

# MINUTES

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**Committee Name:** BDBA Board of Directors' Meeting

**Location:** City Hall, 4<sup>th</sup> Floor, Council Committee Room CH-4A, 2 Wellington St W.

**Date:** Tuesday, June 9, 2015.

**Time:** 4:30 PM - 6:30 PM

**Attendance:**

MEMBERS NAME	PRESENT	ABSENT	REGRETS
Councillor Moore	✓		
Councillor Gibson	✓		
Councillor Bowman	✓		
Councillor Medeiros		✓	
Andrew Mackenzie			✓
Kyle Pulis - Chair			✓
Don Naylor			✓
David Harmsworth – Acting Chair	✓		
Herman Custodio	✓		
Peeyush Gupta			✓
Scott Goodison – Guest member	✓		
STAFF MEMBERS NAME	PRESENT	ABSENT	REGRETS
Shirley Gannon	✓		
Cindy Tate, Guest recorder	✓		

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START	ITEM	MINUTES	MOTION	ACTION
4:42 PM	<b>Call the meeting to Order</b> -Acting Chair	The meeting was commenced at 4:42 pm		
4:45 PM	<b>Approval of the Agenda</b> -Acting Chair	<ul style="list-style-type: none"> <li>Elaine Moore requested that the “Meet the Beat” event in the downtown be added to the agenda.</li> </ul>	<b>Motion to Approve the Agenda</b> Moved by: Grant Gibson Seconded by: Jeff Bowman <b>Motion Carried</b>	Add “Meet the Beat” to the agenda.
4:55 PM	<b>Receive Minutes from the – May 5th, 2015 BDBA Board Meeting</b>	<ul style="list-style-type: none"> <li>Elaine Moore requested that the minutes be amended to reflect that the BDBA will participate in the “Jazz on George” event proposed by Rick Evans of CCV.</li> <li>That Don Naylor was still listed as a member of the BDBA board – his name is to be removed.</li> <li>That the minutes of the BDBA Members meeting of May 7<sup>th</sup> be added to the agenda and noted as received.</li> </ul>	<b>Motion to Receive the Minutes from May 5th, 2015 Meeting</b> Moved by: Jeff Bowman Seconded by: Elaine Moore <b>Motion Carried</b>	Have the minutes reflect that the BDBA will participate in the proposed “Jazz on George” event proposed by Rick Evans, CCV. That Don Naylor was to be removed from the board.

				That the May 7 <sup>th</sup> Members meeting minutes be received.
<b>5:00 PM</b>	<b>Disclosure of Conflict of Interest</b> -Chair	None.		
<b>5:10 PM</b>	<b>Staffing Update</b>	<ul style="list-style-type: none"> <li>• 5 applications for the Admin Assist job have been received from applicants that may be temporary or full time through the city.</li> <li>• Monday June 15<sup>th</sup> will be interviews with David and Elaine – anyone else from board can attend. HR is contacting them in HR interview room 2 (5th floor).</li> <li>• It is critical to get communication to the members in place right away.</li> <li>• The acting manager position to be filled from the city, and will need to get the office up and running quickly.</li> <li>• The board needs to determine what they would like David and Elaine to do in terms of a hiring decision - do they need to come back in term of another meeting, can they approve via a Conference call with the members of the board, or have the board empower the committee to make a hiring decision?</li> <li>• Managers position – provided with 4 resumes that have applied – Elaine and David is looking for direction from the committee as it will be a secondment from the city. To review resumes in-camera.</li> </ul>	<p><b>Motion for the board to meet with Elaine and David on Monday June 15<sup>th</sup> at 12:30pm to discuss hiring for the AA position.</b></p> <p><b>Motion to move discussion on candidates for the Acting Manager’s position to In-Camera Discussion.</b></p> <p>Moved by: Elaine Moore</p> <p>Seconded by: Jeff Bowman.</p> <p><b>Motions Carried.</b></p>	Elaine and David to meet with available members of the board on June 15 <sup>th</sup> to make a hiring decision for the AA. Discussion on Acting Managers resumes moved In-Camera.
<b>5:20 PM</b>	<b>BDBA Members Meeting</b>	<ul style="list-style-type: none"> <li>• Assuming a hiring decision is made on Monday June 15<sup>th</sup> for the AA, Shirley would be able to assist with notifying the members of a Members Meeting next</li> </ul>	<b>Motion to hold the next Members</b>	Next Members Meeting to be held on June

		<p>week.</p> <ul style="list-style-type: none"> <li>• Shirley advised that she already has the database set up, and that Katie could send it out now, with the new AA to send it out again as a reminder.</li> <li>• David reported that the last members' meeting was reasonably attended, that the last location in the West Tower was a good fit. Would need to check with the city's property dept to see if it's available.</li> <li>• Would like to look at another month for the next meeting– potentially an evening meeting end of June, and that they would need to replace Don Naylor on the board and add 2 more members at large. Currently the board has 9 – that would bring it to 12. No requirement for tenant or owner – just members at large. Current board members sit until Dec 31<sup>st</sup>; if the board decides to extend past Dec 31st – the best time to do so would be at the AGM in Feb/March. Could use budget money to engage members end of year.</li> </ul>	<p><b>Meeting on June 25<sup>th</sup> at 6pm. At that meeting to ask for 3 new members at large.</b>  Moved by: David Harmsworth;  Seconded by Jeff Bowman.  <b>Motion carried.</b></p>	<p>25<sup>th</sup> at 6pm, location in City Hall – West Tower (tbd). Shirley to have Katie send out the notice.</p>
5:30 PM	Banner Update	<ul style="list-style-type: none"> <li>• The BDBA would try through the city to install the banners as discussed from the last meeting.</li> <li>• Dennis Cutujar had concerns with the price.</li> <li>• Scott Ching to install them this week.</li> <li>• Herman confirmed that the old banners have been removed and that old banners were still in good shape, could have new ones produced.</li> <li>• Elaine questioned why the need to change them; they are signature banners and their condition is not bad why not reuse them.</li> <li>• A decision was not needed right away – will have a better sense from capital reserve to use for banners – Shirley to advise – little more than \$200,000-250,000</li> </ul>		<p>Hold off on any decisions on the banners until the next meeting.</p>

		going into capital reserve. Next meeting to have further discussion on them. Perhaps look at expanding the area – not enough in stock to do the whole area – another possibility to expand the area they are displayed		
5:40 PM	TNCS	<ul style="list-style-type: none"> <li>• David noted that there has been 1 concert already, but he was not sure of attendance and advertising due to the gap in BDBA staffing.</li> <li>• Currently there is a conflict with “Shakespeare in the Square”. He has been in contact with the group and has worked out a compromise with them on Thursdays – Shakespeare in the Square will start early, TNCS start at 7:30pm.</li> <li>• Staff cooperation at the city has been fabulous – worked with Alex Dobo – turn-around was 3-4 days for the poster and flyers to be printed and done.</li> <li>• Herman mentioned that he handed out some flyers at the Rib and Roll, but there are still more to be distributed.</li> <li>• The downtown Councillors could post the poster on their online web pages; just need the .pdf from Lisa Wright, possible forwarding through twitter.</li> <li>• The new logo to be approved by board ; it would be great to send it out through twitter just before concert.</li> </ul>		Additional posters and flyers to be distributed. Councillors to post the .pdf flyer on their portal pages. Board members to look into tweet/retweeting the flyer or notices about the concert series before concerts.
5:50 PM	Possible Events	<ul style="list-style-type: none"> <li>• Possible Events: - “Jazz on George” – David received a proposal from Rick Evans of CCV.</li> <li>• Elaine received call from the 9 George St condo building, that they had already heard about the Jazz on George</li> <li>• David mentioned they have laid out what they would like to see – but have not asked the BIA of what they need. It sounds like a great concept.</li> </ul>	<b>Motion: To reach out to Rick Evans to clarify the details and role of the BIA in the Jazz on George.</b> Moved: Elaine Moore Seconded: Herman Custodio	Elaine to contact Ted and Jackie Jeffrey of the Classic Car Club to see about the possibility of pulling together

		<ul style="list-style-type: none"> <li>• <b>Classic Cars</b> – last meeting the board agreed to let it go – then the articles started happening in the Guardian and a lot of negative feedback from the public on the event being cancelled. People liked the event and wanted it to continue. The board needed to need to assess what parts were liked and what parts to continue – isn't as dead as they thought, just keep the show and shine and the parade.</li> <li>• Jeff - could combine the that Jazz on George with have Classic cars.</li> <li>• David - closing of street was always really successful dependent on the weather – over 200 cars participated, and all the people on the street are always a positive effect on the downtown. The combined event could take place on Friday and Saturday, with the Thursday night concert series tying in.</li> <li>• Grant – Scott Ching called city staff to see if they would run it but they also called the rotary to say the city would run it – was not a decision that was made and– no requests received were received by the city.</li> <li>• David – this board has to make the decision – if rotary wants to they have to come to the BIA and that has not happened – to pull it together cannot be pulled off this year.</li> <li>• Can still do a classic car parade – the classic car club can pull their members together and add some policing which could be covered by the BDBA.</li> <li>• David to talk to Rick Evans about this.</li> <li>• Elaine – will call Ted Jeffrey – doesn't need a lot of turnaround time for the classic cars – will see about setting up a meeting with Ted &amp; Jackie Jeffrey.</li> </ul>	<p><b>Motion carried.</b></p>	<p>a show and shine/parade to pair with the Jazz on George event.</p>
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		<ul style="list-style-type: none"> <li>• Elaine – could expand the idea of having performers in the restaurants and in the laneway – David – Night in the Lane in McArter Lane – could encourage and help (sept) similar to that but do it on that same weekend on a Friday night, - 3 pockets at the same time – just need to support them – Jazz on George is Sat afternoon and evening – Elaine – LED screen is movie night every sat night – thurs night – Jeff Sommerville in the park – just enough familiarity – just add the Jazz on George St</li> <li>• Possible date could be July 16th 17 &amp; 18th – so 18th for the Jazz on George – just need something for the Friday night – possible Garden square programming to tie in (Kevin Miniker would know about road closures and where to start the parade – at Curling club, Cardinal Leger or Church St GO parking lot – stage on Ken Whillans Dr), bring in St. John’s ambulance.</li> <li>• Elaine - Need to decide what the BDBA will give them in terms of support – ask them to give in a proposal with costs attached and that the BDBA will give you funds with the contribution towards the entertainment. Get the road closed, staging, off duty police, but they have to do everything else.</li> <li>• Jeff – they were going to be looking at funding for the entertainment for residuals from the BDDC – \$80,000 in events in the budget – BIA to fund. David – in kind stuff – classic cars – will need staging bands, anything to be done at council? Normally for Classic cars would need to go back to council for the “in-kind” ask. Need to find out what’s the process. Does it need to come to council? What’s the value attached to it?). The problem was that there was no record or value attached to it before.</li> </ul>		
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6:20 PM	Other Business	<ul style="list-style-type: none"> <li>• Other Business: <b>Meet the Beat</b> – Elaine mentioned with that it was a nominal investment – Investors Group have paid for a band and entertainment.</li> <li>• Is the BDBA prepared to support the event? They could have Ice Cream Shoppe do the food.</li> <li>• The BDBA could contribute financially – contact Andrew to see what they will pay (have paid for the entertainment last year).</li> </ul>	<b>Motion to financially support the “Meet the Beat” event.</b> Moved by: Jeff Bowman Seconded by: Herman Custodio <b>Motion Carried.</b>	To contact Andrew from the Investors Group to find out what financial investment the BDBA could offer.
6:30 PM	In-Camera	Meeting moved In-Camera with adjournment after	<b>Motion to move to In Camera Discussions:</b> Moved by: Elaine Moore Seconded by: Jeff Bowman	
7:00	Adjournment -Chair	Meeting was adjourned at 7:00 pm	<b>Motion to Adjourn the Meeting</b> Moved by: Seconded by: <b>Motion Carried</b>	
<b>Next Steps:</b>				