



WATERFRONT DISTRICT

MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, September 10, 2024

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

TENTATIVE:

REGRETS: Robyn Despins, Director
 Ken Ogima, Director
 Jim Comuzzi, Past Chair
 Andrew Foulds, Councillor
 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 @ 5:42 pm	
2.0	Approval of Agenda Motion: 2024-56 Moved by: M. Hurley Seconded by: T. Trist	Carried
3.0	Presentations Scott Chasty, Acadia – Marketing Campaign – paid ads – Cancelled due to illness. The board discussed budgeting for Social Media and non-traditional Marketing for 2025.	
4.0	Approval of Minutes – August 13, 2024– <i>sent electronically</i> Motion: 2024-57 Moved by: T. Trist Seconded by: P. Walkden	Carried
5.0	Business Arising from Past Minutes • Cyber Security for the BIA – Phil	Information

Item	Description	Action
	<ul style="list-style-type: none"> ○ Called for quotes – Jones Insurance & Lifestyle Insurance ○ Tbaytel adding MFA ○ Followed up with the City Clerk – Will read through forwarded link. ○ Lynn – requesting a checklist or framework for cyber security req ● Strategic Planning – K. Pratt & J. Calonego met with Caroline Polgrabia from the Ministry of Tourism, Culture and Sport to start the process of writing a Strategic Plan for free with the Ministry. <ul style="list-style-type: none"> ▪ 3 topics were predominant <ul style="list-style-type: none"> ● Vagrancy ● Vacancy ● Tourism ○ <i>Verify with the Clerk's office that moving forward with a free Strategic Plan is allowed.</i> ○ <i>Suggestion to request a page on the CoTB Get Involved website.</i> ○ <i>Provide a heads up that the BIA is working on a Strat Plan at the AGM.</i> ○ <i>Meeting again with Caroline Polgrabia on October 21</i> 	Information
6.0	Reports	
6.1	<p>Chair's/ED Report –</p> <ol style="list-style-type: none"> 1. CEDC/Tourism initiatives <ul style="list-style-type: none"> ● Canada Summer Jobs - Complete 2. Approved for \$5000 for Banners in the BIA – Pulp + Paper (predesigned with branding). 3. Mural Project – CEDC funding up to \$5,000/ mural 	<p>Information</p> <p>Information</p> <p>Information</p>
6.2	<p>Finance Committee –Phil</p> <ol style="list-style-type: none"> 1. 2024 Budget <ul style="list-style-type: none"> ● Executive Director review <ul style="list-style-type: none"> ● 5/5 Excellent Comments ● Overall improvement areas noted were: <ul style="list-style-type: none"> ● Sending Audited Financials in a timely fashion to the membership for AGM based on the Constitution (dependent on receipt from the Auditor) ● All communication to advocate for all businesses ● Goal Setting – Goals laid out clearly for 2025 <ul style="list-style-type: none"> ● Review structure in place to help guide future compensation ● Avenues to increase revenue is a big focus moving forward to help with the budget ● Strategic Plan is a priority moving into 2025 2. Financials <ul style="list-style-type: none"> ● Derecognize BIA Bucks older than 2022 3. Credit Card <ul style="list-style-type: none"> ● Processing with Scotiabank ● Remind J. Murray to sign the paperwork to approve payments 4. Sponsorship Requests – 	<p>Information</p> <p>Discussion</p> <p>Information</p>

Item	Description	Action
	<ul style="list-style-type: none"> • Definitely Superior • Requesting In-Kind Support – Walleye full-page Ad, LED Board, Social Media shares, shared in the BIA Newsletter <p>Recommendation: Pay for the equivalent of a Walleye 1/4-page Ad, LED Board, Social Media shares, shared in the BIA Newsletter</p> <p>Motion: 2024-58 Moved by: M. Hurley Seconded by: T. Trist</p>	Carried
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. Add Court St to the Agenda to discuss with City Manager J. Collin 2. Planter quotes for 2025 – Planter Pickups need to occur ASAP – it’s too cold at night. 	Information
6.4	<p>Marketing, Events & Promotion Committee – Maelyn, Tom</p> <ol style="list-style-type: none"> 1. BIA Bucks for our Content Creator to purchase food/giveaway items <ol style="list-style-type: none"> a. Remaining budget of \$75 to be carried into Fall/Winter marketing 2. Commercial/Video to promote the area – Generator has been completed – require a budget for social media ads. \$150 to be used from the Marketing & Events budget for Social Media Boosts. 3. Tonka Tuesdays – Update on the success 4. Good Harvest – September 22, 2024 <ol style="list-style-type: none"> a. Almost 30 vendors, MNP Sponsorship 5. Cruise Ships 6. Wake the Giant – September 14, 2024 7. November 24, Craft Revival 8. Grinch Event – one weekend with the Horse & Carriage (Dec 7th?) 	Information
6.5	<p>Membership Services Committee – Phil & T. Trist</p> <ol style="list-style-type: none"> 1. CRM – Creating an online form for uploads 2. New Members – Follow up on those not returned (when time permits) 3. Associate Memberships 2025/2026 boundary expansion <p><i>Meet in August to discuss starting this initiative in September/ the beginning of 2025. Possibility to cross reference to property value to set an Associate Membership cost scale.</i></p> <p><i>Review & Revise the former Associate Membership Brochure</i></p> 4. <i>Member met with Board Chair w transparency concerns:</i> <ol style="list-style-type: none"> a. <i>Ability to contact Board Members</i> b. <i>Minutes, Agenda & Financials online</i> c. <i>Draft Minutes & Agendas are not shared with membership</i> d. <i>Board Application isn’t online</i> e. <i>Not sharing the membership email list (privacy laws do not allow this to occur)</i> 	Information Information

Item	Description	Action
	<p><i>The Board and the ED commit to connecting with the City Clerk to determine the requirements of the BIA in terms of the information above. The ED will have the Minutes uploaded to the website when time permits – the website will state that approved Minutes can be available upon request.</i></p> <p><i>P. White has approached R. Despins to assist P. Walkden with membership. The BIA needs to increase engagement somehow. The discussion went to a need to have the Board reviewed by the membership and the need to create a Strategic Plan.</i></p>	<p>Action</p> <p>Action</p>
6.6	<p>Safety & Security – Peter, Ken & Tom</p> <ol style="list-style-type: none"> 1. Connect with Chief Fleury & EMS – awaiting direction 2. Ambassador Program – City Manager 3. Coffee with Council – Req Schedule 	Action
6.7	<p>Municipal Parking Services Update – Kara</p> <ol style="list-style-type: none"> 1. 2-hour free parking during major construction 2. Parkade concerns – follow-up from CoTB – <i>membership has not responded to the BIA with any concerns.</i> 	Information
6.8	<p>Administration</p> <ul style="list-style-type: none"> • Board Meeting Schedule – First Tuesday of the Month <ul style="list-style-type: none"> ○ October 1, 2024 ○ November 5, 2024 ○ December 3, 2024 	
7.0	<p>Correspondence –</p> <p>Letter from CoTB Manager, John Collin re: Budget (attached)</p> <p>2025 – 3.8% increase limit for services the CoTB directly controls 2026 – proposed 2.6% increase limit</p>	Information
8.0	<p>New Business –</p> <ul style="list-style-type: none"> • Meeting with City Manager at 2pm on Friday, September 13th • City Manager Stakeholder Roundtable Invite 	Update
9.0	<p>Next Meeting – October 1, 2024</p> <p>Adjournment – 8:44 pm Motion: 2024- 59 Moved by: T. Trist Seconded by: P. Walkden</p>	