



WATERFRONT DISTRICT

AGENDA

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, July 9, 2024

INVITED: Peter White, Chair
Phil Walkden, Treasurer
John Murray, Director
Jordan Calonego, Director
Andrew Foulds, Councillor
Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Lynn Gray, BIA Bookkeeper
Jim Comuzzi, Past Chair
Thomas Trist, Director
Robyn Despins, Director
Ken Ogima, Director
Maelyn Hurley, Director

GUEST:

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

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @ 5:38 pm	
2.0	Approval of Agenda Motion: 2024-40 Moved by: A. Foulds Seconded by: P. Walkden	Carried
3.0	Presentations	
4.0	Approval of Minutes – June 4, 2024– <i>sent electronically</i> Motion: 2024-41 Moved by: A. Foulds Seconded by: J. Calonego	Carried
5.0	Business Arising from Past Minutes <ul style="list-style-type: none"> • Cyber Security for the BIA – Phil <ul style="list-style-type: none"> ○ Adding 2-factor Authentication ○ K. Pratt to complete Digital Main St Cyber Videos ○ Will be meeting monthly and moving 	Information

Item	Description	Action
	<ul style="list-style-type: none"> • Strategic Planning –reach out to Caroline Polgrabia from the Ministry of Tourism, Culture and Sport <ul style="list-style-type: none"> ◦ K. Pratt to reach out to C. Polgrabia • Richard Togman, CEO of the Thunder Bay Library – Central Library Letter of Support <p>Revise letter and send to Board for approval. (Presented to council before letter could be revised, council did not approve the Central Library).</p> <p>Motion: 2024-42 Moved by: A. Foulds Seconded by: J. Calonego</p> <ul style="list-style-type: none"> • Kara's vacation July 15-19, 2024 	Update
6.0	Reports	
6.1	<p>Chair's/ED Report –</p> <ol style="list-style-type: none"> 1. Succession Planning 2. Canada Summer Jobs – Approved for 4 positions <ul style="list-style-type: none"> • Intern • Content Creator • Ambassador x 2 3. CEDC/Tourism initiatives <ul style="list-style-type: none"> • Winter Market Stalls • Buskers • Murals – project approved with the CEDC and the Tourism Development fund – the net step is approval and funding from the Clean Green & Beautiful Committee (Update, initiative outside of the BIA) 4. Lighting/Parkette in the BIA – working with two companies 	<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 committee <ul style="list-style-type: none"> • T. Trist • R. Despins • P. Walkden • P. White (from 2022 Dec mtg) <p>The Committee created a review and agreed that it is a good one to start executing. The direction was to do the review and then discuss compensation. Review and finalize – send it to survey all Board Members. A. Foulds – Talk about: Growth, Reasons and the empirical data to backstop any pay increases. Provide feedback – positive and negative. The responsibility for the review will be T. Trist and the Executive Committee.</p> 2. Financials – Currently on budget 3. Credit Card 	Information

Item	Description	Action
	<ul style="list-style-type: none"> • Draft Policy Attached <p>In the writing of the travel policy, ensure there is an alcohol spend limit per diem.</p> <p>Motion: 2024-43 Moved by: P. Walkden Seconded by: J. Murray</p> <p>Adjust the draft policy to make the wording the same as the constitution (word for word) - approval of expenses up to \$750.</p> <p>Motion: 2024-44 Moved by: J. Calonego Seconded by: P. Walkden</p> <p>4. Sponsorship Requests –</p> <ul style="list-style-type: none"> • VOX Popular Media (BIA Member) • \$1500 BIA Bucks Sponsorship • 20-30 second video ad played before screening sessions; a session "Brought to you by Waterfront District BIA"; WD BIA included on print ads and programs; WD BIA logo displayed on website and social media; WD BIA logo included in our Sponsor Reel <p>Motion: 2024-45 Moved by: A. Foulds Seconded by: J. Murray</p>	<p>Carried</p> <p>Carried</p> <p>Carried</p>
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <p>1. CoTB Red River & Court Revitalization Update</p> <p style="padding-left: 20px;">a. Discussion was held relating to concerns with the equitability of the sidewalks on each side of the street (reached out to city council and the Mayor).</p> <p>A discussion was held relating to respect in the workplace. “We understand the frustration of the construction – however, everyone is entitled to be treated with respect and work in a place free of harassment.” Use the introduction of the summer students as an opportunity to share this information.</p> <p>2. Planters – Delivered</p>	<p>Information/ Update</p> <p>Update</p>
6.4	<p>Marketing, Events & Promotion Committee – Maelyn, Tom</p> <p>1. BIA Bucks for the Content Creator to purchase food/giveaway items Approval for \$1000 for summer and \$1000 for fall in BIA Bucks for a total of \$2000 BIA Bucks for Marketing Promotion</p> <p>Motion: 2024-46 Moved by: P. Walkden Seconded by: A. Foulds</p>	<p>Carried</p>

Item	Description	Action
	<p>2. Commercial/Video to promote the area – update</p> <p>Approved to move forward with the proposal from Generator. Motion: 2024-47 Moved by: A. Foulds Seconded by: J. Murray</p> <p>3. Science North – Booked for Wednesday July 24 – rain location Goods & Co. 4. Cumberland Block Party – June 22, 2024 (John to update) 5. Good Harvest – September 22, 2024 6. Cruise Ships – marketing to the crew 7. Wake the Giant – September 14, 2024 8. Live on the Waterfront – Wednesdays in July/August 9. November 26, Craft Revival 10. Mean Green Guy Event – one weekend with the Horse & Carriage</p>	<p>Carried</p> <p>Information/ Updates</p>
<p>6.5</p>	<p>Membership Services Committee – Phil & Robyn</p> <p>1. CRM – will be working with Marketing Dogs on training 2. New Members – Delivered via email – uploading to the website 3. Associate Memberships 2025/2026 boundary expansion a. Delta hotel has reached out to become an Associate Member <i>Meet in August to discuss starting this initiative in September/ the beginning of 2025.</i></p> <p>Approached by the Delta Hotel to become an associate member and add them to more of our marketing – Approved to send pro-rated Associate Membership invoice and add the Delta to the BIA Marketing. Will review Associate Memberships in September/October.</p>	<p>Action</p>
<p>6.6</p>	<p>Safety & Security – Peter, John & Tom</p> <p>1. Connect with Chief Fleury 2. Small Businesses locking doors due to theft and fears for staff safety a. BIA Looped in on an email about Cinema 5 (outside of the BIA) b. Inviting Councilors for Coffee</p> <p>Approach Chief Feury and the head of EMS (Shane Mure) to have a conversation about the STAR program and how it could possibly help the BIA. Coffee with Cops when Chief Fleury started was good and received compelling responses.</p> <p>Update – the BIA was cc'd on emails regarding concerns from businesses in the Cinema 5 building and its owner(s). The BIA did not impede the conversation but also did not comment.</p>	<p>Information</p> <p>Action</p>
<p>6.7</p>	<p>Municipal Parking Services Update – Kara</p>	

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	<ol style="list-style-type: none"> 1. P. White & K. Pratt a deputation to Council on June 15th for 15-minute options for parking – approved 2. Supervisor Paske met with business owners to discuss parking concerns – originally was to be restaurants regarding residential parking after 5 pm and before 9 am 3. K. Pratt – met with the advisory committee on July 4th 3-4:30 pm 4. Businesses pushing for a second deputation Re: 7-9am parking and 6-9 pm parking as well as parkade concerns <p>Discussion about returning to Council to ask they reconsider 6-9pm parking:</p> <ul style="list-style-type: none"> • Not general practice (list cities the do not ticket these hours – know which do) • It is the entertainment district and this practice impacts the nighttime entertainment (Paramount Theatre, Badanai Theatre, restaurants – theme nights) • More people downtown at night makes it safer – there are more eyes on the streets. 	<p>Update</p> <p>Update/ Information</p> <p>Discussion</p>
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"> ○ August 13, 2024? Due to long weekend ○ September 10, 2024? Due to long weekend ○ October 1, 2024 ○ November 5, 2024 ○ December 3, 2024 	
7.0	Correspondence – n/a	
8.0	<p>New Business –</p> <ul style="list-style-type: none"> • Inactive Committee Members • Space on the Board to fill 	Discussion
9.0	<p>Next Meeting – August 13, 2024</p> <p>Adjournment – 7:43</p> <p>Motion: 2024-48</p> <p>Moved by: P. Walkden Seconded by: A. Foulds</p>	Carried