



WATERFRONT DISTRICT

MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, October 1, 2024

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

TENTATIVE: Ken Ogima, Director – resigned
 Robyn Despins, Director
 Andrew Foulds, Councillor

REGRETS: Lynn Gray, BIA Bookkeeper

GUEST: Scott Chasty, Acadia

LOCATION/TIME: Woodside, 5:30 pm

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @ 5:35 pm	
2.0	Approval of Agenda Motion: 2024-60 Moved by: T. Trist Seconded by: M. Hurley	Carried
3.0	Presentations Scott Chasty, Acadia –Marketing Campaign – paid ads <i>Presentation on programmatic advertising with RoundTable – targeted ad placement online and through streaming services. Pricing for Display, Video, Audio and Connected TV all range from \$1,000 to \$2,400/ month EA – 6-month campaign. Ads ca be created for the BIA and roped into the cost.</i> <i>Q – is there a minimum number of months? A – Not recommended, even if an awareness campaign but they ads could be switched seasonally.</i>	Information

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	Q – <i>Local client success stories?</i> A – <i>Can send stats.</i>	
4.0	<p>Approval of Minutes – August 13, 2024– <i>sent electronically</i></p> <p>Motion: 2024-61 Moved by: T. Trist 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 <ul style="list-style-type: none"> ○ Westland requested ○ <i>Request presentation on all insurance from Westland.</i> • 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>Urgency in creating a strategic plan the BIA Board and staff require direction.</i> • <i>Presentations from the City Manager have been the same, consistency has been important.</i> 	Update Update
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 - • Audited Financials <p><i>Connecting with the Clerk's office on how to navigate this considering our obligations and limitations with the delay in the Audit.</i></p> <p><i>Send a survey to membership with ranking q's/mechanisms to set priorities.</i></p> <p><i>Survey and feedback to respond to questions.</i></p> <p><i>Canvas members better and more regularly.</i></p> <p><i>Discussion about the items to have on the survey</i></p> <p style="padding-left: 40px;"><i>Use feedback to start to develop the Strategic direction. The survey will help determine a better idea of where to start w/o in-person initial outreach.</i></p> 2. Seagull Program/ Updates <p><i>Survey membership and determine if the success and continuation of the program.</i></p> 	Update Update
6.2	<p>Finance Committee –Phil</p> <ol style="list-style-type: none"> 1. 2025 Budget – Draft Submitted to CoTB <ul style="list-style-type: none"> • Required by Municipal Act to present to Membership – <i>normally done at the AGM, waiting on direction from the Clerks office due to the Audit delay.</i> 2. Financials – September TBD <p><i>Approximately \$10K for the Holiday Event, looking at the numbers and determining if the Board could try Programmatic – possible adjustment to marketing and events budget for 2025.</i></p> 3. Credit Card – Approved & updated for monthly pmts 4. Sponsorship Requests – N/A 	Update

Item	Description	Action
	Note – add a Community Board to the Capital Improvements requests to avoid posters on the new infrastructure.	
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <ol style="list-style-type: none"> 1. CoTB Red River & Court Revitalization Update 2. Planter quotes for 2025 – <ol style="list-style-type: none"> a. Creekside - \$8767.74 +HST (<i>successful quote – move forward with planter pick-up</i>) b. Bill Martin's – Awaiting response 3. Planter Pickups need to occur before mid-month – <i>scheduled for after Thanksgiving. Reminder set to schedule for end of September pick up in 2025.</i> 	
6.4	<p>Marketing, Events & Promotion Committee – Maelyn, Tom</p> <ol style="list-style-type: none"> 1. Halloween – Trick or Treating October 26th (Saturday) <i>Summer students will set up activities in the street and help people find the locations to trick or treat.</i> 2. Cruise Ships – The final one was here Sept 27th <i>Good Cruise Ship season – market to the crew more in 2025.</i> 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> 4. Grinch Event – one weekend with the Horse & Carriage (Dec 7th or 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. Power for stage? Volunteer Callout!</i> 	
6.5	<p>Membership Services Committee – Phil & T. Trist</p> <ol style="list-style-type: none"> 1. CRM – Creating an online form for uploads <i>Request members to send us a listing of their tenants. Also follow up with members to ask if they cannot find themselves on the website. We will upload them if they are not on the site.</i> 2. New Members – Following up when time permits (ongoing) 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.</i> 4. Review & Revise the former Associate Membership Brochure (attached) <i>Requesting the Board to review and revise the brochure – possibly turning it into a one-pager vs taking on the cost of having it printed as a brochure.</i> 	
6.6	Safety & Security – Peter, John & Tom	

