

To: COUNCIL

Meeting Date: 5/13/2025

Subject: Appointment of New Members, Preston Towne Centre Business Improvement Area

Submitted By: Michael Launslager, Director of Economic Development

Prepared By: Laura Pearce, Senior Economic Development Officer

Report No.: 25-005-CRE

File No.: C11

Wards Affected: Ward 3

RECOMMENDATION(S):

THAT Report 25-005-CRE Appointment of New Members, Preston Towne Centre Business Improvement Area (BIA) be received;

AND THAT based on the recommendation from the Preston Towne Centre BIA Board of Management, Cambridge Council appoint the following persons to the Preston Towne Centre BIA Board of Management:

1. Oscar Giron
2. Cynthia Lavoie
3. Jeffery Butler

EXECUTIVE SUMMARY:

Purpose

To appoint Oscar Giron, Cynthia Lavoie and Jeffrey Butler to the Preston Towne Centre BIA Board of Management

Key Findings

- Each BIA holds an election for appointment to the Board of Management at their Annual General Meeting (AGM) along with other meetings during the year as required to fill vacant positions from resignations.
- Council approved the new BIA Board of Managements to a 4-year term on November 29, 2022 (Report 22-028-CRE).
- A by-election was held in 2023 to fill vacant positions from resignations.

- Since then, there have been four (4) resignations resulting in six (6) available positions.
- The Preston Towne Centre BIA Board of Management passed a motion to conduct a second by-election in 2025 in an attempt to fill the remaining six (6) vacant positions.
- Nominations began on February 20, 2025 and concluded on April 11, 2025, resulting in three (3) nominations being received for Preston.
- As six (6) vacant positions were available on the Preston Towne Center Board of Management, the three (3) nominees as listed above, were acclaimed.
- Council approval is required to accept the appointment of the new members.

Financial Implications

There are no financial implications.

STRATEGIC ALIGNMENT:

☐ Strategic Action

Objective(s): Choose an Objective

Strategic Action: Choose a Strategic Action

OR

☒ Core Service

Program: BIA / Core Area Support

Core Service: BIA / Core Area Support

Supporting the Preston Towne Centre BIA encourages Development and Tourism within the Core Areas of Cambridge.

BACKGROUND:

Section 204 (1) of the Municipal Act, 2001 as amended, provides that a local municipality may designate an area as an improvement area and may establish a Board of Management to oversee the improvement, beautification and maintenance of municipally owned land, buildings, and structures in the area beyond that provided at the expense of the municipality generally, and to promote the area as a business or shopping area. Accordingly, the City has approved by-law 21-016 to establish and regulate the “Board(s) of Management” for Cambridge’s three (3) BIAs.

Subsection 204 (4) of the Municipal Act, 2001, as amended, indicates that members of an improvement area must be a commercial property owner or commercial property tenant within the BIA area as designated by by-law.

Each Board of Management's mandate is the improvement, beautification, and maintenance of public lands, buildings, and structures in the improvement area, and for the marketing and promotion of the area beyond that provided at the expense of the municipality. Cambridge has three (3) active BIAs that ensure this mandate is fulfilled.

As per by-law, the Board of Management shall be comprised of a minimum of five (5) directors and a maximum of nine (9) directors appointed by Council. One director shall be a City Councillor as appointed by Council.

ANALYSIS:

Nominations

Staff, including the Clerks office, assisted with the collection of nominations for the BIAs. The nomination period opened on February 20, 2025, and closed at 4:30pm on April 11, 2025. A total of three (3) nominees were received.

Acclamation of Boards

Each of the nominations were certified by Staff and the BIAs as potential candidates to serve on their respective Boards. For this election, the number of certified candidates were the same as or less than the number to be elected. Council approval is required to appoint the new members as required by by-law. Once said appointments are complete, the new members of the board will begin their participation in the remaining 2023 to 2026 term.

The following persons have been nominated:

1. Oscar Giron
2. Cynthia Lavoie
3. Jeffery Butler

Being a member of the Board of Management of a BIA is time consuming. City staff thanks these dedicated individuals for their hard work and passion.

Staff is of the opinion that the requested appointment of members noted in this report adheres to by-law 21-016, and fulfills the regulations of the Municipal Act, 2001, as amended.

EXISTING POLICY / BY-LAW(S):

By-law 21-016 is a by-law of the Corporation to provide for the establishment and regulation of a “Board of Management” for the Preston Towne Centre BIA.

FINANCIAL IMPACT:

There is no financial impact.

PUBLIC VALUE:

Collaboration:

Actively work together with our partners and the community to achieve common goals and ensure representation of community interests.

ADVISORY COMMITTEE INPUT:

Not Applicable

PUBLIC INPUT:

Posted publicly as part of the report process.

INTERNAL / EXTERNAL CONSULTATION:

The City Clerk is consulted for all BIA elections and by-elections.

CONCLUSION:

The *Municipal Act*, 2001, as amended, authorizes a municipality to designate an area as an improvement area and establish a Board of Management, with eligible members being property owners or business owners within the designated area.

In this case, the Preston Towne Centre BIA requested a by-election for six (6) vacant positions on their Board of Management. Three (3) nominees were received; therefore, a formal by-election is not necessary, and the nominees were acclaimed.

Council approval is now required to bind the appointments. Staff respectfully recommends appointing the three (3) new members to the Preston Towne Centre BIA Board of Management.

REPORT IMPACTS:

Agreement: **No**

By-law: **No**

Budget Amendment: **No**

Policy: **No**

APPROVALS:

This report has gone through the appropriate workflow and has been reviewed and or approved by the following as required:

Director

Deputy City Manager

Chief Financial Officer

City Solicitor

City Manager

ATTACHMENTS:

N/A