



Minutes of the Ancaster Board (ABIA) Meeting October 21st, 2024 at
7:00p.m. at Hammill House.

Present: Diane Price, Joel Newman, Patricia Macnaughton, Jennifer Mattern, Ryan Macdonald, Chris Markou

Regrets: Milap Bedi, Ivana Fortino, Jane Steinberg, Jason Wynne, Casie Fitzgibbon, Councillor Craig Cassar

Also present:

Executive Director - Heather Peter

1. Chair, Diane Price called the meeting to order at 7:04pm.

2. Additions made to the agenda.

No additions made to the agenda.

3. Review and acceptance of the minutes from September 16th, 2024.

No changes to the minutes from the previous month. Patricia Macnaughton moves and Jennifer Mattern seconds the motion. All in favour. Approved.

4. Chair's Report – Diane Price

Nothing to report.

5. Executive Director's Report – Heather Peter

- Parking Allocation of \$5283.45 discussion – needs to be allocated to something.
- Rest of 2024 Budget Plan Discussion – As per the Subcommittee meetings discussions and recommendations. Allocations approved as presented.
- Marketing –
 - 3 or 4 ads left for magazine. Use this as education for anything we don't fill. Remove one sheet to bring costs down.
 - CHCH Remote coming up October 28th – Kids feature
- Beautification –
 - Discussion around wreaths. Wreaths still good to be installed in 2024. Heather to view the storage of these.
 - Flower baskets still happening for 2025.
 - Twinkle lights – Heather met with Horticulture and Forestry. Lights will not be replaced as they burn out. Figure out other lighting. Eventually no twinkle lights – this is City-wide.
- Events -
 - Pumpkin Pop-Up upcoming discussion. October 26th 10 to 2pm
 - Hamilton Day November 2nd – Martin Brothers and Princess and Characters. Discussion
 - AGM November 18th
 - Who will be presenting Beautification (Patricia), Marketing (Jennifer), Events (Diane)
 - Sidewalk Parade November 23rd to replace potential Santa Claus parade. Public can join. BIA to provide glowy or sparkle items. Terra Nicolle (new Events subcommittee member) has connections with police etc. This avoids a street closure. Discussion around this and the route. Facepainting? Courtyard Coach? Will connect Terra with Aaron for details next year. 10am to 12pm
 - Farmers market salary – Renae requested a raise of \$2200 – **Jennifer Mattern moved to approve the raise of \$2200. Diane Price seconded the motion. All in favour. Approved.**

Governance

- Parking Allocation for 2024 of \$5283.45 - Promotion of the BIA and their events. (Marketing) **Jennifer Mattern moved to approve the allocation. Patricia Macnaughton seconded the motion. All in favour. Approved.**
- Welcome package created – Heather to send via email for members to look

at.

- Subcommittee code of conduct to be approved at next meeting.
- Sponsorship policy – should put together a policy or guide. Sponsorship and events. Discussion around this. Banners, who to support and not support, internal sponsorships vs what to promote with outside events. (Two segments to the policy).
- Drone show can we carry over the deposit for 2025, since they cancelled on their end.

Proposed 2025 Budget Discussion

Admin \$87,000

Marketing \$39,400

Beautification \$28,000

Events \$22,500.00

Contingency \$5,000

TOTALS - \$181,900

Drawdown - \$35,000

Levy – \$146,900

Other money-making opportunities discussion – Swag, Sponsorships, Associate Memberships.

2025 Budget approved as presented. **Jennifer Mattern moved to approve the budget as presented. Joel Newman seconded the motion. All in favour. Approved.**

6. Councillor's Remarks – Councillor Craig Cassar

Councillor not able to attend.

8. Next meeting date: November 18th, 2024 with AGM. Moved to adjourn the meeting.

9. Adjournment – Patricia Macnaughton **MOVED** that the meeting be adjourned. Jennifer Mattern **SECONDED**. Meeting adjourned at 8:07pm.