Waterdown Business Improvement Area

Marketing & Events Committee Meeting
Monday, January 12, 2026
6:30 PM

Hybrid Meeting
In-person at the BIA Office, 20 Main St. N., Unit 2
or **join by Zoom**

1. WELCOME – Christina Birmingham

2. APPROVAL OF AGENDA

3. DECLARATIONS OF INTEREST

4. ADOPTION OF MEETING MINUTES, August 5, 2025

5. 2025 YEAREND REVIEW
   5.1. 2025 Marketing and Event Overview
   5.2. Member Feedback
   5.3. Discussion

6. 2026 PLANNING
   6.1. Signature Events / Key Dates
   6.2. Look Local Proposal
   6.3. Roadwork Mitigation Strategy
   6.4. New Ideas
   6.5. Discussion

7. OTHER BUSINESS

8. NEXT STEPS

9. NEXT MEETING