

## **MINUTES**

## The Waterfront District BIA

## **BOARD OF MANAGEMENT MEETING**

Tuesday, December 3, 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 Lynn Gray, BIA Bookkeeper

Vacant Vacant

Kara Pratt, Recording Secretary

**TENTATIVE:** 

REGRETS: Jim Comuzzi, Past Chair

GUEST:

LOCATION/TIME: Red Lion Smokehouse, 5:30 pm

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest	
	Called to order @ 5:50pm	
2.0	Approval of Agenda	Carried
	Motion: 2024-72	
	Moved by: M. Hurley Seconded by: J. Murray	
3.0	Presentations	
4.0	Approval of Minutes – November 5, 2024– sent electronically	
	Motion: 2024-73	Carried
	Moved by: T. Trist Seconded by: J. Murray	
5.0	Business Arising from Past Minutes	
	Cyber Security for the BIA – Phil	

Item	Description	Action
	Westland requoted and presented current insurance as well as     Cyber Insurance options.  Moreh & May are the renewal dates for D&O and the Events & Figure 1.	
	<ul> <li>March &amp; May are the renewal dates for D&amp;O and the Events \$5 million Liability Insc.</li> </ul>	
	Approval of Insurance – Deferred to January 2025	
	Motion: 2024- Moved by: Seconded by:	Deferred to January 2025
	<ul> <li>Strategic Planning – Meeting w/ Caroline Polgrabia from the Ministry of Tourism, Culture and Sport on October 21 to discuss further.</li> </ul>	
	<ul> <li>Sending information about tourism numbers in Thunder Bay, Vacancies in the BIA and business mix. Inviting the local MTCS person to the next meeting.</li> </ul>	Awaiting Stats – will follow up.
	Discussion with the City Manager re: Ambassador/Outreach Program	
6.0	Reports	
6.1	Chair's/ED Report —  1. AGM  • Budget Presentation —  • Report on the BIA Membership's opinions about the BIA Budget are in a report (attached). Recommended action items —  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 — The city has completed their portion of the Audit and the Auditor began their Audit on November 10, 2024  2. Seagull Program/ Updates — connected with contractors for revised quotes Kara to send reminders to both  3. Board Applications —  • Connor Remus  • Frank Marino  Additional application -  • Michelle Scott (arrived during the Board Meeting)  • Marcella Vallelunga  January with recommendations — John and Peter have met with two and will	
	January with recommendations – John and Peter have met with two and will meet with the other two in the new year.	

## 6.2 Finance Committee –Phil

- 1. 2025 Budget Draft Submitted to CoTB, surveyed members adjustments to be presented at the AGM.
- 2. Financials October

Still in line with where we should be

- 3. Sponsorship Requests -
  - Cultural Services Community Programming & Events CoTB
    - \$4,000 Sponsorship -
    - BIA Bucks/Advertising: \$3500
  - Description of Recognition:
    - Social Media (Facebook & Instagram)
    - · Logo on event signage at all events
    - - Logo in our Summer Events Guide (online and some print)
    - · Company Website on City website
    - · Official Thank you ad in the Summer Events Guide
    - - Logo on the roadside scrim (fort william road)
    - Recognition at a sponsor appreciation night (2025)
    - Recognition plaque from the City (2025)
  - Description of Event/project:
    - 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.
    - 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.
    - We look forward to the 2025 event season and bringing our community together. Thank you for your continued support and considering this partnership!

Motion: 2024-

Moved by: Seconded by:

- African Boutique
  - Request \$1000 TO 2000
  - Bucks/Advertising: YES
- Description of Recognition:
  - I AM A MEMBER OF WATERFRONT DISTRICT BIA
- Description of Event/project:

Update

Update

Sponsorshi p Requests Deferred to January 2025

	THE AFRO VIBE FEST IS A 2 DAY STREET EVENT TO SHOWCASE THE AFRO CULTURE, THE EVENT WILL HAVE A PARADE  Defer to 2025  Community Board Looking into an LED screen on a building  No updates – Kara to action	Action
6.3	Infrastructure/Beautification Committee – John & Tom	
	CoTB Red River & Court Revitalization Update     a. Brian Newman to present at the AGM     Note - request to add reflective tape to the bollards	Update
	<ol> <li>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</li> <li>Decided to defer to 2025 – we will need to spend \$ in 2025 for a larger investment in Holiday Decorations.</li> </ol>	Update
6.4	<ol> <li>Marketing, Events &amp; Promotion Committee – Maelyn, Tom</li> <li>Cruise Ships –market to the crew in 2025.</li> <li>November 24, Craft Revival - Partial street closure with the City of Thunder Bay as a test trial for the December 14th event.</li> <li>Mean Green Guy Event – three weekends with the Horse &amp; Carriage (Dec 7th and 14th (previous Nov 24th))</li> <li>Planning on having the Mean Green Guy at the Heart of the Holidays and possibly one other weekend. Horse &amp; Carriage have been secured for at least the Craft Revival and December 14th.</li> </ol>	Update Update
6.5	<ol> <li>Membership Services Committee – Phil &amp; T. Trist</li> <li>CRM – Creating an online form for uploads (ongoing)</li> <li>New Members – Following up when time permits (ongoing)</li> <li>Associate Memberships 2025/2026 boundary expansion         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.         Action on the attachments. Marketing to justify the value - a one-pager.         Associate Membership – email from P. Walkden to Executive         Q – metric for creating the ranges – headcount by employees – choice.</li> </ol>	Ongoing Ongoing Update
6.6	<ol> <li>Safety &amp; Security – Peter, John &amp; Tom</li> <li>Connect with Chief Fleury &amp; EMS - will work to develop the relationship further and come up with solutions to keep the area safe and walkable.         Met at the Prince Arthur Recently – dialogue between the groups and the Police are taking notes on the concerns. Lack of resources for dedicated foot</li> </ol>	Update

patrols the presence would be positive – even a stop for a coffee, a cruiser on the street would be a positive decision.	
Temporary village denial on Myles St – will impact the number of persons causing troubles in the area. Charter and the Human Rights within the Charter Housing has been deemed a human right – municipalities do not have the authority to move anyone in a tent unless you have enough barrier-free accessible housing. Barrier-free accessible units and three designated encampments would allow the Municipality to use bylaws and the ability to execute on lower laws will be unable.	Update
BIA has talked to Barrie about an outreach program – working together for information on the organization providing ambassador support.	
2. Ambassador Program – on the agenda until this, or another program similar, is implemented.	
3. Coffee with Council – scheduling with the various members of the committee.	Update
Municipal Parking Services Update – Kara  1. Follow up on the plan for RRR loading zones and Accessible parking -	
The sign layout to the Red River Road parking allocation is:  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	
The parking hours may adjust – based on the council meeting Monday, December 8, 2024	Update
Administration  • Board Meeting Schedule – First Tuesday of the Month  • January 14, 2025 and defer February?	Action
Correspondence –	
New Business –  1. Banner approval for any minimal overage of approved \$5,000 from the Clean Green & Beautiful funding for street Banner – installation	Carried
Motion: 2024-74 Motion: M. Hurley Second: P. Walkden	
<ol> <li>Board Nomination Committee – Board Executive – Deferred to Jan</li> <li>Create a curated list of questions from the attendees         <ul> <li>Share the Budget survey responses with the membership</li> </ul> </li> </ol>	Deferred Inaction – shared
	on the street would be a positive decision.  Temporary village denial on Myles St – will impact the number of persons causing troubles in the area. Charter and the Human Rights within the Charter Housing has been deemed a human right – municipalities do not have the authority to move anyone in a tent unless you have enough barrier-free accessible housing. Barrier-free accessible units and three designated encampments would allow the Municipality to use bylaws and the ability to execute on lower laws will be unable.  BIA has talked to Barrie about an outreach program – working together for information on the organization providing ambassador support.  2. Ambassador Program – on the agenda until this, or another program similar, is implemented.  3. Coffee with Council – scheduling with the various members of the committee.  Municipal Parking Services Update – Kara  1. Follow up on the plan for RRR loading zones and Accessible parking -  The sign layout to the Red River Road parking allocation is:  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 216 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  The parking hours may adjust – based on the council meeting Monday,  December 8, 2024  Administration  • Board Meeting Schedule – First Tuesday of the Month  o January 14, 2025 and defer February?  Correspondence –  New Business –  1. Banner approval for any minimal overage of approved \$5,000 from the Clean Green & Beautiful funding for street Banner – installation  Motion: 2024-74  Motion: M. Hurley Second: P. Walkden  2. Board Nomination Committee – Board Executive – Deferred to Jan  3. Create a curated list of questions from the attendees

		questions rec'd
9.0	Next Meeting – January 2025	
	Adjournment – 6:30 pm  Motion: 2024-75  Moved by: A. Foulds Seconded by: M. Hurley	Carried