

Downtown Guelph Business Association Board of Directors

February 16th, 2023 7:00pm - 8:30pm

Location: DGBA Board Room

42 Wyndham St N, Guelph, ON N1H 4E6

7:06pm Meeting Start

Members in Attendance: Kevin Polach, Bryan Steele, Brianne McCrossan, Greg Elliot, John Regan, Chuck Nash, Pina Marfisi, Rodrigo Goller, Iside Dallan, Richard Overland

Members in Attendance Virtually: Cathy Downer and Derrick Rutherford

Not in Attendance: Tom Lammer

Introductions/zoom meeting protocols

Disclosure of Conflict of Interest and the general nature thereof

- none noted

1. Approval of Agenda
 - Moved by Iside Dallan, seconded by Rich Overland, carried
2. Approval of Minutes of the previous meeting: February 1st, 2023
 - Moved by Pina Marfisi, seconded by Bryan Steele
3. **Motion:** To approve Terms of Reference for Community Integration Committee DGBA/Community Liaison Committee
 - Moved by Pina Marfisi, seconded Iside Dallan
 - Discussion: renaming to more appropriately reflect the goals and differences between Mayor's Strategic committee
 - Outline of Draft Terms of Reference reviewed by Cathy
 - Suggestion by John to consider KPI's for future review
 - Lawyer, social services, etc will be art of meetings
 - Carried
4. Review of Board Membership - Rodrigo Goller
 - Board member has missed three meetings
 - Discussion of bylaw adjustment requirements that would need to be noted
 - Discussion of whether or not Skyline should be seated on the board as well as if the Chamber of Commerce should be more involved as an ex-officio member
 - Tax Assessment of Membership was sent to Marty Williams to review property

ownership

- Should University of Guelph has a new assignment of ex-officio member on the board as well
- Discussion of largest employer having a seat on the board - for further discussion
- Chuck will reach out to individuals to confirm interest in board participation

5. Strategic Planning - Rodrigo Goller

- Suggestion to hire a strategic planner or choose a date to plan
- Chuck noted that board needs more time to get footing of where we are at, potentially in two to three months time
- There is an existing strategy plan from 2022 and the past board
- Cathy noted that old Strategic Plan is relatively generic and carries out mandates of a BIA and that other things need to be sorted out over the next few months - go through existing plan together as a board
- As a board we have not yet reviewed the previous strategic plan
- The previous strategic plan was the first to exist for the DGBA Board of Directors
- John suggested bringing in another city staff to take minutes and facilitate a strategic planning meeting
- Plan to come back to this in future meetings with each board member

6. City Updates - Economic Development & Tourism - John Regan

- New Guelph sign going in Market Square in approximately three weeks, will include lights and ability to change look slightly seasonally
- Downtown Guelph Master Plan - board can give input for parking on this
- Stacey provided dates for upcoming meeting for Master Plan feedback
- John will send out upcoming dates for Master Plan meetings including:
 - Utilization Parking study - February 17th
 - Possible discussion of moving DGBA office into City Hall
 - Potential to move it into City Hall near Economic Development, Tourism departments, etc.
 - Discussions and requests can be had with John at the City in regards to what would be needed and what the city offices can offer prior to end of lease
- Motion:** To move DGBA office if possible to City Hall
- Voted, carried by board
- When Cooperators sells/rezones it will affect levy
- Consideration of change of boundary
- can be considered down the road for future discussion

7. Interim Administrative Assistance Updates - Brianne McCrossan
 - Access to website
 - Updating logins
 - Waiting to hear back from Canada Summer Jobs Subsidy - for multiple positions
 - Newsletter access - can email requests to info@downtownguelph address and I'll keep an eye on them and try to send out one newsletter a week
 - Downtown Dollars are back online and we've already sold around \$1100
 - Still trying to get access to a lot and locate documents
 - Pls email info@ address for anything in-office related or membership related
 - Discussion about how unused credits would be used

8. Downtown Cameras Update - Pina Marfisi
 - Other updates provided via printout

9. Clean Team
 - previous board agreed to \$10,000 program
 - Board should be more involved in the program
 - DGBA originally approached City to provide some supplies and equipment
 - Suggestion to do more city-wide cleanups
 - Payment will not be made in lump sum
 - New Liaison committee will be in contact with Lisa

10. Next Meetings
 - March 1st, 2023 @ 6pm

11. Adjournment