



**Ford City Business Improvement Association
Board of Directors Meeting Minutes**

When: Monday, January 15, 2024 at 5:30pm

Location: CO: Workshare (1000 Drouillard Rd. Upper)

Called to Attendance:

Kaitlyn Karns, Executive Director of the Ford City BIA

Appointed Board of Directors as of April 25, 2023:

Present: Shane Potvin, Nicole Baillargeon, Michael Difazio, Dana Horwitz, Marina Maffessanti (online), Lauren Potvin

Ex Officio Members Present: **Kate Gibb**

Delegates/ Guests: **N/A**

Away: Dana Horwitz & Ward 5 Councillor, Ed Sleiman

Meeting Called at: 5:37pm

Topics of Discussion

1. Approval of the January 15, 2024 Board Meeting Agenda

- a. Approval of the 2023 AGM minutes will be presented at the 2024 AGM & October 2023 meeting minutes were approved at the 2023 AGM.

First- Lauren Potvin

Second-Mike Difazio

All in favour- Yes

2. Financial Report & Updates from the Executive Director and Treasurer

- a. Banking institution update / timeline
 - i. Switch will happen in March when Marina is back in town. A discussion was had that if it is more convenient Marina will no longer be an authorized signer and we will select another board member.
- b. 2024 budget
 - i. Waiting for the City to approve.
- c. Bookkeeping & Organization
 - i. Kaitlyn has dropped off the 2023 documents to MJB Bookkeeping to get our annual balance sheets, HST Rebate and other annual financial organization done.
- d. November/ December 2023 Spending
 - i. Holiday Decorations, Marketing (TWEPI Ad) and ED Pay

3. **2024 Goals-** The Board discussed goals for the BIA for 2024. The goals are focused around events and beautification.
 - a. **Dropped on Drouillard Fundraising**
 - i. Getting emails out in late February to potential/ returning donors. A timeline was discussed (Item 4) for the large Dropped on Drouillard to dos.
 - b. **Getting a better understanding on what Dropped actually costs & what the tasks are by person. Creating a detailed list of tasks. Time tracking.**
 - i. Marina has agreed to make a communal spreadsheet to keep track of everything.
 - c. **Events**
 - i. **Dropped on Drouillard – August 17, 2024**
 - ii. **Sidewalk Sale/ Vintage Market**
 1. **Vintage market on the thousand block**
 2. **Sunday May 5th from 10am until 4pm- event | Street closed 9-**
 - d. **Finish the pergola in the Community Garden**
 - i. Nicole is going to bring in the renderings that she had done in the past as well as a rough budget.
 - e. **Clean up garbage cans and benches**
 - i. Shane to connect with Councillor Ed Sleiman on this item to see how we can receive support from the City.

4. **2024 Timelines**
 - a. **Ford City Vintage Market Announcement-** February 5th
 - i. **Vendor Call-** February 5th and close the call 19th
 - b. **DOD Selected / Exclusive Vendor emails-** Mid Feb (\$150 for vendor + \$500 booze) List to be gathered by Feb board meeting. Must confirm and pay by beginning of March
 - c. **DOD Fundraising Emails out by-** End of Feb
 - d. **DOD Date Announcement-** May 6th
 - e. **Call for DOD Vendors (General)-** May 6th
 - i. **Deadline-** May 20th
 - f. **DOD Draft Budget-** By next board meeting (Feb 12, 2024)
 - g. **DOD Music- Between** March and May

5. **Additional Comments/ New Business- N/A**

Next meeting: February 12, 2024 at 5:30PM
 End of Meeting – 6:33pm.