

**SSBIA Board Meeting**  
**Monday, May 13, 2024**  
**2:00pm – 3:00pm**  
**56 Sparks Street Suite 608**

**Declarations of pecuniary interest including those arising from prior meetings**

None

1. **Adoption of the Agenda** – Pete first, Lindsay second
2. **Adoption of the Minutes of the Last Meeting** – SSBIA - Stefania first, Dan second
3. **Opening Remarks – Chair -**
4. **Rebranding Update –**
  - Two outstanding proposals (Alphabet and MediaPlus)
  - Important to build a brand that businesses and the community can get behind and see us in a new light
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5. **Research**
  - a. **Bluesfest Survey to Restaurants**
    - Sent survey to restaurants
    - Riv, Bridgehead and Biermarket completed one
  - b. **Activ8 proposal**
    - Survey for before/after events on the street
    - More likely to get honest answers through a third party
  - c. **Financial Data Collection**
    - Similar to Environics (Moneris etc..)
    - Tracks average spend
6. **OCOBIA Update**
  - Pretty quiet on the OCOBIA
  - Brad Fouget has been hired as Executive Director
7. **Leasing Support Program**
  - Had a meeting with the NCC last Monday, have begun scheduling meetings with them weekly
  - Conversations with potential/ recent entrepreneurs has identified permitting as roadblock

## **8. Summer Students – Canada Summer Jobs**

- Canada Summer Jobs
- 8 weeks of support for our two positions
- End of May until September

## **9. Executive Director Report – Kevin**

- Ribfest:
  - o We have secured a title sponsor (Cdn Pork Council)
  - o Member social will be at Nate's
- Canada Day:
  - o Programming increase to offset lack of programming on the hill
  - o Performers in the shed/DJ booth
- Buskerfest:
  - o Aug 1-5
  - o Government Funding is down a little bit, so we have been adjusting accordingly
- Songs from the shed & songs from the booth
  - o June 15
  - o OMIC put out a press release on this which has given this lots of attention

## **10. Other Business –**

- Security & Policing
  - o Issue for business owners, especially as cost of living goes up
  - o Non police response to any issues before the 211 call is in place

**Adjournment** – Stefania first, Peter second