

Bolton Business Improvement Area Meeting Minutes

Monday, April 17, 2023

4:30 p.m.

Room E – Albion Bolton Community Centre

Members Present:

D. De Abreu (absent)

J. Pountney

C. Rocca

L. Romeo (absent)

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

Deputy Clerk, Council and Committee Services: P. Trafford

Coordinator, Events, Community Services: J. Vergis-Mayo

CALL TO ORDER

Chair J. Pountney called the meeting to order at 4:36 p.m.

INDIGENOUS LAND ACKNOWLEDGEMENT

Chair J. Pountney delivered the Indigenous Land Acknowledgement.

STAFF INTRODUCTION

Chair J. Pountney turned the meeting over to J. Vergis-Mayo, Coordinator, Events for the Town of Caledon. Ms. Vergis-Mayo introduced herself to the Directors of the BIA Board of Management and advised of her role with the Town.

DISCLOSURE OF PECUNIARY INTEREST

None.

SELECTION OF TREASURER

Moved by: J. Pountney – Seconded by: C. Rocca

That Luci Verdile be selected as Treasurer to the BIA Board of Management for the remainder of the 2022-2026 term.

A recorded vote was taken as follows:

Recorded Vote	YES	NO	CONFLICT	ABSENT
D. De Abreu				X
Councillor C. Napoli	X			
C. Rocca	X			
L. Romeo				X
Councillor T. Rosa	X			
O. Rudintsky	X			
M. Tenaglia	X			
L. Verdile	X			
Chair J. Pountney	X			
Total	7			2
				Carried.



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CONFIRMATION OF MINUTES

Moved by: L. Verdile – Seconded by: Councillor T. Rosa

That the March 20, 2023 Bolton Business Improvement Area Meeting Minutes, be confirmed.

Carried.

PRESENTATION

Chair J. Pountney turned the meeting over to L. Loucaides, Lucky Element Media. Mr. Loucaides provided a presentation regarding media services for the BIA Board of Management. Key areas addressed during the presentation included:

- Statistics for the Downtown Bolton BIA website over the past 12 months as well as future goals for the website;
- Social media statistics including a consideration of engagement by demographics;
- A review of types of email marketing such as monthly newsletters; and
- Consideration of previous branding campaigns.

Members of the Board asked questions and received responses from L. Loucaides.

Moved by: Chair J. Pountney – Seconded by: Councillor T. Rosa

That the BIA shall go into Confidential Session under Section 239 of the Municipal Act for the purpose of personal matters about an identifiable individual – Administrative Updates.

Carried.

The BIA Board of Management convened in Confidential Session at 4:57 p.m.

Councillor C. Napoli, Councillor T. Rosa, Chair J. Pountney, Director C. Rocca, Director O. Rudintsky, Director M. Tenaglia, Director L. Verdile, Deputy Clerk, Council and Committee Services: J. Lavecchia-Smith and Deputy Clerk, Council and Committee Services: P. Trafford were present for this portion of the meeting.

The BIA Board of Management adjourned Confidential Session and reconvened in Open Session at 5:11 p.m.

Moved by: L. Verdile – Seconded by: M. Tenaglia

That the BIA Board of Management convened in Confidential Session under Section 239 of the Municipal Act for the purpose of personal matters about an identifiable individual, including municipal or local board employees – Administrative Updates; and

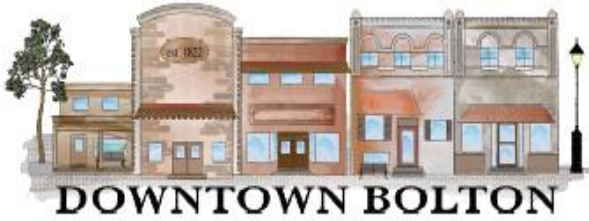
That the BIA Board of Management retain Lucky Element Media to provide media and administrative services to the BIA for the period of 12 months ending on May 1st, 2024.

Carried.

With the Consensus of the Members, Other Business was moved in advance of Regular Business.

OTHER BUSINESS

Councillor C. Napoli noted scheduling conflicts regarding BIA Board of Management meetings. Members discussed adjusting meeting times and dates to accommodate.



REGULAR BUSINESS

1. BIA Board of Management Vacancy

Chair J. Pountney informed the BIA Board of Management that K. Medeiros resigned her position as a Director. Chair J. Pountney called for nominations for the role of Director.

Moved by: Councillor T. Rosa – Seconded by: Councillor C. Napoli

That Matt Medeiros be nominated as a Director of the Board of Management for the Bolton Business Improvement Area for the remainder of the 2022-2026 term.

Carried.

2. Cinco De Mayo

Councillor T. Rosa provided an update on the Cinco de Mayo event. Members discussed aspects of the event including insurance, required permits, vendors and the future of the event location.

Councillor C. Napoli left the meeting at 5:35 p.m. and did not return.

Director C. Rocca left the meeting at 5:35 p.m. and returned at 5:36 p.m.

3. Street Flowers Update

Chair J. Pountney provided an update on the purchase of street flowers for the downtown Bolton area. Chair Pountney noted that hanging baskets and flower pots were going to be available at the end of May or beginning of June.

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

4. Event Steering Committee

The Members of the BIA Board of Management discussed upcoming event dates and the schedule of events through the summer months. Establishment and membership of an event steering committee was considered.

Moved by: Councillor T. Rosa – Seconded by: L. Verdile

That an Event Steering Committee be established with 4 or fewer members for the 2022-2026 term.

Carried.

ADJOURNMENT

On a verbal motion moved by Councillor T. Rosa, the Bolton Business Improvement Area Meeting adjourned at 5:56 p.m.