



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

When: Monday, September 11, 2023 at 5:35pm

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:

Shane Potvin, Nicole Baillargeon, Marina Maffessanti, Lauren Potvin & Ward 5 Councillor, Ed Sleiman

Absent: Michael Difazio, Dana Horwitz

Ex Officio Members: **Kate Gibb**

Delegates/ Guests: **N/A**

Topics of Discussion

1. **Approval of the September 11, 2023 Board Meeting Agenda**
 - a. **Motion- Marina**
 - b. **Second- Lauren**
 - c. **Approved- Yes**

2. **Approval of the July, 2023 Board Meeting Minutes**
 - a. **Motion- Nicole**
 - b. **Second- Marina**
 - c. **Approved- Yes**

3. **Financial Report from the Executive Director and Treasurer**
 - Dropped on Drouillard Expenses were the only expenses, other than our storage payment (for the next 3 months) for the month of August
 - Financial plan to be made in November for 2024 spending and reserve funds

4. **Dropped on Drouillard Recap**
 - a. **Financials (linked to #3)**
 - b. **Survey + Feedback**
 - i. Review of the feedback from the vendors
 - ii. Finding the balance between catering to *our* desired audience and family audiences
 - iii. Booking early for additional entertainment features
 1. Acro / BMX etc.
 - c. **Moving Forward... DOD 2024**

- i. **Planning | Payments | Timing**
- ii. Kaitlyn to invoice additional hours from the beginning of the planning process instead of all at once in August
- iii. Dividing up the time between Shane, Kaitlyn and other planners moving forward
- iv. Dropped on Drouillard Planning Committee
 1. Project Management
 2. Continue to use BaseCamp
- v. Make a Dropped specific email account (include in the 2024 budget)
- vi. Considering changing banks to help with the financial aspect of the festival. Need to figure out how to not have Kaitlyn pay for everything on her credit card and then be reimbursed by the BIA. Kaitlyn to look into options for a new bank.
- vii. Could increase the charge for vendors (specifically booze vendors) and give them some responsibility about what the lots will look like.
- viii. We need a photo of what a vendors food truck would look like for sizing requirements (Rico, Booster Juice etc. as an example).

5. Shed Updates/ Contracts

- Sheds are full!!
- Still working with Kyle at McDonald and Co to sort out contracts and rent payments

6. Open Streets, 2023

- This Sunday, September 17th from 10AM until 2PM

7. Additional Comments/ New Business

- a. Tecumseh BIA Collaboration
 - i. Giveaway basket (\$250)
- b. Christmas/winter event?
 - i. Thinking about ways to support the businesses that are open during the winter months
 - ii. Idea generation
 - iii. Late January event – post Christmas slump
 1. Winter pub crawl

Next meeting: October 16, 2023 at 5:30pm – The 9th is a Holiday, so pushing to the following week.