

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, April 2, 2024

INVITED: Peter White, Vice Chair
Phil Walkden, Treasurer
Maelyn Hurley, Director
John Murray, Director
Thomas Trist, Director
Jordan Calonego, Director
Robyn Despins, Director
Andrew Foulds, Councillor
Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Lynn Gray, BIA Bookkeeper
Jim Comuzzi, Chair
Ken Ogima, Director

GUEST: Acadia (Radio) - Scott Chasty

LOCATION/TIME: Woodside, 5:30pm or ZOOM

Item	Description	Action
1.0	<p>Meeting Call to Order and Disclosures of Interest Called to order @ 5:30pm</p> <p>Disclosures of interest: M. Hurley – Sponsorship requests for the Early Snows Pottery show in Co.Lab & Craft Revival T. Trist – Sponsorship requests for Canadian Lighthouses of Lake Superior</p>	
2.0	<p>Approval of Agenda</p> <p>Motion: 2024-18 Moved by: T. Trist Seconded by: M. Hurley</p>	
3.0	<p>Presentations</p> <ul style="list-style-type: none"> Acadia (Radio) - Scott Chasty on Summer Promotions 	Presentatio n

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	<ul style="list-style-type: none"> ○ <i>Interested in partnering with the BIA to promote businesses during summer construction.</i> ○ <i>Feels the anxiety of the businesses with the road closures for construction</i> ○ <i>Cross promote – through Acadia broadcasting</i> ○ <i>Promotions on special days</i> ○ <i>MH – what is the ROI? We need to be able to sell numbers to our membership</i> ○ <i>Discussion of a “passport” showing local business support</i> ○ <i>Reduced rate for the businesses based on a BIA spend?</i> ○ <i>TT – any amount of ads/exposure is good</i> <ul style="list-style-type: none"> ▪ <i>Times are tough, businesses are tired</i> ○ <i>J. Calonego – marketing that businesses are open, the parkade is available for parking. Business itself right now is difficult.</i> ○ <i>Scott Chasty – Acadia was thinking about doing roaming remotes to pull people to the area.</i> ○ <i>Discussion ensued regarding partnership packages for businesses in the BIA to help reduce the costs and promote the businesses.</i> ○ <i>A. Foulds - need to address the barriers preventing people from coming downtown during construction – likes the idea of the remote and promoting that we are OPEN for Business.</i> • Hello - Gift Card (see email with attached presentation) <ul style="list-style-type: none"> ○ <i>Board members, and ED attending the OBIAA Conference will talk to the Hello Gift Card provider in person and determine if it is a git to pursue further.</i> 	Information
4.0	<p>Approval of Minutes – Feb 6, 2023– sent electronically</p> <p>Motion: 2024-19 Moved by: A. Foulds Seconded by: P. Walkden</p>	Carried
5.0	<p>Business Arising from Past Minutes</p> <ul style="list-style-type: none"> • Cyber Security for the BIA – Phil & Kara – <i>A. Foulds is stepping aside based on a need to prioritise committees.</i> • Strategic Planning – may be able to reach out to Caroline Polgrabia from the Ministry of Tourism, Culture and Sport • Eye on the Street – cannot be on the committee but will work in an advisory role 	Information
6.0	Reports	
6.1	<p>Chair's/ED Report –</p> <ol style="list-style-type: none"> 1. OBIAA Conference <ul style="list-style-type: none"> • OBIAA Awards – next year 2. CEDC/Tourism initiatives <ul style="list-style-type: none"> • Brochure Project (sent multiple emails to the Board) 	

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	<ul style="list-style-type: none"> • Mural Project • Winter Market Stalls • Buskers (Wednesday evenings?) • Lighting/Parkette in the BIA 	Information/ Action
6.2	<p>Finance Committee –Phil</p> <p>1. 2024 Budget</p> <ul style="list-style-type: none"> • Executive Director review committee <ul style="list-style-type: none"> • J. Calonego • T. Trist • R. Despina • P. White (from 2022 Dec mtg) <p>2. Financials</p> <p>3. Sponsorship Requests –</p> <ul style="list-style-type: none"> • Early Snows Pottery <ul style="list-style-type: none"> ○ Request: \$500 in Cash or BIA Bucks to assist with advertising support ○ Description: This art show is about community, unity, elevated conversation, and the idea that all humans have inherent dignity and have something to contribute as we make progress towards "One People One Planet One Justice". It is open to all NW Ontario and Thunder Bay artists. It is scheduled for October 2024 at Co.lab ○ We will acknowledge all financial contributors on Social Media, in a catalogue for takeaway, and on the wall at the show with a BIA logo • Recommendation: \$250 advertising credit with the Walleye to bring more people to shop in the BIA <p>Motion: 2024-20 Moved by: A. Foulds Seconded by: P. Walkden</p> <ul style="list-style-type: none"> • TBRHSC <ul style="list-style-type: none"> ○ Request: \$1500 in BIA Bucks (30 Physicians @ \$50ea) ○ Description: To add to welcome baskets to support the Recruitment and Retention of TBRHSC Specialist Physicians within our community. ○ Information re: Waterfront BIA in our recruitment baskets, showcase the BIA district during site visits within community • Recommendations: Approve \$500 for April – June and request a second application OR do the \$50 BIA Gift Certificate program similar to the CEDC recruitment where the Gift Certificates were reimbursed by the CEDC upon redemption. With the cost to the BIA being printing, design and administration. <p>Motion: 2024-</p>	<p>Due June</p> <p>Carried</p> <p>Denied</p>

Item	Description	Action
	<p>Moved by: Seconded by:</p> <ul style="list-style-type: none"> • Canadian Lighthouses of Lake Superior • Request: \$250 BIA Bucks to reward visitors to Porphyry or use the BIA bucks to leverage further funds for example at a fundraising event, where by the BIA bucks are given out as a door prize - for example. <ul style="list-style-type: none"> ○ Description: To promote the lighthouses Each season at the lighthouse we greet 500 tourist that come on charter boat, with this year an additional tour with Sail Superior's Rocket with another 100 potential patrons. ○ The WD BIA would continue to have the WD BIA logo on the visitor experience sign located at the Thunder Bay Main Kiosk (model) at Prince Arthur's Landing which will see this year accompanied by a volunteer to hand out brochures and to answer any visitor's questions. The WD BIA logo would be seen on our fundraising dinner posters of which we create for 70 locations around town. We will address at sometime WD BIA help in facebook posts prior to our fundraising events and Chronicle Journal - Lighthouse Dispatches Column. • Recommendation: \$250 in BIA Bucks to align with previous years <p>Motion: 2024-21 Moved by: A. Foulds Seconded by: J. Calonego</p> <ul style="list-style-type: none"> • Craft Revival • Request: \$1000 in Radio Sponsorship • The Craft Revival is an event that has always located in the Waterfront District BIA. We recognize the BIA on any of our print material and paid ads (Walleye, Northern Wilds). Our social platform reaches approx. 10K followers in which we would include a sponsorship recognition and thank you post as well. <p>Motion: 2024-22 Moved by: A. Foulds Seconded by: J. Calonego</p>	
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <p>1. CoTB Red River & Court Revitalization Update</p> <p>a. Open House update – March 21, 2024 @ Red Lion</p> <p><i>Informal open house hosted at Red Lion Smokehouse</i></p> <p><i>City of Thunder Bay employees in attendance –</i></p> <p><i>Kayla Dixon, Engineering/Infrastructure & Operations</i></p> <p><i>Brian Newman, Engineering/Infrastructure & Operations</i></p> <p><i>Tom Dingwell, City Inspector under Infrastructure and Operations</i></p> <p><i>Dan Corbett, Forestry/ Infrastructure & Operations</i></p>	

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	<p><i>Contractor: Norm Nadin of Nadin Contracting</i></p> <p><i>Drawings on-site for businesses and building owners to peruse and ask questions – CEDC/ Tourism with questions about parking in the City lots as well as RV parking for the Pagoda (a normal summer occurrence).</i></p> <p><i>Able to make connections to mitigate some of the concerns that have arisen.</i></p>	
6.4	<p>Marketing, Events & Promotion Committee – Maelyn, Tom</p> <ol style="list-style-type: none"> 1. Plans for 2024 – Annual downtown promotions <ol style="list-style-type: none"> a. Plan provided to the marketing Committee based on discussions at/before the January meeting b. Looking to attract more events for the 2025 year – with the new streetscapes it will be easier to host. 2. Craft Revival on May 5th 3. Cumberland Block Party – June 22 & 23 4. Cruise Ship Marketing – market to staff on the Cruise Ship <ol style="list-style-type: none"> a. Passengers pre-book the tours – we can understand if passengers are coming to the area for tours. Encourage the businesses to be open during the tours if they are not normally open. 	
6.5	<p>Membership Services Committee – Phil & Robyn</p> <ol style="list-style-type: none"> 1. CRM – Uploaded and ready for training 2. New Members – Delivered – uploading to the website 3. Are Associate Memberships worth it? 	
6.6	<p>Safety & Security – Peter, Ken & Tom</p> <ol style="list-style-type: none"> 1. Folding business cards with emergency numbers <ol style="list-style-type: none"> a. Quotes – <ol style="list-style-type: none"> i. Safeguard (BIA Member) 250 at \$168.51+HST <p>Move forward with the lowest pricing.</p> <p>Motion: 2024-22 Moved by: P. White Seconded by: P. Walkden</p> <ol style="list-style-type: none"> ii. Lakehead Printing - 250 at \$178.00 + HST 2. Budget ratification – planning can begin! 	
6.7	<p>Parking Authority Board Update – Kara</p> <ol style="list-style-type: none"> 1. Parking Authority Meeting Update <ol style="list-style-type: none"> a. Business Health Survey – Phil & Kara to review 	
6.8	Administration	

Item	Description	Action
	<ul style="list-style-type: none"> Board Meeting Schedule – First Tuesday of the Month <ul style="list-style-type: none"> May 7, 2024 	
7.0	Correspondence – n/a	
8.0	New Business	
9.0	Next Meeting – May 7, 2024 Adjournment – 7:19pm Motion: 2024- 23 Moved by: J. Calonego Seconded by: P. Walkden	