



Uptown Leamington BIA Executive Committee Meeting Minutes

Wednesday, March 20, 2024, at 8:00 AM
West End Boardroom, Room 112
111 Erie Street North, Leamington

Call to Order

The Chair called the meeting to order at 8:01 AM.

Disclosures of Pecuniary Interest and General Nature Thereof

None.

Matters for Consideration

3.1 Grants Review

Ms. Daudlin-Iacobelli noted that the uptake on BIA grants has been limited and that the Committee should discuss options to provide for increased use of BIA grants.

Mr. Robinson noted that the Security Grant was an initiative undertaken by the BIA and the Ontario Provincial Police to reduce crime in the uptown Leamington district.

The Committee discussed the limitations of the current grant structure and made suggestions on improvements.

The Committee discussed combining the Security and Uplift grants to provide BIA members more funding that can be used for one project.

Action Items:

- *Ms. Mastronardi to create a draft combined grant for review.*

3.2 Personal Information and Privacy

The Committee discussed the types of information that may be useful to collect from BIA members and the purpose of collecting the same.

Recommendation to the BIA Board of Management:

Moved by: Renee Daudlin-Iacobelli

Seconded by: Michelle Fortier

That the Executive Committee recommend that the BIA Board of Management send a formal letter to the Clerk to request BIA general membership business-related information.

Carried

3.3 Coordinator Duties

- Social Media

Mr. Robinson noted that there may be an opportunity for the BIA Coordinator to control the social media accounts.

Ms. Mastronardi stated that the current social media contractor dedicates two hours per week to creating social media content. She noted that she is involved in training for other aspects of the role which is time consuming.

Mr. Robinson suggested that social media as a BIA Coordinator duty could be revisited at a later date. He further noted that unused funds allocated to the contractor could be used to boost social media posts once this duty is assumed by the BIA Coordinator.

Action Item:

- *Ms. Fortier to ask the Communications Department the protocol for sharing BIA business information on social media.*

- Office Hours/Availability

The Committee proposed a work schedule for the BIA Coordinator.

Recommendation to the BIA Board of Management:

Moved by: Renee Daudlin-Iacobelli
Seconded by: Michelle Fortier

That the Executive Committee recommend to the BIA Board of Management that the BIA Office be open to the public from Monday to Thursday from 10:00 AM to 12:00 PM.

Carried

Adjournment

Moved by: Michelle Fortier
Seconded by: Chad Riley

That the Uptown Leamington BIA Executive Committee adjourn at 9:00 AM until their next meeting scheduled for April 17, 2024.

Carried