



MINUTES

MEETING: Board of Directors Meeting
DATE: Thursday, December 15, 2022
TIME: 6:00 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Pat Papadeas, Jeff Patterson, Brian Yeomans, Geoff Zanetti
REGRETS:
ABSENT: Larry Horwitz, Bryan Datoc, Spencer Dawson
GUESTS:
STAFF: Debi Croucher

| Agenda and Discussion | Responsibility of: |
|---|--------------------|
| 1. Ms. Papadeas opened the meeting at 6:15PM | |
| 2. Adoption of the Agenda. Distributed Agenda was adopted by Mr. Zanetti, seconded by Mr. Jeff Patterson. | Board of Directors |
| 3. Disclosure of Interest None. | |
| 4. Adoption of Minutes dated October 17, 2022 were adopted. | Board of Directors |
| 5. <u>Communications Items and Reports</u> <u>Chair Reporting</u> <ul style="list-style-type: none">Mr. Yeomans thanked the directors present for their hard work, commitment and dedication over the past 4 years. | |

| | |
|--|---|
| <p>6. <u>Executive Director Reporting</u></p> <p><u>2022-2026 Board Election – update</u></p> <ul style="list-style-type: none"> Administration provided an update on the Board Election and discussed next steps. The Board-Elect will be required to provide further documentation, including police clearances, before the Board can recommend its slate to the City. <p><u>Social Media Analytics – update</u></p> <ul style="list-style-type: none"> Administration provided social media analytics for Facebook, Instagram and Twitter for November 2022. <p><u>Member Update – update</u></p> <ul style="list-style-type: none"> Administration provided an update on new DWBIA members including Kings Bakery, Eh Plus Vintage, Luxury Snacks, and Sidecar Collective. | <p>Administration</p> <p>Administration</p> <p>Administration</p> |
| <p>7. <u>Finance Committee</u></p> <ul style="list-style-type: none"> Administration provided an update on 2023 budget submissions. The Board directed Administration to wait for the appointment of the Board-Elect who would, in turn, draft the 2023 budget. | <p>Board of Directors</p> |
| <p>8. <u>New Business</u></p> <p><u>2023 Promotional Items</u></p> <ul style="list-style-type: none"> Administration provided an update on the status of promotional items still in stock. The Board approved the reordering of DWBIA binders, coffee mugs and decals from the 2022 budget. <p><u>2023 Farmers’ Market</u></p> <ul style="list-style-type: none"> Administration suggested that the DWBIA shorten the Farmers’ Market season to April 1 to October 28, 2023. DWFM vendor application packages to be released by the end of January 2023. <p><u>Martian Circus</u></p> <ul style="list-style-type: none"> Adam Marz and Gina Scaramella of the Martian Circus presented a Light Up the Night Parade to the Board. The event would be part of Winter Fest and funded through the Reconnect Ontario grant. Geoff Zanetti moved to “approve proceeding with the Light Up the Night Parade with a budget of \$20,000’. Seconded by Pat Papadeas. Unanimously approved. | <p>Board of Directors</p> <p>Administration</p> <p>Board of Directors</p> |
| <p>Meeting adjourned at 7:45 PM</p> | |