

Item	Description	Action
	<i>Update occurred at the beginning of the meeting – during the presentation of the pilot streetscapes.</i>	Info
6.4	<p>Governance Committee – Peter</p> <p>1. Working on:</p> <ul style="list-style-type: none"> a. Code of Conduct b. Conflict of Interest Policy <p><i>Circulating in the next few weeks – has been busy. Vote happening in the next few meetings, after the policies can be circulated.</i></p>	Info
6.5	<p>Marketing, Events & Promotion Committee</p> <p>1. Marketing Update</p> <ul style="list-style-type: none"> a. Shout proposal – Late Spring/Summer/Fall Social Media Management <i>Focus on seasonal content \$6,000 for the Spring/Summer/Fall spend Ad campaigns for these seasons</i> <p><i>Also talked to Sociable for their services of ~\$500/month – discussing video options for lesser-known businesses/those without a marketing budget, will update at next meeting.</i></p> <ul style="list-style-type: none"> b. Website – List of “Must Haves” <p><i>Working on a list of must haves for a website update. Will ask for quote on the updates from Firedog.</i></p>	
6.6	Membership Services Committee – To Be Filled	
6.7	<p>Safety & Security – Peter</p> <p>1. Police to start new outreach initiative April 1, 2021</p> <ul style="list-style-type: none"> a. Sent an email of business concerns for the police to review <p><i>Outreach to businesses to find out what their concerns – update and email out to members the groups that can help.</i></p>	Update Info/Action
6.8	<p>Parking Authority Board Update – Kara</p> <p>1. Working with the letter & survey to business owners (attached)</p> <p><i>Once parking resumes as a concern – proactive before the streetscape pilots/patios.</i></p>	Deferred
6.10	<p>Administration</p> <p>1. Board Meeting Schedule – First Tuesday of the Month</p>	

Item	Description	Action
	<ul style="list-style-type: none"> ○ April 6, 2021 ○ May 4, 2021 ○ June 1, 2021 ○ July 6, 2021 ○ August 3, 2021 *move due to holiday weekend? ○ September 7, 2021 *move due to holiday weekend? ○ October 5, 2021 ○ November 2, 2021 ○ December 7, 2021 	
7.0	Correspondence – n/a	
8.0	<p>New Business</p> <p><i>Councillors appreciated the patience of the BIA as they went through the budget deliberations for the past 5 weeks.</i></p> <p><i>Discussion about the difficulties businesses and community are facing and the positivity of their resiliency.</i></p> <p><i>The parkade will continue to be a discussion as the rejuvenation occurs.</i></p>	Discussion
9.0	<p>Next Meeting – April 6, 2021 Adjournment 7:12pm</p> <p>Motion: 2021- 13 Moved by: A. Foulds</p> <p style="text-align: right;">Seconded by: B. Hamilton</p>	Carried