



WATERFRONT DISTRICT

MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, November 5, 2024

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

TENTATIVE:

REGRETS: Lynn Gray, BIA Bookkeeper
 Jim Comuzzi, Past Chair

GUEST: Westland Insurance - Lorene

LOCATION/TIME: Woodside, 5:30 pm

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @ 5:38 pm Disclosure of Interest – M. Hurley for Craft Revival Sponsorship Request	
2.0	Approval of Agenda Motion: 2024-64 Moved by: P. Walkden Seconded by: J. Murray	Carried
3.0	Presentations Westland Insurance – Lorene Presentation on Current Insurance (Directors & Officers as well as Liability (Events)) and Cyber Insurance	
4.0	Approval of Minutes – August 13, 2024– <i>sent electronically</i> Motion: 2024-65 Moved by: T. Trist Seconded by: J. Murray	Carried

Item	Description	Action
5.0	<p>Business Arising from Past Minutes</p> <ul style="list-style-type: none"> • Cyber Security for the BIA – Phil <ul style="list-style-type: none"> ○ Westland requoted and presented current insurance as well as Cyber Insurance options. • Strategic Planning – Meeting w/ Caroline Polgrabia from the Ministry of Tourism, Culture and Sport on October 21 to discuss further. <ul style="list-style-type: none"> ○ <i>Sending information about tourism numbers in Thunder Bay, Vacancies in the BIA and business mix. Inviting the local MTCS person to the next meeting.</i> • Discussion with the City Manager re: Ambassador/Outreach Program 	Discussion/ Information
6.0	Reports	
6.1	<p>Chair's/ED Report –</p> <ol style="list-style-type: none"> 1. AGM <ul style="list-style-type: none"> • Budget Presentation – <ul style="list-style-type: none"> • Report on the BIA Membership's opinions about the BIA Budget are in a report (attached). Recommended action items – <ol style="list-style-type: none"> 1. Increase Safety & Security Measures (Top Priority) 2. Maintenance and Cleanliness Improvements (Medium Priority) 3. Marketing and Promotion (Medium Priority) 4. Beautification (Medium-Low Priority) 5. Seagull Management (Low Priority) 6. Transparency in Funding (Ongoing Priority) • Audited Financials – City has completed their portion of the Audit and the Auditor will begin their Audit on November 10, 2024 2. Seagull Program/ Updates – see the aforementioned list <i>Reduce the Seagull Management allocated budget by 50% and inform Building Owners they will be responsible for management in the future. It provides a year of management to get the Building Owners to adjust to their own management programs.</i> 3. David's Review & Wage Move to pay up to \$20/hour to David for the groundskeeping wage – do a performance review and discuss any areas of concern. Motion: 2024-66 Moved by: A. Foulds Seconded by: T. Trist 4. Board Applications – <ul style="list-style-type: none"> • Connor Remus • Frank Marino <p>Motion to move into Closed Session - Motion: 2024-67 Moved by: A. Foulds Seconded by: P. Walkden</p>	<p>Information/ Action</p> <p>Information</p> <p>Carried</p> <p>Information</p> <p>Carried</p>

Item	Description	Action
	<p>Motion to move out of Closed Session Motion: 2024-68 Moved by: A. Foulds Seconded by: J. Murray</p> <p>Application for -</p> <ul style="list-style-type: none"> • Michelle Scott (arrived during the Board Meeting) 	Carried
6.2	<p>Finance Committee –Phil</p> <ol style="list-style-type: none"> 1. 2025 Budget – Draft Submitted to CoTB, surveyed members – adjustments? <ul style="list-style-type: none"> • Required by Municipal Act to present to Membership 2. Financials – September & October DRAFT 3. Sponsorship Requests – <ul style="list-style-type: none"> • Sociable Solutions <ul style="list-style-type: none"> • \$1,150 BIA Bucks • Grinch themed Sociable search in the BIA and Cornhole Tournament at Lakehead Beer – both on December 14th. • Logo on social media ads/posts and tournament chart. <p>Motion: 2024-69 Moved by: M. Hurley Seconded by: P. Walkden</p> <ul style="list-style-type: none"> • Craft Revival <ul style="list-style-type: none"> • \$1,000 Sponsorship – Performance funds. • BIA Bucks/Advertising: \$500 • Waterfront BIA is recognized on our print materials, posters, and social media platforms. <p>Motion: 2024-70 Moved by: T. Trist Seconded by: J. Murray</p> 4. Community Board <ul style="list-style-type: none"> • Costs approximately \$1900-3500, installation could be on Mall St if we purchase before the space is completed. <i>Could a LED screen on a building be the solution?</i> 	<p>Action</p> <p>Information</p> <p>Carried</p> <p>Maelyn stepped out of the meeting.</p> <p>Carried</p> <p>Information</p>
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <ol style="list-style-type: none"> 1. CoTB Red River & Court Revitalization Update <ol style="list-style-type: none"> a. Brian Newman to present at the AGM 2. Holiday Hanging Baskets/ Swags/Tree Guard greenery – unable to fulfill with the current streetscape and mite that impacted the greenery for the tree guards. Searching for a new solution – 2025 	<p>Information</p> <p>Update/ Information</p>
6.4	<p>Marketing, Events & Promotion Committee – Maelyn, Tom</p> <ol style="list-style-type: none"> 1. Halloween – Trick or Treating October 26th (Saturday) – will work with Goods to organize the same day next year. 2. Cruise Ships –<i>market to the crew in 2025.</i> 	Update

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	<p>3. November 24, Craft Revival <i>Working on partial street closure with the City of Thunder Bay as a test trial for the December 14th event.</i></p> <p>4. Grinch Event – one weekend with the Horse & Carriage (Dec 7th & 14th) <i>Planning on having the Grinch at the Heart of the Holidays and possibly one other weekend. Horse & Carriage have been secured for at least the Craft Revival and December 14th. Volunteer Callout!</i></p> <p>5. The Hunger was successful, <i>An offer to assist Definitely Superior with shutting down the street next year may be helpful.</i></p>	<p>Information</p> <p>Update</p> <p>Information</p>
6.5	<p>Membership Services Committee – Phil & T. Trist</p> <p>1. CRM – Creating an online form for uploads (ongoing)</p> <p>2. New Members – Following up when time permits (ongoing)</p> <p>3. Associate Memberships 2025/2026 boundary expansion <i>Follow up with assessed value assumptions and determine the minimum and maximum amount for associate memberships with the intention of hopefully increasing the boundaries. Action – High, mid and low amounts. Action on the attachments. Marketing to justify the value - a one pager.</i></p> <p>4. Review & Revise the former Associate Membership Brochure (attached) - Proportion to the size of the business # of employees <i>Requesting the Board to review and help revise the brochure – Staff can create a one pager vs taking on the cost of having it printed as a brochure.</i></p>	<p>Update</p> <p>Update/ Awaiting Action</p>
6.6	<p>Safety & Security – Peter, John & Tom</p> <p>1. Connect with Chief Fleury & EMS - <i>will work to develop the relationship further and come up with solutions to keep the area safe and walkable.</i></p> <p>2. Ambassador Program – <i>on the agenda until this, or another program similar, is implemented.</i></p> <p>3. Coffee with Council – <i>scheduling with the various members of the committee. Plan created, awaiting reports from meetings.</i></p>	<p>Update</p>
6.7	<p>Municipal Parking Services Update – Kara</p> <p>1. Will follow up on the plan for RRR loading zones and Accessible parking</p> <p>The sign layout to the Red River Road parking allocation is:</p> <p>At 250 Red River “ Max Pawn” - 1 accessible space & 1 loading zone At 215 Red River “Backstage music” - 1 loading zone & 1 regular parking At 214 Red River “Insurance bld” - 1 accessible space & 1 regular parking At 202 Red River “Tomlin” - 1 loading zone At Cumberland & Red River “CIBC” - 1 accessible space</p>	<p>Information</p>
6.8	<p>Administration</p>	

Item	Description	Action
	<ul style="list-style-type: none"> • Board Meeting Schedule – First Tuesday of the Month <ul style="list-style-type: none"> ○ December 3, 2024 (AGM?) 	
7.0	Correspondence –	
8.0	<p>New Business –</p> <ol style="list-style-type: none"> 1. Board Nomination Committee – Board Executive 2. Create a curated list of questions from the attendees <ol style="list-style-type: none"> a. Share the Budget survey responses with the membership b. Look into the budget to pay for security cameras 3. Strategic Plan Budget to Council – A. Foulds 	Information/ Update
9.0	<p>Next Meeting – December 3, 2024</p> <p>Adjournment – 8:35 pm</p> <p>Motion: 2024-71</p> <p>Moved by: P. Walkden Seconded by: T. Trist</p>	