

BOARD OF MANAGEMENT MEETING

**AGENDA**

December 14, 2017

8:00AM

Brantford City Hall  
100 Wellington Street  
Council Chambers

Keri Korfmann in the Chair

Annette Wawzonek – Recording Secretary

**1. ROLL CALL/CALL TO ORDER**

**2. ADDITIONS/APPROVAL OF THE AGENDA**

**2.1 AGENDA**

THAT the Agenda for December 14, 2017 BE APPROVED.

**3. DECLARATIONS OF CONFLICT OF INTEREST**

**3.1 Cigarette Butt Ballot Box - John Panessor**

**3.2 Downtown Garbage Working Group – John Utley**

**4. DELEGATIONS/PRESENTATIONS (10 Minutes each including Q&A)**

**5. CONSENT ITEMS**

**5.1 MINUTES**

THAT the following Minutes BE APPROVED

5.1.1 Downtown Brantford BIA Board of Management Meeting Minutes– November 9, 2017

**5.2 REPORTS/COMMITTEE MINUTES**

THAT the following Reports/Minutes BE RECEIVED

5.2.1 November/December 2017 Staff Report

5.2.2 DBBIA Executive Meeting Minutes – November 9, 2017

5.2.3 Brantford Heritage Committee Minutes – August 21, 2017, September 25, 2017 and October 16, 2017

5.2.4 Tourism Advisory Committee Minutes – October 31, 2017

5.2.5 DBBIA Marketing Committee Minutes – July 27, 2017

*Reminder to Committee representations/liaisons on External Committees to send in approved Minutes*

**6. ITEMS FOR CONSIDERATION/DISCUSSION**

**6.1 DBBIA Marketing Committee Recommendations and Updates – Darren McCormack**

*6.1.1 Motion from the Marketing Committee re: What's On Brochure request*

*THAT the DBBIA Marketing Committee RECOMMEND that the DBBIA Board of Management approve the \$500 request for the What's On Brochure for 2018 and that a "call to action" be added to our ad.*

*6.1.2 Motion from the Marketing Committee: 2018 Harmony Square events*

*THAT the DBBIA Marketing Committee RECOMMEND that the DBBIA Board of Management approve contributing \$5,000 as a Title Sponsor for the following 2018 events: Parade After Party, Times Square in Harmony Square (NYE), Scare in the Square and the Chili Willy.*

**6.2 January 2018 Sputnik Ad**

\$650 for a colour/full page ad – don't have time to vet it through the Marketing Committee

- 6.4 **2018 Schedule of Board Meetings – Venue needed** as the Charlie Ward Room has been booked for the Planning Department (Council Chambers is available)
- 6.5 **OPEN DISCUSSION/Questions/Announcements (2 minute limit for each topic)**

<b>7. SUB-COMMITTEE/LIASION REPORTS AND UPDATES</b>
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*(Please submit updates and reports electronically so they can be attached to the Minute file)*

- 7.1 **John Utley/Brian Van Tilborg - City Council Updates**
- 7.2 **James Clark – Brantford Public Library Update**
- 7.3 **Mae Legg – BRC/Economic Development**
- 7.4 **Jennifer Middleton - Community Events Coordinator, City of Brantford**
- 7.5 **Beth Gurney, Associate Director – Communications and Public Affairs for Wilfrid Laurier University**
- 7.6 **Karen Towler, Manager of Operations & Program Planning, Conestoga College – Brantford Campus**
- 7.7 **Nicole Wilmot – Downtown Updates/Downtown Master Plan**
- 7.8 **Zana Talijan – Associate Vice President: University Affairs (Laurier Brantford)**
- 7.9 **Downtown Neighbourhood Association**
- 7.10 **Sgt. Randy Batson – Stats/Downtown Activity**
- 7.9 **External Committee Updates (if any)**
  - Economic Development Advisory Committee (John O’Neill)
  - Tourism Advisory Committee (Keri Korfmann)
  - Brantford Heritage Committee (Darren McCormack)
  - Downtown Incentive Program Advisory Committee (Keri Korfmann) – former PAC Committee
  - Downtown Action Committee (Annette Wawzonek)
  - DAC Subcommittee: Downtown Parking Task Force (Dwight Rose, John O’Neill)
    - \* Committee has been disbanded
  - Brant Cultural Advisory Committee (Annette Wawzonek – as needed)
  - Town and Gown Committee (Annette Wawzonek)
  - SEAT Committee (Annette Wawzonek – as needed)
  - Sport Networking Meeting (Keri Korfmann/Dwight Rose)
  - Garbage Working Group (John Utley/Brian Xurieb/John O’Neill)

<b>8. NOTICES OF MOTIONS</b>
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<b>9. NEXT MEETING/MEETING/EVENT REMINDERS</b>
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- 9.1 **Reminder:** The next regular meeting of the BIA Board of Management will be held on **January 11, 2018** at 8:00AM at City Hall ROOM TO BE DETERMINED.
- 9.2 **Downtown Brantford Marketing Committee Meeting – January 25, 2018 – TDG Marketing Boardroom** (233 Colborne Street – lower level)

<b>10. ADJOURNMENT</b>
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