



# WATERFRONT DISTRICT

# MINUTES

The Waterfront District BIA

## BOARD OF MANAGEMENT MEETING

Tuesday, January 14, 2025

INVITED: 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:

REGRETS: Lynn Gray, BIA Bookkeeper  
 Peter White, Chair  
 Jim Comuzzi, Past Chair

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 @ 5:36 pm High Tea Fundraiser event @ Goods & Co.	
2.0	Approval of Agenda  Motion: 2025-01 Moved by: T. Trist      Seconded by: R. Despins	Carried
3.0	Presentations	
4.0	Approval of Minutes – December 3, 2024– <i>sent electronically</i>  Motion: 2025-02 Moved by: M. Hurley      Seconded by: T. Trist	Carried

Item	Description	Action
5.0	<p><b>Business Arising from Past Minutes</b></p> <p>1. Cyber Security for the BIA – Phil</p> <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><i>Review November notes and follow-up with the Board. Bookkeeper has provided proof of insurance. Followed up with CoTB for IT information and was provided link to policies.</i></p> <p><b>Motion: 2025-deferred</b>  Moved by:           Seconded by:</p> <p>2. Strategic Planning – Meeting w/ Caroline Polgrabia from the Ministry of Tourism, Culture and Sport on October 21 to discuss further.</p> <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> <p>3. Discussion with the City Manager re: Ambassador/Outreach Program</p> <p>4. Follow up with members after the AGM – see the email from the ED and discuss edits.</p>	<p>Deferred</p> <p>Update</p> <p>Awaiting Update</p>
6.0	<p><b>Reports</b></p>	
6.1	<p><b>Chair's/ED Report –</b></p> <p>1. Budget Presentation to Council February 3, 2025, pre-consultation with city council and the public January 22, 2025</p> <p>2. Audited Financials – The city has completed their portion of the Audit and the Auditor began their Audit on November 10, 2024 (awaiting response).</p> <p>3. Seagull Program/ Updates – connected with contractors for revised quotes – Attached Quote from Skyline Falconry &amp; e-mail from NorWest Pest (attached emails).</p> <p>Motion to approve NorWest Pest with the maximum budget of \$10,000 for seagull management for the 2025 spring/summer.</p> <p><b>Motion: 2025-03</b>  Moved by: M. Hurley    Seconded by: P. Walkden</p> <p>Begin the transition process from BIA lead Seagull Management to Building owner lead management of seagulls going forward.</p> <p>4. Board Applications –</p> <ul style="list-style-type: none"> <li>• Connor Remus</li> <li>• Frank Marino</li> </ul> <p>Motion to submit the two applicants, who have been interviewed, to City Council for approval to sit on the Waterfront District BIA Board.</p>	<p>Update</p> <p>Update</p> <p>Action</p> <p>Carried</p>



Item	Description	Action
	<p>Waterfront, Teddy Bears Picnic, Live on the Waterfront and Arts and Culture Under the Lights.</p> <ul style="list-style-type: none"> <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> <p>Motion to approve \$1,500 in BIA Bucks and LED Board in-kind Sponsorship for events (~3 Months).</p> <p><a href="#">Motion: 2025-05</a>  Moved by: J. Calonego Seconded by: P. Walkden</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>Motion to approve \$500 in-kind sponsorship and assistance with a road closure, if needed.</p> <p><a href="#">Motion: 2025-06</a>  Moved by: P. Walkden Seconded by: M. Hurley</p> <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</li> </ul>	<p>Carried</p> <p>Carried</p>



Item	Description	Action
	<ul style="list-style-type: none"> <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>Motion to approve \$200 in BIA Bucks</p> <p>Motion: 2025-09            Moved by: J. Murray    Seconded by: T. Trist</p> <p>4. Community Board</p> <ul style="list-style-type: none"> <li>• Looking into an LED screen on a building               <ul style="list-style-type: none"> <li>• Pricing</li> <li>• RFP for location once price is understood</li> </ul> </li> </ul>	<p>Carried</p> <p>Action</p>
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           <ol style="list-style-type: none"> <li>a. Reminder to CoTB the bus stops on Cumberland need to be plowed.</li> <li>b. Reminder to Nadin about Accessible parking spaces on RRR.</li> </ol> </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>	Update/Action
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 – Northern Wilds Ad</li> </ol> </li> </ol>	Action
6.5	<p><b>Membership Services Committee – Phil &amp; T. Trist</b></p> <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>	Follow-up
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> </ol>	Follow-up/ Set reg meeting dates

Item	Description	Action
	3. Coffee with Council – <i>scheduling with the various members of the committee.</i>	
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>	Update
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 February 4, 2025</li> <li>o March 4, 2025</li> <li>o April 1, 2025 (OBIAA Conference)</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>	Follow-up
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> <li>3. Website Updates – section for DRAFT Agendas &amp; Meeting Dates</li> <li>4. Board Code of Conduct Training</li> <li>5. Anything I am forgetting???</li> </ol>	
9.0	<p><b>Next Meeting – January 2025</b></p> <p><b>Adjournment – 7:27 pm</b>  <b>Motion: 2025-10</b>  Moved by: J. Calonego Seconded by: T. Trist</p>	Carried