



Uptown Leamington BIA Executive Committee Meeting Minutes

Wednesday, February 21, 2024, at 8:00 AM
West End Boardroom, Room 112
111 Erie Street North, Leamington

Present: Chad Robinson, Chair Renee Daudlin-Iacobelli, Treasurer
 Chad Riley, Vice Chair

Staff: Abbie Marchildon, Council Services Assistant
 Nicole Mastronardi, BIA Coordinator

Absent: Michelle Fortier, Secretary

Call to Order

The Chair called the meeting to order at 8:02 AM.

Disclosures of Pecuniary Interest and General Nature Thereof

None.

Matters for Consideration

3.1 Digital BIA Bucks

Ms. Mastronardi provided the Committee with a BIA Bucks Comparison Chart from the Ontario Business Improvement Area Association. She stated that no BIA in the area has transitioned to digital BIA Bucks due to concerns about cash-dominant businesses and the expenses for using digital products. She further noted that unspent BIA Bucks would be held by the third-party company rather than the BIA.

The Committee determined that the discount for purchasing BIA Bucks would be removed due to operating costs and the digital system would not benefit the merchant business.

Mr. Riley noted that the BIA could use a hybrid BIA Bucks model to reduce security concerns whereby a payment would be made online or through e-transfer. He further noted that this would provide for a record of sales and tracking system.

The Committee discussed hybrid BIA Bucks options whereby payment for BIA Bucks can be made through e-transfer to the BIA and developed a process to receive, track, and distribute BIA Bucks.

Moved by: Renee Daudlin-Iacobelli
Seconded by: Chad Riley

That the Executive Committee recommend that the BIA Board of Management move to online BIA Bucks services with scheduled in-person pick-up times and designate the tracking and redemption process of BIA Bucks to the BIA.

Carried

3.2 2024 OBIAA Conference

Nicole noted that no other Board Members have shown interest in going to the conference.

3.3 Leamington District Chamber of Commerce Event, February 29, 2024

Moved by: Renee Daudlin-Iacobelli
Seconded by: Chad Riley

That the Executive Committee recommend that the BIA Board of Management authorize the BIA Coordinator to attend the Leamington District Chamber of Commerce event on February 29, 2024.

Carried

3.4 Meeting with South Essex Community Council, Translation Services

Ms. Mastronardi stated that all BIA documents have been translated into Spanish and that the South Essex Community Council will be hosting a Lunch and Learn event and offer formal introductions between the BIA and Spanish-speaking members. Ms. Mastronardi noted that the Lunch and Learn would be open to the public and not specific to the BIA general membership.

Moved by: Renee Daudlin-Iacobelli
Seconded by: Chad Riley

That the Executive Committee recommend that the BIA Board of Management authorize the BIA Coordinator to attend the South Essex Community Council Lunch and Learn event.

Carried

3.5 Development of a Staff Evaluation Document

The Committee reviewed the Non-Management Performance Evaluation document provided by Administration.

Mr. Riley recommended that staff undergo a performance evaluation at the three-month mark of employment and annually.

The Committee discussed the performance evaluation document and amended it to correspond with the BIA Coordinator position.

Moved by: Renee Daudlin-Iacobelli
Seconded by: Chad Riley

That the Executive Committee recommend that the Performance Evaluation be approved by the BIA Board of Management.

Carried

Adjournment

Moved by: Chad Riley
Seconded by: Renee Daudlin-Iacobelli

That the Uptown Leamington BIA Executive Committee adjourn at 8:45 AM until their next meeting scheduled for March 20, 2024.

Carried