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Board of Management Meeting Minutes		
Date: July 31, 2025		Time: 8:30 AM
Location: Downtown Dundas BIA Office, Telephone and Online (Google Meet)		
Present: Jenn Hayes, Lyndsay McAlpine, Tara Crugnale, Lynsay Connell, Alex Wilson, David Tayler (ED)		
Absent: none	Regrets: D. Miculius	Minute Taker: D. Tayler
Links to unofficial notes and transcripts:		
Otter AI version https://otter.ai/u/bcJKzJGDnPdJL-0iurAbhbxdxg4?utm_source=copy_url		
Google Gemini version: https://docs.google.com/document/d/1W7OOs_7PAtmkWGk_-N38n75fQk03kD-Xia-cfqIYkAl/edit?usp=sharing		

1.	Meeting Call to Order by Jenn Hayes at 8:42 AM <i>Present: J. Hayes (virtual), L. McAlpine, T. Crugnale, L. Connell, A. Wilson, D. Tayler</i>
2.	Updates to the Agenda None
3.	Approval of Agenda Motion to approve the meeting agenda (J. Hayes/L. McAlpine) CARRIED
4.	Declarations of Interest No declarations of interest indicated
5.	Introduction Of Potential New Board Members / Clarification Of Vacancy / Invitations To Join: D. Tayler explained that with the resignation of Melanie Barlow, there is a vacancy on the Board. Introduced Lynsay Connell, Dundas Juice Co., as having expressed an interest in serving on the Board Motion to approve the addition of Lynsay Connell to the Dundas BIA Board Of Management (J. Hayes/ L. McAlpine) CARRIED
6.	Approval of Minutes: From May 6, 2025 Motion to approve the meeting minutes from May 6, 2025 (J. Hayes/ L. McAlpine) CARRIED
7.	Treasury Report (presented by David Tayler) D. Tayler provided a treasury report focusing on bank balances, stating that the 2024 audit was underway. Reported a bank balance of \$120,326.80 and mentioned that one GIC had been cashed out for cash flow, with plans to restore GIC funds once the levy was fully received. Apologized for the delay in providing a formalized report, but assured the board that a year-to-date budget versus actual report would soon be available monthly moving forward Motion to approve the Treasurer's Report (L. McAlpine/J. Hayes) CARRIED
8.	Executive Director Report D. Tayler presented written report with highlights as follows: <u>General and Blue Box Program Advocacy:</u> detailed their activities, including annual planning and budgeting with CHCH and attending city BIA advisory council meetings. A significant discussion point was advocating against the province's blue box program changes, which excluded small businesses, leading to an added cost for the municipality to continue small business collection for another year.

	<p>Emphasized the BIA advisory council's pushback to ensure the city maintains the service level for small businesses</p> <p><u>Tourism and Community Engagement</u>: Reported on efforts to strengthen relationships with neighboring BIAs in Ancaster, Dundas, and Waterdown, and a discussion with the new director of tourism regarding the lack of promotion for Dundas in city programs. Also mentioned meeting with the Dundas Museum and the Hamilton Musicians Guild to explore funding for entertainment.</p> <p><u>Local Filming and Business Partnerships</u> Discussed securing permission for window displays at 25-29 King Street West after meeting with landlord Dom Vesce. Facilitated filming for the movie "Fatal Choices" in Dundas, which generated \$2,500 for the BIA. Additionally, initial meetings were held with Russ Powers and Dundas Today online newspaper, resulting in positive coverage for downtown.</p> <p><u>Infrastructure and Streetscape Concerns</u> Addressed ongoing issues with the crosswalk at King and Albert Street, particularly concerning mismatched pole lights. Along with Councillor Wilson, conducted street walks to identify areas needing attention and expressed a desire for a beautification committee to address streetscape issues like weeds and unkempt private properties.</p>	
	<p>Motion to approve the verbal and written Executive Director's Report (L. McAlpine /J. Hayes)</p>	CARRIED
9.	<p>COMMITTEE REPORTS:</p> <p>9.1: Beautification – given by D. Tayler</p> <p>Noted the replacement of "awful" original hanging baskets with new, improved ones. A motion was moved and seconded to have Downtown Dundas BIA explore options with the city for a fourth round of weed control services, as the current three times a year are insufficient. T. Crugnale volunteered to lead the new beautification committee, with a suggestion for monthly check-ins to ensure feedback on street issues is addressed.</p> <p>Motion to have Beautification Committee explore options with City re: additional sidewalk weed control (T. Crugnale/J. Hayes)</p> <p>Motion to approve T. Crugnale as head of the BIA Beautification Committee (L. McAlpine /J. Hayes)</p> <p>9.2: Events & Promotions Committee – given by D. Tayler</p> <p><u>"The Neighbourhood" Campaign</u> Discussed the "The Neighbourhood" social media campaign, which has been successful in promoting local businesses and fostering community engagement. Jenn praised the new vibe brought by the campaign and expressed hope for its continuation to include every business.</p> <p><u>"Live and Local" Success and Future Plans</u> Provided an update on "Live and Local," stating that the June 7th event was a success, with positive feedback on its community gathering aspect. Noted a need for more BIA members to utilize their outdoor spaces during these events and expressed interest in increasing the frequency of "Live and Local" events, potentially monthly, to enhance business returns.</p> <p><u>Funding Challenges and Alternative Programming</u> Downtown Dundas BIA explained that securing full funding for "Live and Local" from the city's enrichment fund proved challenging (less received than applied for, with extremely short notice), leading to a decision to offer music every Saturday for the rest of the summer. Suggested that the BIA should always budget to run events with or without grants, with grants serving as a bonus for additional initiatives</p> <p><u>Dundas Dog Day and Walking Tours</u> Noted Dundas Dog Day for August 23rd, featuring a "pooch promenade". Reported successful guided walking tours for Dundas's 178th birthday, with significant attendance and positive community feedback, leading to plans for similar tours during future events like Scarecrow Saturday.</p> <p><u>Music Venue Rotation and Dickens of a Christmas</u> Discussed moving live music performances from Memorial Square to other locations like the post office and eventually Grafton Square, to benefit more businesses. Provided an update on Dickens of a Christmas, stating that while they received partial funding, the events committee needs to meet soon to determine how to augment the event within the scope of their funding application.</p> <p><u>Grant Funding Challenges and Advocacy for Fee Waivers</u> Highlighted the increasing competitiveness of the city's enrichment fund, urging the BIA to explore other granting opportunities. Suggested collective</p>	

	<p>advocacy among BIAs to encourage the city to waive or exempt certain fees, such as street closure costs, to reduce operational expenses .</p> <p><u>Digital Marketing Success</u> (Pat Bommarito, summer digital marketing specialist, reported) Significant success in the BIA's digital marketing efforts, highlighting that total spending was under \$200 while engagement across all platforms reached an all-time high. Noted a 50% increase in viewership and engagement on Instagram, a doubling of Facebook viewership and engagement month over month, and a healthy 1.5% to 3% monthly increase in followers. Website traffic also increased significantly due to successful funneling of social media users to the website, creating a more integrated loop for engagement.</p> <p><u>Neighbourhood Campaign and Member Engagement</u> The Neighbourhood campaign, showcasing local businesses, has been very successful. Expressed satisfaction with the high engagement, particularly for businesses like Pinbones, where the community provided positive feedback and recommendations. Mentioned that team is letting members drive the content by simply prompting them to include specific words like "Neighbourhood," which has led to positive outcomes. Pat also offered his availability to assist business owners with their social media needs.</p> <p>9.3: Membership – given by D. Tayler</p> <p><u>Membership Engagement and Social Events</u> Lyndsay McAlpine suggested a focus on membership engagement, proposing a town hall or open house in September/ October - also suggested membership socials at local businesses, similar to events in Burlington, as a way to encourage engagement. All agreed to plan a member engagement event, preferring an evening social format, and suggested a round-table format for discussions</p> <p><u>New Business Openings and Committee Reports</u> Announced four new business openings since the last meeting, including Alan Lee Human Capital, Piques and Valleys, Sunnyside Grill, and Dundas Dog Parlor, with an update on Ali's Barber Shop. Lyndsay McAlpine also noted significant activity at the new Cumbræes location.</p> <p>Motion to approve the Committee Reports (J. Hayes/ L. McAlpine)</p>	CARRIED
10.	<p>Other Business</p> <p><u>Professional Development and Mileage Policy</u> D. Tayler requested to attend an AI and advocacy/fundraising workshop in Brantford, offered by the Ontario BIA Association, at a cost of \$250 per person. Lyndsay McAlpine offered to attend if no one else desired to go. A motion was carried to approve their attendance, and also for Lyndsay McAlpine to attend if the budget allowed. Downtown Dundas BIA also requested the establishment of a mileage rate policy for the use of personal vehicles for work-related activities, citing the CRA rate of 57 cents per kilometer. Jenn suggested she would look into mileage rates from their previous employer. Tabled to next meeting</p> <p>Motion to approve D. Tayler and L. McAlpine to attend AI Workshop (J. Hayes/ L. McAlpine)</p> <p><u>Aloha Cafe Rebranding</u> Lynsay Connell reported that their business, formerly Norfolk Juice Co, is undergoing a rebranding and will now be known as Aloha Cafe. The business is not new but is adjusting its identity to better reflect their expanded offerings and to remain operational at their current location. The new brand, Aloha Cafe Dundas, will have its own social media presence</p>	CARRIED
11.	<p>Next Meetings</p> <p>D. Tayler expressed the need to schedule future meetings for the board of management, events committee, and beautification committee, aiming for the board of management meeting to be in September after back-to-school. Lyndsay McAlpine noted their limited staff availability in August and preferred meetings before opening or after closing.</p> <p>11.1: Board Of Management? tbd</p> <p>11.2: Events & Promotions Committee? tbd</p> <p>11.3: Beautification? tbd</p>	
12.	<p>Adjournment: Motion to adjourn made by J. Hayes at 9:51 AM</p>	CARRIED