

Downtown Guelph Business Association Board of Directors

Meeting Agenda

June 7th, 2023 5:30 - 9pm

Location: DGBA Board Room

42 Wyndham St N, Guelph, ON N1H 4E6

Also available via Zoom link to be updated

Introductions/zoom meeting protocols

Disclosure of Conflict of Interest and general nature thereof

1. Approval of Agenda - Moved by Rodrigo, second by Pina, carried
2. Approval of Minutes of the previous meeting: May 24th, 2023
 - Moved by Richard, second by Iside, carried
 - add business arising for future
 - add that we are going to pass on parking
 - passed
3. Strategic Planning Session - 30 Minutes - Kelly Guthrie
 - Can keep all, part or none of previous strategic plan
 - Alex can document strategy meeting,
 - Rodrigo commented that a change in board membership and direction would suggest starting a fresh plan
 - Some comments are in the strategy plan based on statements that were made by the board
 - Kevin - living document and can be amended, changed, etc with the new board
 - Chuck - suggestion to start fresh, need more specifics and suggests to not go more than a year
 - Bri - agrees the layout is helpful but that there are things that need removing and adding
 - Cathy - plan needs to also be submitted to the city
 - Chuck - shorter plan and list will easier to do and easier to execute

Overview

- What DGA is and what it does - suggested to review
- Go over things that have been done and what has been accomplished
- start with missions and goals

Attraction

- Statement of Intent needs updating
- Rodrigo suggested to change language to make it more conversational

Events and Tourism

- Statement of Intent - agree with statement, but needs word-smithing
- More events and in more areas, as well as year-round
- Example - Art on the Street but let's make it larger

Beautification

- agree with current plan statement

Cleanliness

- Could potentially be put into Beautification
- In circle of influence but not control

Social infrastructure

- Can be updated but want to keep included

Engagement

- Membership section - keep, limited changed

City of Guelph

- Can be removed
- Kevin suggested making it a value to continue relationship with city instead of a strategic plan, general agreement by Bri and others

Things missing

- Chuck - budget, not even value being delivered back to the membership, would like to have resources and money to achieve current things in the strat plan
- Suggestion by Cathy to tie into Organization structure, etc

Kelly comments

- fresh language needed
- sentiments and work needed can stay
- keep part of plan and use it as a discussion to update new strategic plan
- Suggestion to get rid of commenting areas
- For Kelly to attend again would need to go through City Requests
- Will use current plan as framework for updated plan

Comments from members were used with previous strategic plan

- Feedback from past survey was that questions were bias
- Suggestion to review past survey

4. Treasurer Update - Richard Overland & Brendan from KPMG

Motion: To approve 2022 Audited Financials

Highlights from statement from Brendan

- Audit is done with a sample test based on \$23,000 transaction concerns
- Large GIC confirmed

- revenue with City of Guelph confirmed
- Assessed payroll
- Ensure accounting captures and costs are completed
- Moved by Kevin, seconded by Rodrigo, discussion
- Kevin: **Motion** to move in camera to discuss member of BIA and DGBA employee
- Kevin moved, seconded by Rodrigo, carried

Motion to approved financials:

- Moved by Rodrigo, seconded by Derrick, carried

Other updates:

- Certificate with 10C - Julia from 10C will send us a copy of what interest rate, offerings, etc., we will be getting from 10C
- Class E Bond is for maturity date July 2027
- Rich to request a new arrangement to continue with class E bond for next two years and will update at next board meeting

5. Chair Updates - Chuck Nash

- Bri and Chuck met with Stacey Dunnigan beginning of June
- Not possible at this time, until city makes their own changes within their organization
- Chuck and Bri expressed what criteria would be needed down the line

6. Letter to Province - Rodrigo Goller - 6:55pm

- Suggestion for consensus on letter before sending out
- Greg Would like more of a city response before sending off as well as other BIA's

Motion: by Rodrigo To move the letter to premier, ministers and other BIA's

- Moved by Rodrigo, seconded by Derrick, carried

7. Benefits Program for Downtown Guelph Discussion- Richard Overland & Chuck Nash

- Chuck and Rich met with multiple Benefits programs and other BIA's, etc.
- Program suggested and company suggested does have a BIA program
- Most plans require multiple staff, etc but this plan can be offered to individual businesses
- Until Guelph has a larger pool of businesses using these plans, people can be lumped in with other bIA's right now
- Comments for rates - guaranteed for rates signed for and will not change for term signed for
- Chambers program is an allowance-based benefits program where once amount is decided employees can use it as they'd like for the year
- Suggestion by Cathy to hold information sessions at 3 virtual times
- Chuck would like to have a speaker at Town Hall/DGBA Update meeting on June 26th

Motion: To approve new benefits program that will be presented to membership

- Moved by Pina, second by Iside, carried

8. CIC Update - Derrick Rutherford

- Overview of upcoming meetings and goals for CIC and new contacts
- New items will continue to be part of newsletter to the membership

9. Downtown Guelph Social Media Discussion - 20 minutes - Brianne McCrossan & Jessica Turnblom

- Mandate was to overhaul social media and increase the audience
- Strategy created in December
- Reels up 863%
- projections are 22k for Guelph followers, 2 million views
- Following social media strategy that was put in place
- Moved by Rodrigo, second by Pina, carried

10. Website Proposal Review Discussion

Motion: Motion to use LunarStorm for the DGBA website

- Moved by Derrick, second by Bri, carried

11. **Motion:** To approve event hut investment up to \$40,000 for DGBA events (Spirit of the Season, Art on the Street, vendors for recurring events, special requests, etc.)

- Moved by Rodrigo, second by Pina, carried

12. Next Meetings

- June 28th @ 6pm

13. Adjournment