

MANAGEMENT REPORT

Date: July 8, 2024
To: Mayor and Council
From: Tatiana Dafoe, City Clerk
Report Number: COU24-074
Attachments: None

Title: Downtown Stratford Business Improvement Area Board of Management Appointment

Objective: To consider appointments to the Downtown Stratford Business Improvement Area Board of Directors for the 2022-2026 term of Council.

Background: The Downtown Stratford Business Improvement Area is Stratford Ontario's only Business Improvement Area (BIA). The Board of Management of the Downtown Stratford BIA consists of up to eight (8) volunteers who are business owners or representatives in the Stratford BIA boundaries, in addition to a City Council representative. The positions are for a four year term that runs concurrently with city council terms.

Eligibility

1. Every person who owns a commercial or industrial property within an area where a business improvement area (BIA) is established, who is shown on the last revised assessment roll of the City of Stratford is responsible for paying the BIA levy, is subject to receiving notices and therefore eligible to be appointed to the Board of Directors.
2. In the BIA, every person who operates a business, either owning the business premises or holding them under a lease requiring the payment of property taxes, is subject to receiving notice and therefore is eligible to be appointed to the Board of Directors.
3. Every person operating a business in leased space under a gross lease entered into on or before June 11, 1998 is a member of the (BIA) City Centre whether or not the landlord has exercised the right to make the business owner responsible for the (BIA) City Centre levy.

4. Incorporated members shall be represented only by a named person so designated in the corporation's official designation letter for that purpose filed with the City of Stratford.

Notwithstanding Paragraph 3 above, every person operating a business in leased space under a gross lease that was entered into between January 16, 1997 (the date of the introduction of the Fair Municipal Finance Act, 1997 which repealed the business occupancy tax) and June 11, 1998 (the date the Small Business and Charities Protection Act, 1998 took effect) is eligible for appointment if the landlord and tenant took the elimination of the business occupancy tax into account when determining the rent. Every person who is not subject to notice, is therefore, not eligible for appointment.

Every person operating a business in leased space under a gross lease that was entered into after June 11, 1998 is not subject to notice, are therefore, not eligible for appointment.

Analysis:

Appointments

City Council, when making appointments and reappointments to City advisory and ad-hoc committees, boards, outside boards and agencies, local boards and joint boards, may take into consideration at their sole discretion, the following factors, including but not limited to:

- Experience and/or skill set of an applicant or member that may help to guide the work of the committee or board;
- Awareness of the community and local issues on the agenda by an applicant or member;
- Degree of project knowledge a member has acquired while on the committee or board, where retention of such project knowledge would be of assistance in the completion of the project;
- Number of applications received for the vacant position(s) on a committee or board;
- Years of service on the committee or board [for citizens applying for reappointment to the same committee or board];
- Attendance at committee or board meetings [for citizens applying for reappointment to the same committee or board].

Two vacancies remain on the BIA Board and two applications have been received from the following individuals:

- Ryan O'Donnell - Mercer Kitchen + Beer Hall + Hotel, The Prune Restaurant
- Carl Gross – Alley Cat Café

Staff are seeking direction on additional appointments to the BIA Board.

Financial Implications:

Financial impact to current and future year operating budgets:

The costs for recruitment of citizen representatives to advisory committees and local boards is included in the annual budget.

Alignment with Strategic Priorities:

Not applicable: This report does not directly relate to one of Council's Strategic Priorities.

Alignment with One Planet Principles:

Not applicable: This report does not directly relate to the One Planet Principles.

Staff Recommendation: THAT direction be given on the appointment of two members to the Downtown Stratford Business Improvement Area Board of Management for the remainder of the four-year term to November 14, 2026, or until successors are appointed by Stratford City Council.

Prepared by: Tatiana Dafoe, City Clerk