



Board of Management Meeting

MEETING MINUTES

Date: April 26, 2021

Time: 1:00 p.m.

Meeting Location: Virtual Meeting by Zoom

Attendees: Heidi Vanderkwaak, , Rachel Shay, Alex Hobcroft, Brandon Staniak, Bettina Schormann, Sylvia Brade, Stephanie Hilson, Steve Knight, Ryan Furlong, Maureen Wilson (Counsellor), Kristin McNamee, Paul Furlong

Regrets: Robyn Allan

Absent:

- 1.0 Approval of Agenda Motion to approve made by Heidi Vanderkwaak, seconded by Alex Hobcroft- Carried
- 2.0 Approval of Meeting Minutes for March 8, 2021 Motion to approve made by Heidi Vanderkwaak, seconded by Alex Hobcroft- Carried
- 3.0 Business arising from minutes- No new business
- 4.0 Governance: *a standing meeting item to discuss by-laws, policies and appointments of Directors of the Locke St. BIA.* Reminder that regrets need to be sent if you can't make a meeting.
- 5.0 Subcommittee / Group Updates:
 - a. Festival / Street Closure event – OPEN LOCKE - for 2021- Chair: Bettina Bettina, Robyn, Heidi, based on the 38 survey responses to the year-end survey, indicated that the majority of respondents are in favour of Saturday street closures, and road closure from Herkimer to Hunter streets. The timeframe for Open Locke would be Saturdays in July, August, and the first two Saturdays in September, for a total of 11 Saturdays.
Motion made by Heidi Vanderkwaak to move forward with planning of Open Locke with street closures every Saturday, starting in July and ending on the second Saturday of September. Seconded by Rachel Shay. Carried.



Marketing and Communications - Chair: Robyn Allan

Digital Mainstreet has been contacted to engage in a social media audit to help improve our social media presence. We will update with more details when available.

b. Social Media: Sylvia / Rachel As above

c. Beautification: Rachel / Heidi

Draft designs for updated banners have been completed. The Committee is encouraged because the designs are vibrant and colourful, which is the strategy in order to replace the gap left with not buying hanging baskets this year. In addition, flowers have been purchased for self-watering containers. It was noted that the perennial garden at Chatham and Locke needed weeding, and Stephanie offered to reach out the Kirkendall Gardening community to see if they could help out.

6.0 Update by the Chair:

6.1 Funding to Support Shop Local

- o This is an initiative that came out of the Mayor's Task Force on Economic Recovery Report. Council has approved the allocation of \$10,000 to each BIA in 2021 to supporting implementation of programming and initiatives and budgets for this funding need to be submitted to the City by the end of June
- o \$2000 was allocated to beautification for this year (new banners, planters). Discussion around using the remaining \$8000 towards Open Locke. Motion made by Heidi Vanderkwaak to use the funds for the costs of the Open Locke events. Seconded by Bettina Schormann. Carried.

7.0 Other Business:

7.1 Electricity on poles – follow-up about missing electricity concerns

There are several poles still without electricity. Based on discussion around Christmas, there may have been an oversight by Alectra to come back to finish the job. Brandon will email Alectra to come back to check the poles and fix what is required.

7.2 Wage Subsidy and how it affects Locke (added by Heidi) Heidi has had contact with Matthew Green, our federal representative, on behalf of this board, about how a lot of Locket Street businesses were negatively impacted by the construction from 2019 and how this impacts access the COVID subsidies. Matt



did try to address this on our behalf, and draw attention to the fact that other municipalities would be affected as well, but there wasn't an apparent appetite of Federal stakeholders to open the COVID subsidy policies up for revision based on individual community needs.

For rent subsidies, Alex noted that you can average you January-February, or November to November based on your business model.

Discussion around whether trying to draw media attention, beyond local, to broader situation of communities affected and the compounding impact of extenuating circumstances (like construction projects) with COVID, in order to highlight the situation for business owners on Locke with respect to fairer access to wage and rent subsidies

8.0 Adjournment

Heidi Vanderkwaak motioned to adjourn at 1:40 p.m. Seconded by Steve. Carried.

Next Meeting: TUESDAY May 25, 2021: 1:00 pm - Virtual Meeting