding will be continued for the Summer Company Program, Starter Company Program and Core Funding.

Summer Company is a provincially funded program for students between the ages 18 – 29 who are returning to school in the fall. Students who admitted into the program receive training, mentoring and up to \$3000 in grant funding. The BRC has been allocated 10 grants per year for the next 3 years.

Starter Company Plus is an entrepreneurial training and mentoring program, with grant opportunities for eligible adults (18+) who are starting, buying or expanding a business. The BRC has been allocated 11 grants per year for the next 3 years.

Student Biz, a program developed in 2018 by the BRC in partnership with the Grand Erie School Board and the Catholic Board, started the first week of April. The program provides training and mentorship and an opportunity for students to earn 1 or 2 coop credits. The program is available in Brantford, Norfolk and Haldimand Counties.

7.2 Kristen Cormier - Community Events Coordinator, City of Brantford

- Summer programming is being organized and will start in July
- Rentals are increasing
- Canada Day events are the focus right now
- There was a question regarding washrooms – the portable was removed and discussions are ongoing with the condo corp. to have the public washrooms reopened and there will be portables during events.

7.3 Beth Gurney, Associate Director – Communications and Public Affairs for Wilfrid Laurier University

- Send regrets

7.4 Karen Towler, Conestoga College – Brantford Campus

- Currently the last week of winter term, exams start the 2nd week in April
- Approximately 90 students will remain over the summer for courses,
- Information night was attended by approximately 40 people
- Majority of international students will remain over the summer
- Summer term of 3 programs will start on May 6th with orientation on April 30th.
- For Fall 2019, our program, applications are greater than last year with the addition of new programs like, early childhood education, electrical techniques.
- A suggestion was made regarding basic skills/customer service training for students for job support

7.5 Nicole Wilmot – Downtown Updates/Downtown Master Plan

- Not in attendance

7.6 Michael Del Bono – Associate Vice President: University Affairs (Laurier Brantford)

- Not in attendance

7.7 Downtown Central Neighbourhood Association – Jayme Wilson

- Not in attendance

7.8 Sgt. Randy Batson – Stats/Downtown Activity

- Happy to hear about the proposed new Nuisance Bylaw
- AGCO – Friday night visits – everyone was in compliance
- Next month will be Randy’s last meeting – the Board expressed their thanks and appreciation for his service and participation on the DBBIA Board
- The stats were explained – not all incidents are included

7.9 Inderjit Hans – Downtown Revitalization Director

- No updates
- Reconstruction on hold until all plans are reviewed
- Boundaries are also being reviewed

7.10 City Council Updates – Brian Van Tilborg/Joshua Wall/Kevin Davis

- Mayor Davis reported on the proposed Nuisance Bylaw – another tool – BIA will have a chance to comment on it once the proposed Bylaw is drafted – add to May Board agenda

7.11 James Clark – Brantford Public Library Update

7.12 External Committee Updates (if any)

- Economic Development Advisory Committee (John O'Neill)
- Tourism Advisory Committee (Keri Korfmann)
- Brantford Heritage Committee (Anne Marie Boake)
- Downtown Incentive Program Advisory Committee (Keri Korfmann_
- Brant Cultural Advisory Committee (Annette Wawzonek – as needed)
- Town and Gown Committee (Annette Wawzonek)
- SEAT Committee (Annette Wawzonek – as needed)
- Sport Networking Meeting (Keri Korfmann/Dwight Rose)
- Garbage Working Group (Brian Xurieb/John O'Neill)
- Chamber of Commerce Membership Committee (Annette Wawzonek)

8. NOTICES OF MOTIONS

9. NEXT MEETING/MEETING/EVENT REMINDERS
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- 9.1 Reminder:** The next regular meeting of the BIA Board of Management will be held on **May 8, 2019** at 8:00AM at the Laurier Brantford YMCA.
- 9.2 Downtown Brantford Marketing Committee Meeting** –April 25, 2019 – DBBIA office – 163 Market Street

10. ADJOURNMENT
