



Downtown Tillsonburg Business Improvement Area

AGENDA

Special Meeting - Board of Management - Wednesday, July 17th, 2024

7:30 AM 10-164 Broadway, Tillsonburg Web link - <https://us02web.zoom.us/j/4147170612>

1. CALL TO ORDER – _____ a.m.

Members present:

Members on Zoom:

Members absent:

2. MOTION TO ADOPT THE AGENDA

Moved by: W. Cameron

Seconded by: A. Biggar

THAT the agenda for the Special Board of Management meeting of July 17th, 2024, be approved.

3. DISCLOSURE OF PECUNIARY INTEREST

4. ADOPTION OF BOARD MINUTES OF PREVIOUS MEETING

Moved by: H. Vallee

Seconded by: M. Gleeson

THAT the minutes as prepared for the meeting of July 3rd, 2024, be approved.

5. MOTION TO MOVE INTO CLOSED SESSION

Moved by: B. Thompson

Seconded by: M. Bossy

That the Board of Management of the DTBIA moves into closed session for the purposes of discussing:

239 (2) (b) Personal matters about identifiable individuals, including local board employees.

Board member(s).

Communications - investigation by the Office of the Ombudsman

Communications subject to solicitor-client privilege

Correspondence - Board Members

Communications + correspondence to the Town of Tillsonburg

239 (3.1) Education and training of the members.

A review of legislative requirements and policies related to Human Resources, Workplace Violence + Harassment protocols.

Discussion of policy changes relating to compliance with provincial legislative requirements.

A review of Bill 168, Section 43.

7. PUBLIC MEETINGS

8. PLANNING REPORTS

9. DELEGATIONS

10. DEPUTATION(S) ON COMMITTEE REPORTS

11. INFORMATION ITEMS

12. STAFF REPORTS

12.1 EXECUTIVE DIRECTOR

12.1.1 ED 24-07-01B Strategic Plan process update

Moved by: M. Bossy

Seconded by: C. Heutinck

THAT the report titled ED 24-07-01B Strategic plan update be received as information and that the recommendations contained therein be adopted.

12.2 MARKETING AND EVENTS

12.3 ECONOMIC DEVELOPMENT

12.4 FINANCE

12.4.1 FIN 24-07-01-B Bookkeeping services

Moved By: E. Odorjan

Seconded By: A. Biggar

THAT the report titled FIN 24-07-01-B Bookkeeping services be received as information and that the recommendations contained therein be adopted.

12.4.2 FIN 24-07-02-B Approval of draft financial statements

Moved By: E. Odorjan

Seconded By: A. Biggar

THAT the draft financial statements as presented be approved, and further that a resolution capturing said approval be send to the Clerk's Office – Town of Tillsonburg.

12 HUMAN RESOURCES

13. GOVERNANCE

14. CONSIDERATION OF MINUTES

15. MOTIONS/NOTICE OF MOTIONS

16. RESOLUTIONS/RESOLUTIONS RESULTING FROM CLOSED SESSION

17. BY-LAWS/RESOLUTIONS

18. TO CONFIRM PROCEEDINGS RESOLUTION



Moved By: B. Thompson

Seconded By: C. Heutinck

THAT resolution 2024-007-B to Confirm the Proceedings of the Board Meeting held on July 17th, 2024, be read for a first, second, third and final reading and the Chair and Executive Director), hereby be authorized to sign the same, and place the corporate seal thereunto.

18.1 CONFIRMING RESOLUTION 2024-007-B; – Meeting of 07/17/2024.

19. ITEMS OF PUBLIC INTEREST/ROUNDTABLE

20. ADJOURNMENT

Moved By: J. Rhora

Seconded By: E. Odorjan

THAT the Board meeting of July 17th, 2024, be adjourned at _____ a.m.



Downtown Tillsonburg Business Improvement Area

MINUTES

Special Meeting - Board of Management - Wednesday, July 3rd, 2024

7:30 AM 10-164 Broadway, Tillsonburg Web link - <https://us02web.zoom.us/j/4147170612>

1. CALL TO ORDER – 7:34 AM by Chair Parsons

Quorum – yes, 8 of 11 members present

Members present: A. Biggar, B. Parsons, B. Thompson, C. Heutinck, E. Odorjan

Members on Zoom: M. Tedesco, W. Cameron, M. Bossy

Members absent: M. Gleeson, H. Vallee, J. Rhora

2. MOTION TO ADOPT THE AMENDED AGENDA

Moved by: W. Cameron

Seconded by: A. Biggar

THAT the agenda as amended for the Special Board of Management meeting of July 3rd, 2024, be approved.

Note: amended item to include a Closed Session item.

CARRIED

3. DISCLOSURE OF PECUNIARY INTEREST

NONE DECLARED

4. ADOPTION OF BOARD MINUTES OF PREVIOUS MEETING

Moved by: C. Heutinck
Seconded by: M. Tedesco

THAT the minutes as prepared for the meeting of May 29th, 2024, be approved.

CARRIED

5. MOTION TO MOVE INTO CLOSED SESSION

Moved by: E. Odorjan
Seconded by: M. Tedesco

That the Board of Management of the DTBIA moves into closed session for the purposes of discussing:

239 (2) (b) Personal matters about identifiable individuals, including local board employees.

Board member(s).

Communications from the Office of the Ombudsman

Note: The board returned to Open Session at 7:46 a.m.

7. PUBLIC MEETINGS

8. PLANNING REPORTS

8.1.1 Applications for Zone Change and Official Plan Amendment

Station View Developments Inc.

File No. OP24-06-7; ZN7-24-06

Plan 500, Lot 800, 129, 135, 139 Bidwell Street, 140 Rolph Street, and 25, 29, and 33 Venison Street West

Town of Tillsonburg

Moved by: C. Heutinck
Seconded by: M. Tedesco

THAT the Board of Management supports the Zone Change and Official Plan Amendment for the Station View Developments Inc. proposal as presented. The DTBIA Board of Management believes that this proposal checks off the following boxes and represents a significant investment to further strengthen and improve the desirability and livability of the central core area:

- Follows the recommendations of the 2012 Central Area Design Study by Brook-McIlroy
- Meets the requirements of the Provincial Policy Statement on land use
- Existing infrastructure is already in place including roads, water, wastewater, transit, trail system, etc.
- Provides for a mix of housing in the immediate core area which does not currently exist
- Provides for 4 new commercial units and leasable space whereas the existing downtown area is built-out and has limited vacancies
- The planning justification report from Vallee clearly outlines the project benefits to the BIA zone
Implements tested urban design strategies and practices

The Board supported a modified resolution outlining the significant changes to the design, concept and parking arrangements from the original proposal to the revised proposal as outlined in County of Oxford Planning File No. OP24-06-7; ZN7-24-06 and specifically:

- a) Parking being shifted to an all-underground arrangement;
- b) The position of the buildings being reoriented;
- c) The creation of nearly 1 acre of greenspace in the courtyard of the site plan;
- d) A reduction in height of the 2 high-rise buildings.

CARRIED

9. DELEGATIONS

10. DEPUTATION(S) ON COMMITTEE REPORTS

11. INFORMATION ITEMS

12. STAFF REPORTS

12.1 EXECUTIVE DIRECTOR

12.1.1 ED 24-07-01 Work plan update

Moved by: C. Heutinck

Seconded by: E. Odorjan

THAT the report titled ED 24-07-01 Work plan update be received as information.

There were no comments or action items resulting from this report.

12.2 MARKETING AND EVENTS

12.2.1 MKE 24-07-01 Marketing update

Moved By: C. Heutinck

Seconded By: A. Biggar

THAT the report titled MKE 24-07-01 Marketing update be received as information.

CARRIED

In the absence of the Events & Marketing Coordinator, the ED reviewed the report and provided positive comments about the quality of the work by the entire marketing team. The successes of TurtleFest and the Canada Day event at The Station Arts Centre were highlighted. Members provided positive commentary for both recent events. The ED indicated the significant investments made by the DTBIA team specifically with reference to TurtleFest and further suggested that to ensure success of the event into the future, that a Code of Conduct and other contracts be considered for implementation to avoid some of the issues experienced during the 2024 event.

12.3 ECONOMIC DEVELOPMENT

C. Panschow provided a verbal update with respect to parties interested in the development of full-service hotel. Commentary was provided about sites being reviewed and that there are 2 interested parties. Sites in the downtown core are under consideration without specific references made to location. There were no action items resulting from this verbal update.

12.4 FINANCE

12.4.1 FIN 24-07-01 2023 draft financial statements

Moved By: E. Odorjan

Seconded By: B. Thompson

THAT the report titled FIN 24-07-01 Draft financial statements be received and that the board approves the draft financial statements as presented.

ITEM DEFERRED

The draft financial statements were received late by the auditor and members did not have time to read and review the documentation. The board provided direction to schedule a Special Meeting to be held on Wednesday, July 17th, 2024, at the DTBIA offices. The finance sub-committee is to meet prior this meeting to provide the auditor with commentary in the table identified in the

12.4.2 FIN 24-07-02 Internal audit – testing of records

Moved By: E. Odorjan

Seconded By: A. Biggar

THAT the report titled FIN 24-07-02 Internal audit – testing of records be received as information and that the recommendations contained therein be adopted.

CARRIED

The board provided direction that the finance sub-committee be charged with looking at various processes and improvements to financial



accounting procedures and practices. Discussion also included constructive feedback regarding the existing bookkeeper, SB Advisory, and the issues surrounding inaccurate and erroneous reporting in QBO which results in very inaccurate in-house income and expense statements from 2023 FY.

**12.4.2 FIN 24-07-03 May 2024, June 2024 and YTD 2024
income statements**

Moved By: E. Odorjan

Seconded By: A. Biggar

THAT the report titled FIN 24-07-03 May 2024, June 2024 and YTD 2024 income statements be received as information.

CARRIED

The board also provided direction for a working finance committee to meet to review improvements to accounting procedures and practices moving forward. The board agreed that having a local bookkeeper is preferred and that effort be made to obtain those services in Tillsonburg if possible. The finance subcommittee will also make recommendations in this regard and specifically with reference to additional measures to ensure accurate financial reporting including tracking of both accounts payable and accounts receivable. The ED highlighted the significance of debt payments in 2024 FY and reviewed the spreadsheet outlining the payment schedules for all debt through 2029 FY; at which point the organization will be debt-free.

12 HUMAN RESOURCES

13. GOVERNANCE

14. CONSIDERATION OF MINUTES

15. MOTIONS/NOTICE OF MOTIONS

**16. RESOLUTIONS/RESOLUTIONS RESULTING FROM CLOSED
SESSION**



17. BY-LAWS/RESOLUTIONS

18. TO CONFIRM PROCEEDINGS RESOLUTION:

Moved By: B. Thompson

Seconded By: C. Heutinck

THAT resolution 2024-007 to Confirm the Proceedings of the Board Meeting held on July 3rd, 2024, be read for a first, second, third and final reading and the Chair and Executive Director), hereby be authorized to sign the same, and place the corporate seal thereunto.

CARRIED

18.1 CONFIRMING RESOLUTION 2024-007 – Meeting of July 3rd, 2024.

19. ITEMS OF PUBLIC INTEREST/ROUNDTABLE

20. ADJOURNMENT

Moved By: C. Heutinck

Seconded By: M. Tedesco

THAT the Board meeting of July 3rd, 2024, be adjourned at 9:07 a.m.

REPORT TO BOARD OF MANAGEMENT

Strategic Plan update

To: Board of Management

From: Executive Director

RECOMMENDATIONS

- 1) That the report be received as information and that the recommendations contained therein be adopted.

REPORT HIGHLIGHTS

- The ED has been completing background work on various metrics necessary to determine benchmarking of our downtown vs. others.
- The ED has been studying other placemaking organization's strategic plans.
- Research on placemaking best-practices for public realm improvement has been completed.
- Completed research on best practices for organizational design – i.e. do we have the right structure in place to support a successful BIA into the future.
- Assumptions that are relevant to the design of the 2025 financial plan as it related to the implementation of the completed strategic plan process are being noted.

PROCESS FLOW

The ED has suggested several dates for consideration by the Board of Management as it relates to the flow of achieving a completed strategic plan in September.

The proposed questionnaire is attached for review by the Board of Management. The survey will be posted online, will be handed out, will be available at the Public Information Centre, a link to Survey Monkey will also be available and sent out.

The marketing team will create a campaign to promote the strategic plan process including all key dates. The marketing team will also provide the creative for the posterboards and other tools to ensure a visually appealing PIC in the centre court of the Tillsonburg Town Centre.

ACTIONABLE ITEMS

- That members of the Board of Management provide questions that they would like to be included in the stakeholder survey due date July 20th, 2024.
- That members of the Board of Management meet informally in the private dining room of Boston Pizza no later than August 8th, 2024, to complete a SWOT analysis: duration of meeting is scheduled for 2 hours.
- That all stakeholder meetings be scheduled to be completed by August 15th.
- Schedule a Public Information Centre to be conducted in the Tillsonburg Town Centre by August 15th. The PIC will focus on public feedback. Storyboards will be posted for the public. Target date is August 20th.
- Stakeholder surveys will be sent to Town Council, Town of Tillsonburg staff, residents, downtown business and landowners, the industrial committee and others.
- That the strategic plan committee meet to summarize a draft plan document on or about August 24th, 2024.
- That the draft strategic plan be presented to the board at the regularly scheduled September board meeting and that consideration be given to final approval and adoption of the document at that time.

FINANCIAL IMPACT

There are no costs resulting from the strategic plan process are minimal and relate to the cost of posters for the PIC. The cost of use of the Boston Pizza private dining room is nil.

2024 Strategic Plan

Your feedback is essential in the development of a comprehensive document to guide your Downtown Tillsonburg BIA into a future that builds on our successful downtown. This plan will be devised after extensive public consultations and feedback from key stakeholders in the DTBIA community.

Assessing our strengths, weaknesses, opportunities and threats is an essential part of the strategic plan document.

Thinking about your downtown:	Your comments and feedback:
<p>Strengths: factors you feel are positive</p> <ul style="list-style-type: none"> - What do you like about downtown? - What's something you are proud of? - List things that you think are good. 	
<p>Weaknesses: areas of opportunity</p> <ul style="list-style-type: none"> - What are the shortcomings? - Are there reasons why you don't come downtown? 	
<p>Opportunities: things that could be better</p> <ul style="list-style-type: none"> - What is missing that you want? - Availability of products/services. - Suggestions for specific improvements. 	
<p>Threats: potential risks to the businesses + the downtown area itself</p> <ul style="list-style-type: none"> - What are the challenges? - Impacts that may negatively affect you visiting + spending time downtown. - Other impacts you feel should be noted. 	

Please provide us with your thoughts:

What do you like about our downtown?

How do you feel about the amenities (public spaces, flowers, trees, areas to sit)

Are there enough places to sit and relax?

What is missing from our downtown?

What are the stores and services you seek out of town?

Do you feel there are enough things to do downtown?

What suggestions do you have for additional retail stores?

What suggestions do you have for entertainment?

Do you think having public washrooms available downtown is important? Circle one:

YES NO UNSURE

Do you visit the Farmer's Market?

YES NO UNSURE

Would you support a permanent, year-round, Farmer's Market?

YES NO UNSURE

Is "shopping local" important to you?

YES NO UNSURE

Are there enough housing options available downtown?

YES NO UNSURE

Do you use public transportation? Please explain why or why not.

YES NO UNSURE

Should there be more parkland downtown?

YES NO UNSURE

Would you come to live music + other events if these were provided all summer long?

YES NO UNSURE

Would you attend a Christmas market? If yes, list what types of things you would like included?

YES NO UNSURE

Is a public square important to you? Would you attend events scheduled in a downtown public square? Please explain your answer:

YES

NO

UNSURE

Please provide any other comments, suggestions or feedback here:

Please drop off your survey to the Downtown Tillsonburg BIA offices at 164 Broadway, Unit 10 – front of Tillsonburg Town Centre mall between TD Bank and Ren’s Pet Depot.

Or email to info@tillsonburgbia.ca

If you wish to have your comments responded to, please leave your contact information below:

Name _____

Address _____

E-mail _____

Phone number () ____ - _____



Report FIN 2024-07-01B

ED/TREASURER

Meeting date: 07/17/2024

REPORT TO BOARD OF MANAGEMENT

Bookkeeping service

To: Board of Management

From: Executive Director/Treasurer

RECOMMENDATION

- 1) That the report be received as information and that the recommendations contained therein be adopted.

REPORT HIGHLIGHTS

There have been ongoing and continuing concerns expressed about the bookkeeping services being provided by a contractor who is not local, (offshore), which complicates our ability to transact business efficiently.

There are also concerns about the accuracy and timeliness of transactions being posted on a regular basis.

There were significant issues with the QBO generated year-end income statement which differed from the auditor's reporting which resulted in more than 40 adjustments being implemented by the auditor. This is unacceptable.

Management believes a change must be implemented forthwith.

ACTIONABLE ITEMS

- That the current service provider contract hereby be terminated.
- That a new, local bookkeeper, be retained on contract for a 1-year period beginning August 1st, 2024. There are 2 immediate options available.
- The finance subcommittee will meet to discuss the onboarding of a qualified bookkeeping service as soon as possible.

FINANCIAL IMPACT

There will regular monthly charges which are included in the existing, approved 2024 financial plan.

Note: The auditor has provided advanced notice that the auditing fees are significantly higher than the previous year's audit due to the number of adjustments required to complete the audit.