



# WATERFRONT DISTRICT

# MINUTES

The Waterfront District BIA

## BOARD OF MANAGEMENT MEETING

Tuesday, January 10 2023

INVITED: Jim Comuzzi, Chair  
Peter White, Vice-Chair  
Jordan Calonego, Treasurer  
Thomas Trist, Director  
John Murray, Director  
Phil Walkden, Director  
Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Ken Ogima, Director  
Maelyn Hurley, Director  
Robyn Despins, Director  
Kory Morabito, Director  
Andrew Foulds, Councillor (CoTB Budget Mtg)  
Lynn Gray, BIA Bookkeeper

GUEST:

LOCATION/TIME: 251 Red River Road (Office door behind the Apollo & ZOOM), 5:30pm

<https://us02web.zoom.us/j/2781002430?pwd=K2RPSnFqWVdKNityRIB2bTlldnpWZz09>

Meeting ID: 278 100 2430  
Passcode: WDBIA

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @ 5:32pm	
2.0	Approval of Agenda  Motion: 2023-01 Moved by: J. Murray    Seconded by: T. Trist	Carried
3.0	Presentations	
4.0	Approval of Minutes – December 6, 2022– <i>sent electronically</i>  Motion: 2023-02 Moved by: T. Trist    Seconded by: J. Murray	Carried

Item	Description	Action
5.0	Business Arising from Past Minutes	
6.0	Reports	
6.1	<p>Chair's Report – Jim</p> <p>1. Discuss end of year bonus/Holiday Bonus</p> <p><i>Requested K. Pratt to leave meeting/mute discussion to discuss bonuses increase – updated after meeting.</i></p> <p><i>Motion to pay 2022 (Dec 31) bonuses same as 2021 for both Bookkeeper and F/T employee (Coordinator/Executive Director) with the understanding that going forward the compensation structure may change.</i></p> <p>Motion: 2023-03</p> <p>Moved by: J. Calonego Seconded by: P. Walkden</p> <p>2. Canada Summer Jobs – 5 positions</p> <ul style="list-style-type: none"> <li>a. Social Media Coordinator</li> <li>b. Intern/Website Upkeep</li> <li>c. Ambassadors – to help market the area (assists marketing &amp; Social Media), keeps the area tidy and help direct people around the construction - applying for 3 (likely get 1-2)</li> </ul>	Carried
6.2	<p>Finance Committee – Jordan &amp; Phil</p> <p>1. December 2022 Financials (TBD)</p> <p>2. Sponsorship Requests:</p> <ul style="list-style-type: none"> <li>• Science North Scavenger Hunt <ul style="list-style-type: none"> <li>• Request: \$500 BIA Bucks – Prize for winning team</li> </ul> </li> </ul> <p>"Science" Scavenger hunt involving any BIA businesses that would like to participate. It will run from February 20th-26th. We would use the online platform GooseChase. Teams or individuals will get points by visiting different businesses and events and taking photos, getting a password, completing a challenge, BIA logo on social media and physical promotional materials, tagging in posts, etc. We can even film a video to promote the scavenger hunt.</p> <p>Motion: 2023-04</p> <p>Moved by: P. White Seconded by: J. Murray</p> <ul style="list-style-type: none"> <li>• City of Thunder Bay - Culture, Community Programming &amp; Events <ul style="list-style-type: none"> <li>• Request: \$2000 BIA Bucks &amp; \$2000 in Advertising</li> </ul> </li> </ul> <p>As a patron-level sponsor/partner, the Waterfront BIA will receive the following benefits: logo in the event guide, link on the City's website, social media mentions, recognition in an official thank you ad in the event guide, ad in summer events program, logo on event signage, opportunity to distribute info, or onsite activities: subject to City approval.</p>	Carried

Item	Description	Action
	<p><a href="#">Motion: 2023-</a>  Moved by:    Seconded by:</p> <ul style="list-style-type: none"> <li>• Canadian Light Houses of Lake Superior <ul style="list-style-type: none"> <li>• Request: \$500 in cash &amp; \$200 in BIA Bucks</li> </ul> </li> </ul> <p>Your sign sponsorship support would be recognized in our weekly summer newspaper column with the Chronicle Journal, on Facebook and with our visiting guests to Porphyry Island. We would hand out BIA bucks to qualified visitors who have come to us for a daytrip. The lighthouse kiosk would have your logo present that will be seen by thousands of people in the summer visiting the waterfront.</p> <p>Move to sponsor \$250 in BIA Bucks – no cash sponsorship. Same a 2021 sponsorship.</p> <p><a href="#">Motion: 2023-05</a>  Moved by: T. Trist    Seconded by: P. Walkden</p>	Deferred
6.3	<p><a href="#">Infrastructure/Beautification Committee – John &amp; Tom</a></p> <ol style="list-style-type: none"> <li>1. CoTB Red River &amp; Court Revitalization Update <ol style="list-style-type: none"> <li>a. Update on meeting with engineering</li> </ol> </li> </ol> <p>Provided update on the 5 stages presented by the City of Thunder Bay Engineering Department and Brook McIlroy. Ideally will be over 2 years based on the scope of the project – inform our membership of the plans.</p> <p>Monday January 9<sup>th</sup> Engineering presented the proposed budget for the project as \$11 million vs. the \$7 million originally presented to the BIA.</p>	Update/Information
6.4	<p><a href="#">Marketing, Events &amp; Promotion Committee – Maelyn, Tom &amp; Kory</a></p> <ol style="list-style-type: none"> <li>1. Update on 2022 Holiday Events – the Good, the Learnings</li> <li>2. Plans for 2023 – Annual downtown promotions</li> <li>3. Plans for construction marketing – to keep people coming to the area during construction.</li> </ol>	Update Deferred Deferred
6.5	<p><a href="#">Membership Services Committee – Phil &amp; Robyn</a></p> <ol style="list-style-type: none"> <li>1. CRM – In Progress – submitted Spreadsheet on Dec 5<sup>th</sup>. <ol style="list-style-type: none"> <li>a. Determine an amount to assist with the implementation at the provincial (OBIAA) level</li> </ol> </li> </ol>	Action – circulate costing
6.6	<p><a href="#">Safety &amp; Security – Peter &amp; Ken</a></p> <ol style="list-style-type: none"> <li>1. Will reach out to interested business members (Sovereign Room &amp; Prince Arthur Hotel)</li> </ol>	
6.7	<p><a href="#">Parking Authority Board Update – Kara</a></p>	

Item	Description	Action
	1. Still no update - B. Hamilton is Council rep. & Chris Krumpholz, awaiting information on the 3 <sup>rd</sup> member.	
6.8	<p><b>Administration</b></p> <ul style="list-style-type: none"> <li>• Board Meeting Schedule – First Tuesday of the Month <ul style="list-style-type: none"> <li>○ February 7, 2023</li> <li>○ March 7, 2023</li> <li>○ April 4, 2023</li> <li>○ May 2, 2023</li> <li>○ June 6, 2023</li> <li>○ July 4 or 11, 2023 (July long weekend)</li> <li>○ August 1, 2023</li> <li>○ September 5 or 12, 2023 (September long weekend)</li> <li>○ October 3, 2023</li> <li>○ November 7, 2023</li> <li>○ December 5, 2023</li> </ul> </li> </ul>	
7.0	<b>Correspondence</b> – n/a	
8.0	<p><b>New Business</b></p> <p>1. OBIAA Conference – Interested parties are P. White, J. Murray and K. Pratt</p> <p>2. Board position resignation -</p> <p>J. Calonego regretfully resigns as the Treasurer position and suggests P. Walkden as his successor. J. Calonego will remain on the Board.</p> <p>P. White moves to nominate P. Walkden as the Treasurer.</p> <p><b>Motion: 2023-06</b>  Moved by: P. White      Seconded by: T. Trist</p>	Carried
9.0	<p><b>Next Meeting</b> – January 3, 2023  <b>Adjournment</b> – 6:23pm</p> <p><b>Motion: 2023-07</b>  Moved by: P. White      Seconded by: J. Calonego</p>	Carried