



Bolton Business Improvement Area Meeting Minutes
Monday, March 20, 2023
5:00 p.m.
Room C – Albion Bolton Community Centre

Members Present:

D. De Abreu (absent)
K. Medeiros
J. Pountney
C. Rocca
L. Romeo
O. Rudintsky
M. Tenaglia
L. Verdile
Councillor C. Napoli
Councillor T. Rosa

Town of Caledon Staff Present:

Deputy Clerk, Council and Committee Services: J. Lavecchia-Smith
Manager, Community and Cultural Development: J. Schildroth
Deputy Clerk, Records and Information Services: P. Trafford

CALL TO ORDER

Chair J. Pountney called the meeting to order at 5:05 p.m.

INDIGENOUS LAND ACKNOWLEDGEMENT

Chair J. Pountney delivered the Indigenous Land Acknowledgement.

DISCLOSURE OF PECUNIARY INTEREST

None.

CONFIRMATION OF MINUTES

Moved by: Councillor T. Rosa

That the March 13, 2023 Bolton Business Improvement Area Meeting Minutes, be confirmed.

Carried.

REGULAR BUSINESS

1. Strategic Plan Workshop

Chair J. Pountney led a discussion on the 2023 Strategic Plan for the BIA Board of Management. The Board reviewed past initiatives and members discussed the coordination and scheduling of community events, advertising and marketing.

Members of the Board asked questions and received responses from the Chair and Mr. Schildroth.

Moved by: K. Medeiros – Seconded by: L. Verdile

That the Bolton Business Improvement Area Strategic Plan for 2023 to achieve the following deliverables, be approved:

- Grow awareness of Downtown Bolton within the larger community through improved, strategic and timely marketing;
- Invest in and market four (4) key events with the goal of increasing attendance;
- Maintain the beautification of Downtown Bolton with flowers and banners; and
- Track the success and return on investment of the 2023 Strategic Plan deliverables.

Carried.

Councillor C. Napoli left the meeting at 5:57 p.m. and did not return.

2. Proposed 2023 Budget

Chair J. Pountney provided an overview of the proposed 2023 budget for the Bolton Business Improvement Area based on the 2022 budget and priorities set through the Strategic Planning discussion.

Members of the Board asked questions and received responses from the Chair.

Moved by: J. Pountney – Seconded by: L. Verdile

That the Proposed 2023 Bolton Business Improvement Area Budget, be approved;

That the Treasurer provide the Proposed 2023 Bolton Business Improvement Area Budget to the Council of the Corporation of the Town of Caledon; and

That the Council of the Corporation of the Town of Caledon approve the Proposed 2023 Bolton Business Improvement Area Budget in whole and fund the approved 2023 budget by a special tax rate levy in the amount of \$49,740.00.

Carried.

ADJOURNMENT

On a verbal motion moved by Councillor T. Rosa, the Bolton Business Improvement Area Meeting adjourned at 6:25 p.m.