



The Corporation of the City of Stratford Finance and Labour Relations Sub-committee MINUTES

Date: January 18, 2022
Time: 3:30 P.M.
Location: Electronic Meeting

Sub-committee Present: Councillor Gaffney - Chair Presiding, Councillor Clifford - Vice-Chair, Councillor Beatty, Councillor Bunting, Councillor Ritsma

Staff Present: Karmen Krueger - Acting Director of Corporate Services, Tatiana Dafoe - City Clerk, Victoria Trotter - Council Clerk Secretary, Brad Hernden - Manager of Recreation and Marketing

Also present: Rebecca Scott - General Manager Stratford City Centre, Shawn Malvern - Board Treasurer Stratford City Centre

1. Call to Order

The Chair called the meeting to Order.

2. Disclosure of Pecuniary Interest and the General Nature Thereof

The *Municipal Conflict of Interest Act* requires any member of Council declaring a pecuniary interest and the general nature thereof, where the interest of a member of Council has not been disclosed by reason of the member's absence from the meeting, to disclose the interest at the first open meeting attended by the member of Council and otherwise comply with the *Act*.

Name, Item and General Nature of Pecuniary Interest

No disclosures of pecuniary interest were made by a member at the January 18, 2022 Finance and Labour Relations Sub-committee meeting.

3. Delegations

None were scheduled.

4. Report of the Acting Director of Corporate Services

4.1 Consideration of the Stratford City Centre Business Improvement Area 2022 Budget (FIN22-001)

Staff Recommendation: THAT the report titled "Consideration of the Stratford City Centre Business Improvement Area 2022 Budget" (FIN22-001), be received for information;

THAT the 2022 budget of the Stratford City Centre Business Improvement Area be approved as submitted in the amount of \$320,392.50;

AND THAT the sum of \$299,472.50 shall be levied on properties located within the boundaries of the Stratford City Centre Business Improvement Area for the year 2022.

Motion by Councillor Ritsma

Sub-committee Decision: THAT the presentation by Shawn Malvern and Rebecca Scott of the Downtown Stratford Business Improvement Area, be heard.

Carried

Sub-committee Discussion: Rebecca Scott, General Manager, referring to a PowerPoint presentation, reviewed the highlights of 2021 noting there are currently 320 members. Ms. Scott advised 23 new businesses opened in 2021, three locations were upgraded, and unfortunately three business closed. social media was a critical part of marketing in 2021 including a Stratford 21 Video Series of downtown businesses, photography and member and community communications. The rebrand and website update have been delayed and will be completed this year.

Ms. Scott noted that the Winter Wander-Land Weekend in November was a success and two large bins of warm clothing donations and \$2,108 in free-will donations were raised.

Beautification projects including public art and the addition of planter boxes to the boardwalks were also successful. The cycle tourism component will include the installation of two repair stations and nine bike rings in 2022.

Additionally, the BIA created an Advocacy & Education Sub-committee, completed a BIA organization policy review and were recommended by the Ontario Business Improvement Area Association (OBIAA) to be included in McMaster and Ryerson studies on Stratford's COVID Response and Recovery plans and projects.

Ms. Scott reviewed the focus for 2022 including the rebrand and website launch, public art and cultural plan development, focus on active transportation and green initiatives. Work will continue on policy and procedures, partnerships with City stakeholders and betterment of the community.

Scott Malvern, Board Treasurer, reviewed the proposed 2022 budget stating that the tax levy is paid by business owners. Mr. Malvern noted that staff costs have increased and that community engagement has reduced as the Downtown Carriage Ride program will not continue in 2022.

Motion by Councillor Clifford

Sub-committee Recommendation: THAT the report titled "Consideration of the Stratford City Centre Business Improvement Area 2022 Budget" (FIN22-001), be received for information;

THAT the 2022 budget of the Stratford City Centre Business Improvement Area be approved as submitted in the amount of \$320,392.50;

AND THAT the sum of \$299,472.50 shall be levied on properties located within the boundaries of the Stratford City Centre Business Improvement Area for the year 2022.

Carried

4.2 Santa Parade 2021 and Special Projects Reserve Fund (FIN22-002)

Staff Recommendation: THAT the report titled "Santa Parade 2021 and Special Projects Reserve" (FIN22-002) be received for information;

THAT the Kinsmen Club be issued a payment for services related to the Santa Parade 2021 from the Special Projects Reserve Fund G-R18-SPEC-0000 in the amount of \$1,800;

THAT the residual event deficit in the amount of \$2,073.82 remain in the Recreation Program division to become part of the City's overall deficit or surplus for 2021;

AND THAT the remaining funds in the Special Projects Reserve Fund relating to the Santa Parade of \$6,648.59 remain allocated for the purposes of future parade expenses or contributions to support the event.

Sub-committee Discussion: The Acting Director of Corporate Services reviewed the management report and advised there is \$8,448.59 in the Special Projects Reserve account. A payment of \$1,800 for services related to the 2021 Santa Parade could be issued from this account. Additionally, the remaining funds can be allocated for the purposes of covering future expenses relating to the Santa Parade or for additional contributions to this event.

In response to questions from Sub-committee, the Manager of Recreation and Marketing stated that \$2,000 in sponsorship was received with \$200 being paid directly to the Kinsmen Club. The Manager noted that a considerable amount of work goes into this annual event by the service club.

At the request of Sub-committee, the Acting Director of Corporate Services stated that the Kinsmen Club has submitted two grant requests; one for the July 1 events and one for the Santa Parade, noting that the reserve funds are for the parade. It was noted that the City does incur expenses for this event such as the delivery of barricades by Public Works.

In response to questions from Sub-committee, the Acting Director of Corporate Services confirmed that changing the use of special reserve funds would require further analysis and noted that the majority are governed by a specific purpose that cannot be deviated from.

Motion by Councillor Ritsma

Sub-committee Recommendation: THAT the report titled "Santa Parade 2021 and Special Projects Reserve" (FIN22-002) be received for information;

THAT the Kinsmen Club be issued a payment for services related to the Santa Parade 2021 from the Special Projects Reserve Fund G-R18-SPEC-0000 in the amount of \$1,800;

THAT the residual event deficit in the amount of \$2,073.82 remain in the Recreation Program division to become part of the City's overall deficit or surplus for 2021;

AND THAT the remaining funds in the Special Projects Reserve Fund relating to the Santa Parade of \$6,648.59 remain allocated for the purposes of future parade expenses or contributions to support the event.

Carried

4.3 Insurance Renewal for 2022 and Risk Management Update (FIN22-003)

Staff Recommendation: THAT the report titled "Insurance Renewal for 2022 and Risk Management Update" (FIN22-003), be received for information.

Sub-committee Discussion: The Acting Director of Corporate Services reviewed the management report noting that it is in the job description of the Director of Corporate Services to ensure the process and cost of insurance is contained. The Director noted that the increase was unexpected, however, increases are difficult to predict. Rates have increased by 20% over the past five to six years which includes an increase to the cyber insurance component.

In response to questions from Sub-committee, the Acting Director of Corporate Services noted that issuing a Request for Proposal was considered, but that timelines could not be met. Staff were satisfied upon review of the increase as it is industry wide and that other municipalities are seeing higher increases. It was noted that in 2019 a nine-year contract was entered into with BFL.

Sub-committee noted that the report identified aged fuel tanks and questioned the definition of “aged” and if there are any concerns. The Acting Director of Corporate Services responded that aged is defined as 25 years or older and that a safety is completed on each tank annually. She noted that it can be difficult to get insurance for tanks this old and there are six tanks that need to be investigated for replacement including at the airport.

In response to questions from Sub-committee, the Acting Director of Corporate Services stated that the replacement of the tanks is included in the 2022 budget and that during the budget discussion various options can be considered. It was noted that \$20,000 of the budget increase is due to the replacement of the tanks.

Motion by Councillor Bunting

Sub-committee Recommendation: THAT the report titled “Insurance Renewal for 2022 and Risk Management Update” (FIN22-003), be received for information.

Carried

5. Advisory Committee/Outside Board Minutes

The following Advisory Committee/Outside Board minutes were provided for the information of Sub-committee:

- Stratfords of the World Advisory Committee minutes of September 16, 2021

Sub-committee Discussion: It was noted that Stratfords of the World will meet in January to discuss the reunion and whether it will be held in 2022 or cancelled.

6. Next Sub-committee Meeting

The next Finance and Labour Relations Sub-committee meeting is Tuesday, February 22, 2022 at 3:30 p.m.

7. Adjournment

Motion by Councillor Beatty

Sub-committee Decision: THAT the Finance and Labour Relations Sub-committee meeting adjourn.

Carried

Meeting Start Time: 3:30 P.M.

Meeting End Time: 4:16 P.M.