



Downtown Huntsville BIA
BOARD OF MANAGEMENT MEETING
Partners Hall
AGENDA: Thursday February 15, 2024
7:30 am – 9:00 am

Present: Morgan Lonsdale, Amanda Patriquin, Rachel Hunt, Steve Campbell, Halley Clover, Helena Renwick, Chandler Joliffe, Sarah Downes, Will Lougheed, Christina Clarke, Lauren MacDermid

Guest: April Kunce-Kipis

Regrets: Lindsay Buttus

1. **Call to Order** Will Lougheed
Will Lougheed called the meeting to order at 7:36am
2. **Land Acknowledgement** Sarah Downes
3. **Declaration of Conflict of Interest**
4. **Motion to Accept the Agenda**
Motioned by: Rachel Hunt
Seconded by: Steve Campbell
5. **Motion to approve the Minutes from the January 2024 meeting**
Motioned by: Rachel Hunt
Seconded by: Helena Renwick
6. **Strategic Planning proposal by Launch and Prosper** Kyla Taylor (15 mins)
7. **Strategic Planning Proposal by Page-by-Page Consulting** Patty Hayes (15 mins)
8. **Finances** Steve Campbell (10 mins)
 - Monthly Report January
Only one month in, not much to report.
 - 2023 Financials to Date
Closing the 2023 year, finals will be presented next month. Noted that a lot of Downtown Dollars were redeemed near the end of the year, surplus dollars need to be kept separate. More were redeemed than sold. A reserve fund will be created for the Downtown Dollars for tracking purposes.
 - BIA to check bylaws for threshold for Executive Committee dollar approvals.
 - i. Suggestion for an online portal for Board Members rather than paper copies.

Recommended Motion: to approve \$3,500 for the BIA office renovation from the BIA Enhancement Reserve

Motioned by: Steve Campbell

Seconded by: Rachel Hunt

MOTION PASSED, Chandler Joliffe Abstained

9. Reports – New Business Only

- a. **Town Report** Helena Renwick (10 mins)
Update on Cesar Bar loud drilling will be completed soon. Lauren MacDermid added that the Community Improvement Planning (CIP) process is now more streamlined for our members and encouraged all members to get Sidewalk Applications in.
- b. **Chair’s Report** Rachel Hunt / Will Lougheed (15 mins)
 - Strategic Planning – postponed until Feb 22 Strategic Planning Meeting.
- c. **Events and Promotions** Morgan Lonsdale (5 mins)
Reminder: SnowFest – February 24, 2024
 - i. Fireside Chat Summary, Feb. 7, 2024
 - Main takeaway is potential removal of Summer Market for 2024. Block Captains will collect feedback and a decision will be made at the March Board Meeting.
 - ii. Block Captains / Monthly Newsletter
 - Board Members are assigned blocks to distribute Newsletters & high level communication.
- d. **Staff Report** Morgan Lonsdale (15 mins)
 - BIA Microsoft Services

Recommended Motion: to continue working with Creative One and upgrade our Microsoft Services, approving a budget of \$1,000 from the Enhancement Reserve, with the direction to include this in the operating budget for 2025.

Motioned by:

Seconded by:

Board suggested alternative options, Staff to investigate more affordable options.

Updates:

- ii. AGM, March 21 5:30pm Location TBD
 - Staff will communicate to our Members that we have 4 open positions to join our Board. We currently have 8 members and can have a max of 12.
- iii. Memorandum of Understanding with the TOH Update
 - BIA looking into examples of MOU’s in other BIA districts.
- iv. HMATA \$50K Presentation, March 5
 - Will work with Steve & Events team to build out a plan to present to HMATA.

Reminder: 2024 budget board approval:

Admin	3000
Spring Campaign	4000
Holiday Market	15000
Winter Project	15000
GGW	10000
Social media	3000

e. New Business

f. Next Meetings:

Strategic Planning Meeting - Thursday, Feb 22 8:00am, Partners Hall

Events & Promotions – Thursday, March 7 TBD

~~Board Meeting – Thursday, March 14 Partners Hall 7:30am~~

- Board Meeting cancelled due to March Break and AGM the following week.

AGM Board Meeting – Thursday, March 21 5:30pm Location: TBD

g. Adjournment

Meeting was adjourned at 9:25am

Motioned by: Steve Campbell

Seconded by: Chandler Joliffe