



Ford City Business Improvement Association
Board of Directors Meeting Minutes

When: Monday, October 21st 2024 at 5:30pm

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

Called to Attendance:

Kaitlyn Karns, Executive Director of the Ford City BIA

In attendance:

Shane Potvin, Dana Horwitz, Lauren Potvin, Thad Renaud, Anna Eschuk

Ex Officio Members: **Kate Gibb**

Delegates/ Guests:

Topics of Discussion

1. **Approval of the October 21, 2024 Board Meeting Agenda**
 - a. **First:** Shane
 - b. **Second:** Lauren
 - c. **All in Favour:** Yes

2. **Approval of the September 9, 2024 Board Meeting Minutes**
 - a. **First:** Shane
 - b. **Second:** Anna
 - c. **All in Favour:** Yes

3. **Financial Report & Updates from the Executive Director and Treasurer**
 - a. Limited expenses for the remainder of 2024 and Ford City Flea will bring in a small amount of income. The Lot Shops are done for the season, so there will be no more funds collected there for 2024. The other portion of our 2024 levy payment came in and was deposited in October. Our financial state is stable which will be of great help to use our reserve funds for capital expenses such as bike racks etc. in 2025.
 - b. **2025 Budget**
 - i. Shane and Kaitlyn met to complete the new proposed budget, reflecting the levy increase. The budget was sent to the board before it was sent to the membership. The budget will be voted on at the AGM. If it passes (with the increase) a letter will be sent out to the membership notifying them of the change. Members will have 60 days to respond and "vote against" the change by writing to the City. One Third of paying members must send in letters to not have the change passed.
 - ii. Questions/ responses: N/A

4. **AGM Plans**

- a. Sandwhich trays are ordered from Petrellas
- b. We will run down the agenda, including a recap of the year, but the main focus will be on the budget.
- c. **Goals for 2025:**
 - i. Encourage more active transportation (i.e bike racks)
 - ii. Sustain our key events and activations
 - iii. Continue to drive patrons to our businesses through marketing/ social media etc.
 - iv. More cross promotion and collaborations between BIA businesses and events
 - 1. Monthly event emails to the membership

5. **Fall Events Recap:** General recap and thoughts on each event

- a. **FC FLEA**
 - i. Fall flea was not as busy as the first one, but it was still a great event.
 - ii. Embrace the garage sale vibe. Engage with the actual community.
 - iii. Have a community lot for a space for residents to sell things.
 - iv. April 27, 2025 Rain date May 4th, 2025
 - v. October 19th and Rain date 26th, 2025
- b. **Open Streets**
 - i. Not as great with the new map because FCBIA was in the middle of the map versus the end.
- c. **Upcoming: Mistletoe Market Dec 8th and 9th at Waters Edge**
 - i. Collab with the other BIA businesses to encourage people to stay in the neighbourhood

6. **Neighbourhood Safety—Shane**

- a. Email from the owners of Heimat who are concerned about the theft going on in the neighbourhood and wants to know if the City is doing anything about the crime in the neighbourhood.
 - i. Generally speaking, the board hasn't heard of much, but is always happy to support our businesses with their concerns.

7. **Additional Comments/ New Business**

- a. **Bike Racks:** Shane spoke with the City about options for bike racks
 - i. Quantities of bike parking and where it can go
 - ii. Bike corral – take a parking spot and turn it into bike parking (commercial spot in front of CC)
 - 1. Thad will get a quote though his suppliers
 - iii. Shane to send the quote from the City

Next meeting: January 13th, 2025 at 5:30PM