



# WATERFRONT DISTRICT

# AGENDA

The Waterfront District BIA

## BOARD OF MANAGEMENT MEETING

Tuesday, January 14, 2025

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: Jim Comuzzi, Past Chair

REGRETS: Lynn Gray, BIA Bookkeeper

GUEST:

LOCATION/TIME: Goods & Co with outside BIA Business catering, 5:30 pm  
<https://us02web.zoom.us/j/2781002430?pwd=K2RPSnFqWVdKNityRIB2bTlldnpWZz09&omn=83177892649>

Meeting ID: 278 100 2430  
 Passcode: WDBIA

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @	
2.0	Approval of Agenda  Motion: 2025- Moved by:      Seconded by:	
3.0	Presentations	
4.0	Approval of Minutes – December 3, 2024– <i>sent electronically</i>  Motion: 2025- Moved by:      Seconded by:	

Item	Description	Action
5.0	<p><b>Business Arising from Past Minutes</b></p> <ol style="list-style-type: none"> <li>1. Cyber Security for the BIA – Phil <ul style="list-style-type: none"> <li>o Westland requoted and presented current insurance as well as Cyber Insurance options.</li> </ul> <p>Approval of Insurance w/ Westland for Cyber Security.</p> <p><b>Motion: 2025-</b>  Moved by:            Seconded by:</p> </li> <li>2. 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"> <li>o <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></li> </ul> </li> <li>3. Discussion with the City Manager re: Ambassador/Outreach Program</li> <li>4. Follow up with members after the AGM – see the email from the ED and discuss edits.</li> </ol>	
6.0	<p><b>Reports</b></p>	
6.1	<p><b>Chair's/ED Report –</b></p> <ol style="list-style-type: none"> <li>1. Budget Presentation to Council February 3, 2025, pre-consultation with city council and the public January 22, 2025</li> <li>2. Audited Financials – The city has completed their portion of the Audit and the Auditor began their Audit on November 10, 2024 (awaiting response).</li> <li>3. Seagull Program/ Updates – connected with contractors for revised quotes – Attached Quote from Skyline Falconry &amp; e-mail from NorWest Pest (attached emails).</li> <li>4. Board Applications – <ul style="list-style-type: none"> <li>• Connor Remus</li> <li>• Frank Marino</li> </ul> <p>Additional applications -</p> <ul style="list-style-type: none"> <li>• Michelle Scott</li> <li>• Marcella Vallelunga</li> </ul> </li> </ol>	
6.2	<p><b>Finance Committee –Phil</b></p> <ol style="list-style-type: none"> <li>1. 2025 Budget – Budget Presentation to Council Feb 3, 2025</li> <li>2. Financials – <ul style="list-style-type: none"> <li>• December</li> <li>• Update on Audit? – Bookkeeper following up with BDO/MNP</li> </ul> </li> <li>3. Sponsorship Requests – <ul style="list-style-type: none"> <li>• Cultural Services Community Programming &amp; Events - CoTB <ul style="list-style-type: none"> <li>• \$4,000 Sponsorship –</li> <li>• BIA Bucks/Advertising: \$3500</li> </ul> </li> <li>• Description of Recognition: <ul style="list-style-type: none"> <li>• - Social Media (Facebook &amp; Instagram)</li> </ul> </li> </ul> </li> </ol>	

Item	Description	Action
	<ul style="list-style-type: none"> <li>• - Logo on event signage at all events</li> <li>• - Logo in our Summer Events Guide (online and some print)</li> <li>• - Company Website on City website</li> <li>• - Official Thank you ad in the Summer Events Guide</li> <li>• - Logo on the roadside scrim (fort william road)</li> <li>• - Recognition at a sponsor appreciation night (2025)</li> <li>• - Recognition plaque from the City (2025)</li> </ul> <ul style="list-style-type: none"> <li>• Description of Event/project: <ul style="list-style-type: none"> <li>• We are excited to begin planning our 2025 event season, kicking off with SnowDay on the Waterfront (Monday February 17th, 2025) , a free, family-friendly event designed to encourage outdoor fun and community gathering in the beauty of winter. SnowDay invites families to experience snow sculptures (weather permitting) along with a variety of engaging activities such as ice fishing, snowshoeing, skating, and more. The requested BIA bucks would significantly support our snow sculpture competition, enhancing the event's appeal and community impact.</li> <li>• In addition to SnowDay, this sponsorship would support several other anticipated events in 2025, including: Quest Tech and Gaming, Kite Festival, Canada Day on the Waterfront, Teddy Bears Picnic, Live on the Waterfront and Arts and Culture Under the Lights.</li> <li>• We look forward to the 2025 event season and bringing our community together. Thank you for your continued support and considering this partnership!</li> </ul> </li> </ul> <p><b>Recommendation:</b> In line with 2024 \$2,000 in BIA Bucks and LED Board in-kind Sponsorship for events (~3 Months @ \$150/ mo).</p> <p><b>Motion:</b> 2025-  Moved by:           Secinded by:</p> <ul style="list-style-type: none"> <li>• African Boutique <ul style="list-style-type: none"> <li>• Request: \$1000 TO 2000</li> <li>• Bucks/Advertising: YES</li> </ul> </li> <li>• Description of Recognition: <ul style="list-style-type: none"> <li>• I AM A MEMBER OF WATERFRONT DISTRICT BIA</li> </ul> </li> <li>• Description of Event/project: <ul style="list-style-type: none"> <li>• THE AFRO VIBE FEST IS A 2 DAY STREET EVENT TO SHOWCASE THE AFRO CULTURE, THE EVENT WILL HAVE A PARADE</li> </ul> </li> </ul> <p><b>Recommendation:</b> \$750 BIA Bucks, Social Media Shares and 1-2 Content Creator Videos.</p> <p><b>Motion:</b> 2025-  Moved by:           Secinded by:</p>	

Item	Description	Action
	<ul style="list-style-type: none"> <li>• Lucky Paranormal <ul style="list-style-type: none"> <li>• \$2900 Sponsorship –</li> <li>• BIA Bucks: \$2250</li> <li>• Advertising: \$650</li> </ul> </li> <li>• Description of Recognition: <ul style="list-style-type: none"> <li>• BIA logo on their website and social media as well as on printed materials.</li> <li>• Logo on a sponsor reel playing at the event in between speakers.</li> </ul> </li> <li>• Description of Event/project: Lake Superior Paranormal Convention will be held in downtown Port Arthur at the Delta Marriott Hotel on October 17th- 19th 2025. Leading up to the weekend activities we will be having a Sasquatch expedition. We are ordering a bus to pick up the participants at the Delta Marriott Waterfront hotel and drive us to an undisclosed location where we will learn about investigating Sasquatch. On Friday we will have a celebrity meet and greet at Fort William Historical Park, followed by two full days of captivating speakers from across North America at the Delta Marriott Waterfront Hotel. These speakers will delve into various aspects of the paranormal, supplemented by local individuals sharing their eerie encounters. Saturday evening promises an exhilarating celebrity-led paranormal investigation at the Thunder Bay Museum. Additionally, there will be vendors at the Delta Marriott Waterfront Hotel showcasing Thunder Bay's diversity, offering a platform for enthusiasts to come together and explore the realm of the paranormal.</li> </ul> <p><b>Recommendation:</b> \$1,500 in BIA Bucks, Social Media Posts, LED Board Ad (in line with 2024)</p> <p><b>Motion:</b> 2025-  Moved by:                      Seconded by:</p> <ul style="list-style-type: none"> <li>• Evoke Salon <ul style="list-style-type: none"> <li>• Request - \$2000</li> <li>• Bucks/Advertising: \$500 BIA Bucks, \$1,500 Trip Sponsor - Round Trip to Montreal Via Porter OR \$1,500 Event Alcohol Sponsor.</li> </ul> </li> <li>• Description of Recognition: <ul style="list-style-type: none"> <li>• WD BIA logo would appear: on social media graphics, and on ticket sale website. Waterfront BIA would also be verbally acknowledged and thanked at event. ***Logo would appear on all printed items (posters, tent cards i.e) but only if you able to commit to sponsorship by January 15th, as Rainbow needs to know before everything goes to printers.***</li> </ul> </li> <li>• Description of Event/project:</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Hold Her Hand, First Annual Gala in support of Faye Peterson House. FPH is looking to expand by building more apartments for women and children in crisis and we want to help fund this ongoing project. With any luck this gala will get bigger and bigger every year, drawing people from all over Thunder Bay to come downtown to attend the fundraiser everyone is talking about! ---Theme: Evening Parisian Cafe. Food/Wine pairings. Entertainment. Art installations and more.</li> </ul> <p><b>Recommendation:</b> \$500 in BIA Bucks, LED Board Ad, in BIA Newsletter to membership.</p> <p><b>Motion: 2025-</b>  Moved by:                      Seconded by:</p> <ul style="list-style-type: none"> <li>• High Tea Fundraiser for Breast Cancer Research <ul style="list-style-type: none"> <li>• Request: \$200</li> <li>• Bucks/Advertising: BIA Bucks &amp; Advertising</li> </ul> </li> <li>• Description of Recognition: <ul style="list-style-type: none"> <li>• High Tea Fundraiser in Support of Breast Cancer Research being held on February 2, 2025 from 1-3pm at Goods &amp; Co.</li> </ul> </li> <li>• Description of Event/project: <ul style="list-style-type: none"> <li>• Display of Logo on signage, handouts &amp; social media.</li> </ul> </li> </ul> <p><b>Recommendation:</b> \$200 in BIA Bucks</p> <p><b>Motion: 2025-</b>  Moved by:                      Seconded by:</p> <p>4. Community Board</p> <ul style="list-style-type: none"> <li>• Looking into an LED screen on a building</li> </ul>	
6.3	<p><b>Infrastructure/Beautification Committee – John &amp; Tom</b></p> <ol style="list-style-type: none"> <li>1. CoTB Red River &amp; Court Revitalization Update</li> <li>2. Public art jurying complete – contracts are being written and sent and a public announcement will go out once everything is signed.</li> </ol>	
6.4	<p><b>Marketing, Events &amp; Promotion Committee – Maelyn, Tom</b></p> <ol style="list-style-type: none"> <li>1. Cruise Ships –<i>market to the crew in 2025.</i></li> <li>2. Marketing Plan to go with the attached budget. <ol style="list-style-type: none"> <li>a. Marketing to the U.S. with the low dollar?</li> </ol> </li> </ol>	
6.5	<p><b>Membership Services Committee – Phil &amp; T. Trist</b></p>	

Item	Description	Action
	<ol style="list-style-type: none"> <li>1. CRM – Creating an online form for uploads (ongoing)</li> <li>2. New Members – Following up when time permits (ongoing)</li> <li>3. Associate Memberships 2025/2026 boundary expansion <i>Follow up with assessed value assumptions and determine the minimum and maximum amount for associate memberships to hopefully increase the boundaries. Action – High, mid and low amounts.</i> <i>Action on the attachments. Marketing to justify the value - a one pager.</i></li> </ol> <p>Decision to go ahead with Associate Memberships?</p>	
6.6	<p><b>Safety &amp; Security – Peter, John &amp; Tom</b></p> <ol style="list-style-type: none"> <li>1. Connect with Chief Fleury &amp; EMS - <i>will work to develop the relationship further and come up with solutions to keep the area safe and walkable.</i></li> <li>2. Ambassador Program – <i>on the agenda until this, or another program similar, is implemented.</i></li> <li>3. Coffee with Council – <i>scheduling with the various members of the committee.</i></li> </ol>	
6.7	<p><b>Municipal Parking Services Update – Kara</b></p> <ol style="list-style-type: none"> <li>1. Concerns about a lack of parking/loading area on Red River Road</li> <li>2. Parking Hours revised to 9am to 6pm</li> </ol>	
6.8	<p><b>Administration</b></p> <ol style="list-style-type: none"> <li>5. Board Meeting Schedule – First Tuesday of the Month potential adjustments for long weekends and holidays. <ul style="list-style-type: none"> <li>o January 14, 2025</li> <li>o February 4, 2025 (there was discussion to defer due to close timing)</li> <li>o March 4, 2025</li> <li>o April 1, 2025</li> <li>o May 6, 2025</li> <li>o June 3, 2025</li> <li>o July 8, 2025 (July 1 is Canada Day)</li> <li>o August 5 or 12, 2025</li> <li>o September 2 or 9, 2025</li> <li>o October 7, 2025</li> <li>o November 4, 2025</li> <li>o December 2, 2025</li> </ul> </li> </ol>	
7.0	<p><b>Correspondence –</b></p> <ol style="list-style-type: none"> <li>1. Email from Richard Togman Re: Connaught Square (attached)</li> </ol>	
8.0	<p><b>New Business –</b></p> <ol style="list-style-type: none"> <li>1. Board Nomination Committee – Board Executive</li> <li>2. Strategic Plan Budget to Council – A. Foulds (previously deferred)</li> </ol>	

Item	Description	Action
	3. Website Updates – section for DRAFT Agendas & Meeting Dates 4. Board Code of Conduct Training 5. Anything I am forgetting???	
9.0	Next Meeting – January 2025  Adjournment – Motion: 2025- Moved by:           Seconded by:	

DRAFT