



WATERFRONT DISTRICT

AGENDA

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, March 4, 2025

- INVITED: Peter White, Chair
 John Murray, Vice Chair
 Phil Walkden, Treasurer
 Thomas Trist, Director (Virtual)
 Jordan Calonego, Director (Virtual)
 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: Dana Earle, Deputy City Clerk – City of Thunder Bay
- LOCATION/TIME: Goods & Co – Catered Snacks from off-site.

<https://us02web.zoom.us/j/2781002430?pwd=K2RPSnFqWVdKNityRIB2bTlldnpWZz09&omn=86388803466>

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 Board Code of Conduct Training - Dana Earle, Deputy City Clerk – City of Thunder Bay	
4.0	Approval of Minutes – February 4, 2024– <i>sent electronically</i>	

Item	Description	Action
	<p>Motion: 2025- Moved by: Seconded by:</p>	
5.0	<p>Business Arising from Past Minutes</p> <ol style="list-style-type: none"> 1. Cyber Security - Secured 2. Strategic Planning 3. Board Nominations 4. Board Code of Conduct Training (today) 5. Connaught Square discussion with Waverley Library (TBD) 6. Follow up with members after the AGM – see the email from the ED and discuss edits. 	
6.0	<p>Reports</p>	
6.1	<p>Chair's Report –</p> <ol style="list-style-type: none"> 1. Seagull Contract – Signed 	
6.2	<p>ED Report –</p> <ol style="list-style-type: none"> 1. Growth task Force Update 2. Proposal of options for surplus spend 	
6.2	<p>Finance Committee –Phil</p> <ol style="list-style-type: none"> 1. Sponsorship Requests – <ul style="list-style-type: none"> • Monthly "Gaymes Nights" activities like Diva's Trivia Night and Drag Bingo – Jimmy Wiggins <ul style="list-style-type: none"> • Sponsorship Req: \$500 BIA Bucks • Description of Project/Event: <ul style="list-style-type: none"> • Diva's Trivia Night is a lively event where participants test their knowledge on various themes. For instance, past events have focused pop culture. These trivia nights are co-hosted by local drag performers, adding flair and entertainment to the evening. Teams compete in categories covering quotes, taglines, and general trivia, making for a fun and interactive experience. • Drag Bingo combines the traditional game of bingo with performances by drag artists, creating an entertaining twist on a classic pastime. Participants enjoy multiple rounds of bingo interspersed with performances. • These events are designed to celebrate and support the local LGBTQ+ community, fostering inclusivity and entertainment within the district. • These events are currently being held each month at Lakehead Beer Co. • Description of Recognition: <ul style="list-style-type: none"> • WD BIA logo on promotional materials + social media posts (sponsored by WD BIA) as well as shout outs at each event (prizes generously donated by the WD BIA) <p>Recommendation: \$500 in BIA Bucks with the opportunity to apply again for more events.</p>	

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	<p data-bbox="293 296 472 323">Motion: 2025-</p> <p data-bbox="293 323 667 350">Moved by: Seconded by:</p> <ul style="list-style-type: none"> <li data-bbox="407 394 1117 422">• Northwestern Ontario Regional Science Fair (NWORSF) <ul style="list-style-type: none"> <li data-bbox="521 432 938 459">• Sponsorship Req: \$500 to \$2000 <li data-bbox="407 470 792 497">• Description of Project/Event: <ul style="list-style-type: none"> <li data-bbox="521 508 1263 953">• The Northwestern Ontario Regional Science Fair (NWORSF) is committed to inspiring a passion for science, technology, engineering, and math (STEM) in students throughout Northwestern Ontario. Each spring, we host a two-day science fair that allows students to cultivate their scientific inquiry skills and present their projects to peers and experts from the region. In addition to the fair, we enhance science education in schools by offering guidance, mentoring, and educational resources for teachers, as well as mentorship opportunities for students. A highlight of our event is the selection of a team that represents Northwestern Ontario at the Canada-Wide Science Fair, showcasing our region's talent on a national stage <li data-bbox="407 963 776 991">• Description of Recognition: <ul style="list-style-type: none"> <li data-bbox="521 1001 1263 1331">• As a sponsor, your organization will receive prominent recognition across multiple platforms. Your logo will be featured on our website's homepage and in the sponsorship listing, clearly identified with your sponsorship designation. Additionally, your name will be included in our brochure and on a digital sponsorship wall displayed at the fair. You will also be acknowledged during the awards ceremony and have your logo placed on participation certificates presented to all participants. Furthermore, you may display your organization's banner or other promotional materials at both the fair and the awards ceremony. <p data-bbox="293 1362 1263 1423">Recommendation: Without information on how it benefits the businesses in the area it is recommended the Board deny the request.</p> <p data-bbox="293 1455 472 1482">Motion: 2025-</p> <p data-bbox="293 1482 667 1509">Moved by: Seconded by:</p> <ul style="list-style-type: none"> <li data-bbox="407 1562 922 1589">• Northwestern Ontario Writers Workshop <ul style="list-style-type: none"> <li data-bbox="521 1600 1187 1661">• Sponsorship Req: \$200.00 (BIA Bucks for door prizes, Advertising support) <li data-bbox="407 1671 792 1698">• Description of Project/Event: <ul style="list-style-type: none"> <li data-bbox="521 1709 1230 1871">• Northwestern Ontario Writers Workshop is a charitable organization dedicated to supporting and promoting the writers and writing of Northwestern Ontario. Our annual LitFest connects writers with readers and provides opportunities for regional writers to receive recognition for 	

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	<p>their work and career development opportunities with two days of readings, workshops, a book fair and celebration dinner including the announcement of the annual writing contest winners and a guest keynote speaker. This year, LitFest will be held May 16 and 17 at two WD venues; DefSup (to be confirmed) for a public reading event with guest author Rod Carley, and Goods and Co for our Book Fair, workshops (with Rod Carley, Latitude 46 and Mischievous Books Publishers, and the Ontario Arts Council) and literary awards party.</p> <ul style="list-style-type: none"> • Description of Recognition: <ul style="list-style-type: none"> • WD BIA will be recognized by the Northwestern Ontario Writers Workshop by included the logo/branding material on our website (https://www.nowwwriters.ca/) and on all event promotional material including Facebook Event, posters, and programs. Recognition will also be given to acknowledge support/sponsorship at the LitFest Awards Celebration being held at Goods and Co. <p>Recommendation: Approve \$200 in BIA Bucks for door prizes.</p> <p>Motion: 2025- Moved by: Seconded by:</p> <ul style="list-style-type: none"> • Club culturel francophone de Thunder Bay • Sponsorship Req: \$500 cash • Description of Project/Event: <ul style="list-style-type: none"> • The Northwestern Ontario Regional Science Fair (NWORSF) is committed to inspiring a passion for science, technology, engineering, and math (STEM) in students throughout Northwestern Ontario. Each spring, we host a two-day science fair that allows students to cultivate their scientific inquiry skills and present their projects to peers and experts from the region. In addition to the fair, we enhance science education in schools by offering guidance, mentoring, and educational resources for teachers, as well as mentorship opportunities for students. A highlight of our event is the selection of a team that represents Northwestern Ontario at the Canada-Wide Science Fair, showcasing our region's talent on a national stage • Description of Recognition: <ul style="list-style-type: none"> • Hello, bonjour! For a \$500 sponsorship for our event, we will gladly provide the following: your logo included in our Sponsor reel, posted on our Facebook and Instagram pages; your logo displayed on our website and Facebook cover, until the end of the event; your logo on print ads and programs. More details on available sponsorship packages can be found on our website: https://www.ccftb.ca/sponsorship 	

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	<p>Recommendation: Without information on how it benefits the businesses in the area it is recommended the Board deny the request.</p> <p>Motion: 2025- Moved by: Seconded by:</p> <ul style="list-style-type: none"> • March Midnight Market supported by Goods & Co. <ul style="list-style-type: none"> • Amount: \$750 Cash or BIA Bucks - BIA to cover booth fees for downtown businesses up to 10 booths (\$50/booth) • Bucks/Advertising: \$750 BIA Bucks to cover musician/performer costs, Walleye AD, LED Board • Description of Project/Event: <ul style="list-style-type: none"> • This event is designed to bring our business community together, drive sales, and clear out winter stock—while keeping shoppers warm and engaged. • FREE event to attend! • All Under One Roof: Shoppers will experience the Waterfront District in one exciting, high-energy location. • Community & Visibility: Get in front of new and returning customers, showcase your business, and be part of an event that will only grow bigger in the future. <ul style="list-style-type: none"> • Prizes for shoppers throughout the night! • Pop-Up Food Vendors serving delicious eats. • A Kids Zone to keep little shoppers entertained. • More surprises to be announced! • This is the inaugural year, and we see it as the first step toward expanding March Midnight Market into a full street-front shopping experience in the years to come. Let’s show Thunder Bay what the Waterfront District business community has to offer! • Description of Recognition: <ul style="list-style-type: none"> • The March Midnight Madness event at Goods & Co. Market is designed to energize downtown Thunder Bay by bringing businesses together for a vibrant, late-night shopping experience. This event will directly support the Waterfront District BIA by: <ol style="list-style-type: none"> 1. Increased Visibility for BIA Businesses – Participating businesses will be featured across all promotional materials, including social media campaigns, printed posters, and event acknowledgments, ensuring maximum exposure. 2. Encouraging Foot Traffic & Sales – By aligning with the idea of end-of-season sales, this event will attract both new and returning customers looking for great deals, boosting revenue for local businesses. 3. A Unified Downtown Experience – The event fosters a sense of community among downtown businesses, strengthening collaboration and encouraging more 	

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	<p>businesses to engage in future joint initiatives.</p> <p>4. A Platform for Growth – By showcasing the success of downtown businesses, this event can inspire new entrepreneurs and retailers to consider opening in the Waterfront District, contributing to long-term economic growth.</p> <p>5. Creating a Buzz – A high-energy, late-night shopping experience paired with food, music, and giveaways will make downtown</p> <p>Recommendation: Approval to support marketing efforts. BIA Board to determine BIA Buck or prize giveaways/sponsorship.</p> <p>Motion: 2025- Moved by: Seconded by:</p>	
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <ol style="list-style-type: none"> 1. Request to apply for Clean Green Beautiful Funding to fill out new planters 2. CoTB Red River & Court Revitalization Update – Court St S adjustments 3. FYI - Public art jurying complete – awaiting contracts. 	
6.4	<p>Marketing, Events & Promotion Committee – Maelyn, Tom</p> <ol style="list-style-type: none"> 1. Cruise Ships –<i>market to the crew in 2025.</i> 2. Marketing Plan to go with the budget. <ol style="list-style-type: none"> a. Marketing to the U.S. with the low dollar 	
6.5	<p>Membership Services Committee – Phil</p> <ol style="list-style-type: none"> 1. CRM – Creating an online form for uploads (ongoing) 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 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> <p>Decision to go ahead with Associate Memberships?</p>	
6.6	<p>Safety & Security – Peter, John & Tom</p> <ol style="list-style-type: none"> 1. Chamber Chat w. BIAs, BAs and Mall 2. Connect with Chief Fleury & EMS - <i>will work to develop the relationship further and come up with solutions to keep the area safe and walkable.</i> 3. Ambassador Program – <i>on the agenda until this, or another program similar, is implemented.</i> 4. Coffee with Council – <i>scheduling with the various members of the committee.</i> 	

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6.8	<p>Administration</p> <p>7. Board Meeting Schedule – First Tuesday of the Month potential adjustments for long weekends and holidays.</p> <ul style="list-style-type: none"> ○ April 8, 2025 due to OBIAA Conference ○ May 6, 2025 ○ June 3, 2025 ○ July 8, 2025 (July 1 is Canada Day) ○ August 5 or 12, 2025 ○ September 2 or 9, 2025 ○ October 7, 2025 ○ November 4, 2025 ○ December 2, 2025 	
7.0	<p>Correspondence –</p> <ul style="list-style-type: none"> ○ 	
8.0	<p>New Business –</p>	
9.0	<p>Next Meeting – April 8, 2025, due to OBIAA Conference</p> <p>Adjournment – Motion: 2025- Moved by: Seconded by:</p>	

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