

**Barrhaven Business Improvement Area  
Board of Managers Meeting Minutes  
Wednesday, November 14th, 2018 at 7:30am  
Ward 3 office, Walter Baker Centre**

	<b>ACTION</b>
<p><b>Call Meeting to Order</b> 7:38am</p> <p><b>MOTION to Call to Order</b>  <b>Moved By:</b> MG  <b>Seconded By:</b> CK</p>	
<p><b>Attendance</b></p> <p><b>Board Members:</b> Jason MacDonald (JM), Marlene Grant (MG), Chris Kimball (CK), Vijay Shukla (VS), Glenn Van Gulik (GV), Simon Beaulieu (SB),  <b>Staff:</b> Andrea Steenbakkers (ED), Dawn Lilly (EA)  <b>Reserve Members:</b> Mark Dickie (MD)- 20/eight Digital, Kyle Cuthbert (KC)- Kelly Funeral Homes, Peter Murphy (PM)- Heart and Crown Barrhaven  <b>Councillors:</b> Councillor Harder (JH)  <b>Regrets:</b> Jagdeep Perhar (JP), Jennifer Grundy (JG), Stacey MacLellan (SM)</p>	
<p><b>Disclosures of Conflicts of Interest</b> NIL</p>	
<p><b>Acceptance of Agenda</b></p> <p><b>MOTION:</b> To approve the November 2018 BBIA Board meeting agenda. (see Dropbox)  <b>Moved By:</b> CK  <b>Seconded By:</b> GV</p>	
<p><b>Approval of Draft Minutes</b></p> <p><b>MOTION:</b> To approve the October 2018 draft BBIA Board meeting minutes. (see Dropbox)  <b>Moved By:</b>  SB  <b>Seconded By:</b>  MG</p>	
<p><b>Treasurer's Report</b></p> <p><b>MOTION:</b> To accept the September 2018 City financial report. (see Dropbox)  Moved by: MG  Seconded by: SB</p> <p><b>MOTION:</b> To accept the September 2018 BBIA FS (available at meeting).  Moved by: MG  Seconded by: SB</p> <p><b>2019 Budget discussion</b></p> <p><b>Highlights of proposed changes;</b></p>	

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- Organic growth of levied budget to reflect numerous new businesses (without increasing individual levies).
- Replace contractor and students with a marketing and social media staff person
- Evolution of OCOBIA to an incorporated and staffed not-for-profit association
- Move away from print to digital media for the majority of marketing and communications
- Propose to take \$20,500 from 2018 and roll it over into 2019 for communications plan and execution for economic development
- Increase the graffiti program or fund a patrol program – we have polled the owners and patrol program not needed

**MOTION:** To accept the Barrhaven BIA 2019 Draft Budget pending further discussion

Moved by: MG

Seconded by: SB

**Executive Director's Report**

- 2018 AGM Board elections update;
  - Current nominees list in Dropbox.
- Governance updates.
  - See proposed changes to Constitution. **Original (July 2018 page 6 and 10) and edited document (Nov 2018 page 6 and 10) in Dropbox.**

**MOTION:** To accept the proposed Board changes to the BBIA Constitution as presented.

Moved by – SB

Seconded by – CK

All in favor - carried

**Committee Reports**

We recommend that the new **Marketing and Membership Committee** meet February to May and September to November on the third Wednesday of the month at Noon in our boardroom at the Walter Baker Centre, 100 Malvern Drive.

**MOTION:** To accept the recommendations above to create a unified standing committee for our internal and external communications and programming, the **Marketing and Membership Committee**.

Moved By: SB

Seconded By: GV

- **Marketing Committee**
  - Santa parade issues/updates- will need to take parade back from BFC due to lack of resources, promotion and leadership. Salvation Army has offered to assume lead role for 2019.
    - Discuss options with Parade Committee after this year's parade wrap up meeting.

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<ul style="list-style-type: none"> <li>• <b>Membership Committee</b> <ul style="list-style-type: none"> <li>○ B2B series (extremely successful concept/format);           <ul style="list-style-type: none"> <li>▪ Shopify workshop January 22<sup>nd</sup> (High Peaks)</li> <li>▪ Retail focused staff session in March</li> <li>▪ <b>Large breakfast planned for May and Oct – expert panel discussion style planned for May</b></li> </ul> </li> <li>○ AGM- Wed. Dec 5<sup>th</sup> at 6 pm, MTHS           <ul style="list-style-type: none"> <li>▪ Charity Salvation Army</li> <li>▪ Theme/speaker – Mayor Jim Watson, Barrhaven LRT</li> </ul> </li> </ul> </li> <li>• <b>Smart Growth</b> <ul style="list-style-type: none"> <li>○ Agri East Lowlands (AEL) collaborative           <ul style="list-style-type: none"> <li>▪ November 1 minutes in Dropbox.</li> </ul> </li> <li>○ Barrhaven Transportation Strategy Focus Group           <ul style="list-style-type: none"> <li>▪ October minutes in Dropbox.</li> </ul> </li> </ul> </li> </ul>	
<p><b>New Business</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul>	
<p><b>Meeting Adjournment</b></p> <p><b>MOTION:</b> To adjourn at 9:14am and schedule to reconvene at the AGM on <b>Wednesday, December 5th, 2018</b> at 6 PM, St. Mother Teresa High School, Longfields Drive.</p> <p><b>Moved by:</b> SB</p>	