



Agenda

January 25th, 2024

Diefenbaker Room, Plaza 88

Bylaw No.4 of 2005 states the Statutory Board Purpose is:

The purpose or mandate of the business improvement district is to encourage the development of a vibrant and prosperous downtown business district by improving the area's appearance and image, promoting and marketing the area, and undertaking initiatives and projects that facilitate the ongoing rejuvenation and redevelopment of the area.

PRESENT:

1) Call to Order:

2) Approval of Agenda

Motion: that the Agenda for this meeting be approved as presented.

Moved by:

3) Adoption of Minutes – August 21, 2023

Motion: that the Minutes from our Board meeting August 21, 2023, be taken as read and adopted: and, that the Board Chairperson and Secretary be authorized to execute the minutes.

Moved by:

4) Correspondence – Draft letter to Minister McLeod.

5) **Reports of Administration & Committee**

- a) Questica – Financials as presented.
- b) Report on Social Media Marketing
- c) Report on Monster Mash
- d) Report on Santa Parade
- e) Street Fair 2024 (Farmer's Market)
- f) Chronic Risk Solutions Forum Update - Please see attachment.

6) **Discussion Items:**

- a) Contract Renewal of Capstone Community Marketing

Motion:

Moved by:

- b) Executive Director Report

7) Next Meeting:

8) Adjournment:

Chair: Brent MacDonald

Executive Director: Rhonda Trusty