



Minutes – Feb. 21, 2024

OTK BIA Board of Management Meeting

Status: In-person

Location: North Grenville Public Library

Date and Time of Meeting: February 21st at 10:30am (Closed), 11:00am. (Open)

Members Present (10:30am): Shelley Mitchell (Chair), Sierra Jones-Martel, John Barclay, Courtney Vezina (left at 12:29), Nina Tachuk, Mary-Anne Leang

Regrets: none

Staff & Guests (11am): Paul Cormier, Kevin Willey, Matt Gilmer (MNG)

Call to Order at: 10:30

Reading of Land Acknowledgement: The BIA acknowledges that the BIA operates on the territory of the Anishnabek.

We recognize all First Nations, Métis, and Inuit peoples who now call North Grenville their home. We respect and support the need for cultivating a strong relationship, and we commit to Indigenous-informed decision making to foster the path towards reconciliation.

Assignment of Recording Secretary: John

Review of agenda for meeting of February 21, 2024.

Motion to approve agenda for February 21, 2024.

Moved by Mary-Anee, seconded by Courtney.

Review of minutes for meeting of January 17, 2024.

Motion to approve minutes for January 17.

Moved by John, seconded by Nina.

Disclosure of interest: none

Opening Statements

Deputations

CLOSED

Motion: to go into a Closed Session pursuant to Section 239(2) of the Municipal Act, 2001, Subsection (b) - personal matters about an identifiable individual.

Moved by: Nina, Seconded by: Sierra. Carried.

Performance Review for ED position

Motion: to come out of a Closed Session

Moved by: Courtney, Seconded by: Mary-Anne. Carried.

Discussion

- Credit Card Policy discussion:

Motion: to purchase a \$5K one-year GIC.

Moved by John, Seconded by Sierra. Carried.

A Motion regarding integrating the Credit Card into our Spending policy and the drafting of a Repayment policy was **deferred**. A draft will be brought to the next Executive Committee meeting (March 6, 2024)

- Update on Summer Student

The deadline of Jan 10th was met. Results – Because we are **not** considered a non-profit, we can only recover 50% of the minimum wage (\$8), leaving us to fund the remaining \$12. Other BIA's (Ottawa) that met the test of "operating as a non-profit" get 100% funded. We are requesting a letter from MNG to appeal against that decision. Our original estimate of additional costs (\$2,700) may exceed \$10K

- Surestay opportunity: on screen advertising with QR code. Downtown Kemptville will be featured in several categories and link to our website. A question was asked about the frequency of website updates.
- Business Plan. A special Board meeting to review the last Business Plan (2021) was confirmed for March 27th 10:00am. The contents of a Business Plan were reviewed: Mandate – a "business improvement area," Mission Statement, Values, Annual Priorities (5 or 6), Objectives, Goals and Measures. Business Plans should be reviewed in November/December for the following year and usually only results in changes of about 25%. The Business Plan should proceed with the creation of an Operating Budget for the following year. Mary-Anne will create a shareable document for comments
- Member Survey Update – target uptake would be thirty responses before March 27th. The survey will be the sole subject of the next Member Only newsletter, distributed the week of Feb. 26th. Discussion regarding the ease of use of the survey format and the imperative to fill it out. Suggestion for the opening paragraph, "we don't know what we don't know." Problematic format – Mary-Anne will re-format and transfer the existing data (11 responses). Question whether the survey asks for input on the Business Plan. Suggestion that the focus on events needs to be the subject of a debate not just a

survey question. Discussion regarding the number of active members – property owners only account for seventy. Member Only Newsletter goes to 67 (businesses and property owners) with a 60% open rate.

- Event Policies Update – Suggestion that it goes to the Buskerfest Committee for feedback. Suggestion that at a minimum, volunteers, vendors, and suppliers should sign off on the BIA's EDI Policy.
- OBIAA conference Update - The costs involved are as follows: Early Bird registration is \$988.75 (tax incl); Hotel -\$712 (tax incl.); Meal allowance – 3 X \$75 =\$225; Hospitality - \$35, Train (book Tuesday) - \$147. Total estimated 2024 OBIAA Conference = \$2,107.75. There is \$3K in the 2024 Operating Budget for Memberships and Conferences.

Reports

- Municipal Report – Matt Gilmer gave an update on the First Impressions program that the BIA will participate in; hydro pole banners for Buskerfest; and the Hwy 43 Committee meeting (Thanks to Nina for great notes) and Deputy Mayor Barclay reported that \$10K for a re-fillable water bottle filling station at the Library will be part of the 2024 Municipal Budget coming to Council on March 5.
- Financial Report – Sierra reported sponsorship of the Winter Carnival was expensed and that most of the activity were Buskerfest expenses and funding.
- Programming & Marketing Committee Report – Shelley provided a list of events with timelines for planning. The Easter Bunny Hop plans are going well.
- Expansion Committee Report – John is delaying the establishment of this committee until the Members Survey responses have been reviewed and completion of the Business Plan. “We need to know what we’re selling.”
- Executive Director's Report – Deron reviewed the Strategic Plan Workshop he attended. New laptop has been received (Thanks Sentana). We were a Winter Carnival sponsor of the horse-drawn wagon that was well attended. Participated in an OBIAA conference call. Deron provided an overview of what they offer. A new clothing store is opening on April 1st in the former Victorian Pantry.

Other Business Arising from Discussion

Period For Questions from Members, Public and Media

Summary of Actionable Items

Deron – Updated Spending, Repayment Policies by the week of Feb 26th.

Mary-Anne - create a shareable Business Plan document for comments

Mary-Anne - will re-format the Business Survey and transfer the existing data (11 responses) with help from **Deron and Sierra**.

John – to follow up on MNG letter re: BIA operating as a non-profit

Sierra – will provide new Buskerfest estimate

John - draft 2023 AGM Minutes with the 2023 Annual Report embedded

Close of Meeting at: 12:37pm

Motion to close: Moved by Sierra, seconded by John. Carried.

Note: Regular Meetings and Times

- Executive Committee – 1st Wednesday of every month at 1:30pm in the History Hub
- Board – 3rd Wednesday of every month at 11am in the NGPL Program Room

Next Board Meeting: March 20, 2024, at 11am.