



Downtown Huntsville BIA
BOARD OF MANAGEMENT MEETING
Partners Hall

AGENDA: Thursday March 21, 2024

1:00pm– 2:00pm

Present: Rachel Hunt, Steve Campbell, Halley Clover, Chandler Joliffe, Will Lougheed, Christina Clarke, Lindsay Buttus, Lauren MacDermid (Town Representative), Helena Renwick (Town Councilor) Morgan Lonsdale (BIA Staff) Amanda Patriquin (BIA Staff)

Regrets: Sarah Downes

1. Call to Order

Rachel Hunt

Rachel Hunt called the meeting to order at 1:06pm

2. Land Acknowledgement

Lauren MacDermid

3. Declaration of Conflict of Interest

4. Motion to Accept the Agenda

Motioned by: Helena Renwick

Seconded by: Steve Campbell

5. Motion to approve the Minutes from the February 2024 meeting

Motioned by: Will Lougheed

Seconded by: Steve Campbell

6. Finances

Deferred to April's meeting due to cyber-attack at the Town of Huntsville

7. Reports – New Business Only

a. Town Report

Helena Renwick (10 mins)

Cyberattack is an ongoing investigation. Town of Huntsville Media Release has most up to date information.

b. Chair's Report

Rachel Hunt (15 mins)

1. AGM By-Law Resolution (attached below)

Motioned by: Steve Campbell

Seconded by: Helena Renwick

2. Strategic Planning Sessions – April Dates

April 18, 22, 25, 2024

3. Motion to accept Tara Charlton as a new Board Member

Motioned by: Lindsay Buttus

Seconded by: Halley Clover

c. **Events and Promotions (attached below)**

Halley Clover (10 mins)

Committee met on April 7. Two main focuses were the Monthly Newsletter and the Summer Market. Newsletters will be distributed by block captains. Submissions can be sent via email to the BIA for ideas or suggestions for the newsletter.

Summer Market will be 10am - 5pm, street will be licensed. Inviting Breweries, food trucks, vendors, etc.

d. **Staff Report**

Morgan Lonsdale (15 mins)

1. 2024 Street Furniture Map Approval (attached map photos below) & Streetscape Rocks

2024 Recommendation: Keep 2023 street furniture status quo, with the exception of moving the bundle of Muskoka chairs from Maple Branch to Pharmasave and adding 4 more benches (in orange on the map)

BIA staff to report back on boulder plan for Main Street. The consensus is to return the boulders to Main St.

2. BIA Microsoft Services

Recommended Motion: to purchase 2 Microsoft 365 Business Standard: \$309/user/annually, for a total cost of \$616 with the direction to include this in the operating budget for 2025.

Motioned by: Steve Campbell

Seconded by: Will Loughheed

MOTION PASSED

3. OBIAA Conference: Manager Professional Development Opportunity

<https://obiaa.com/conference/>

What is the BIA Conference?

The OBIAA BIA Conference is an annual training event geared towards Business Improvement Areas (BIAs) across Ontario and beyond. The Conference features prominent keynote speakers, master workshops, and numerous prospects for enhancing leadership skills, building connections, networking opportunities, and advancing one's professional development for the future of our main streets.

Why should you attend the BIA Conference?

For our delegates, attending the BIA Conference means stepping away from their busy communities to connect with other Members and Leaders in Ontario to learn and network. It means recharging and returning to their communities ready to make an impact!

Estimated OBIAA Conference: \$2,000 (\$975.00/member + hotel: \$210/night + mileage)

Recommended Motion: to approve the BIA Manager, Morgans attendance at the OBIAA conference April 28 - May 1, 2024 in Mississauga with the funds of \$2,000 and include this as annual professional development for the BIA Manager.

Motioned by: Steve Campbell

Seconded by: Lindsay Buttus

MOTION PASSED

e. New Business

f. Next Meetings:

Events & Promotions – Thursday, April 4 9:00am Downtown Espresso

Board Meeting – Thursday, April 11 Partners Hall 7:30am

AGM Board Meeting – Thursday, October 17 5:30pm Location: TBD

g. Adjournment

Meeting was adjourned at 2:09pm

Motioned by: Christina Clarke

Seconded by: Will Lougheed