



WATERFRONT DISTRICT

MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, February 4, 2025

INVITED: John Murray, Vice Chair
 Phil Walkden, Treasurer
 Thomas Trist, Director
 Robyn Despins, Director
 Andrew Foulds, Councillor
 Vacant
 Vacant
 Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Lynn Gray, BIA Bookkeeper
 Maelyn Hurley, Director
 Jim Comuzzi, Past Chair
 Jordan Calonego, Director
 Peter White, Chair

GUEST:

LOCATION/TIME: BIA Office – 204 Red River Road, Unit 213

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @ 5:38pm T. Trist – CLLS	
2.0	Approval of Agenda Motion: 2025-11 Moved by: A. Foulds Seconded by: T. Trist	Carried
3.0	Presentations	
4.0	Approval of Minutes – January 14, 2024– <i>sent electronically</i> Motion: 2025-12 Moved by: A. Foulds Seconded by: P. Walkden	Carried

Item	Description	Action
5.0	<p>Business Arising from Past Minutes</p> <p>1. Cyber Security for the BIA – Phil</p> <ul style="list-style-type: none"> ○ Westland requoted and presented current insurance as well as Cyber Insurance options. ○ Bookkeeper provided proof of insurance as per November Req. Approval of Insurance w/ Westland for Cyber Security. <p>Motion to approve the minimum package with Westland for cyber security.</p> <p>Motion: 2025-12 Moved by: P. Walkden Seconded by: R. Despins</p> <p>2. Strategic Planning – Follow up w/ Caroline Polgrabia from the Ministry of Tourism, Culture and Sport.</p> <ul style="list-style-type: none"> ○ <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> <p>3. Board Nomination Committee – Board Executive to interview second week of February.</p> <ul style="list-style-type: none"> ○ Michelle Scott ○ Marcella Vallelunga <p>4. Board Code of Conduct Training (March 4, 2025)</p> <p>5. Connaught Square discussion with Waverley Library (TBD)</p> <p>6. Follow up with members after the AGM – see the email from the ED and discuss edits. (sent)</p>	<p>Carried</p> <p>Action</p> <p>Action</p> <p>Reminder</p> <p>Ongoing</p>
6.0	<p>Reports</p>	
6.1	<p>Chair's/ED Report – (Kara)</p> <p>1. Budget Presentation to Council February 3, 2025, update on 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 – NorWest Pest has been informed, awaiting paperwork.</p> <p>4. Board Applications – to be presented to Council February 24, 2024</p> <ul style="list-style-type: none"> ● Connor Remus ● Frank Marino <p>Additional applications – Interview dates to be set.</p> <ul style="list-style-type: none"> ● Michelle Scott ● Marcella Vallelunga 	<p>Update</p> <p>Ongoing</p> <p>Action</p> <p>Update</p>
6.2	<p>Finance Committee –Phil</p> <p>1. 2025 Budget – Budget Presentation to Council Feb 3, 2025</p> <p>2. Financials –</p> <ul style="list-style-type: none"> ● Update on Audit? – Bookkeeper following up with BDO/MNP <p>3. BIA Gift Certificate Purchases – Use of CC to purchase, who pays the fees?</p>	<p>Update</p> <p>Ongoing Discussion</p>

Item	Description	Action
	<p><i>Research Payment Systems for Credit Cards, the BIA will absorb the cost for the first year to determine the appetite (cost to come from the Marketing budget).</i></p> <p>4. Outstanding BIA Bucks – Auditor and CoTB inquiring about redemptions of 2022 and earlier. Send a reminder to businesses that there is an expiry date and the BIA is asking they submit their BIA Bucks from the previous year in the next year’s first quarter. At some point the BIA will stop accepting expired BIA Bucks.</p> <p>5. Sponsorship Requests –</p> <ul style="list-style-type: none"> • Canadian Lighthouses of Lake Superior (CLLS) – Paul Morralee <ul style="list-style-type: none"> • Sponsorship Req: \$250 BIA Bucks • Description of Project/Event: <ul style="list-style-type: none"> • The lighthouse greets 500 tourists annually who arrive by charter boat, again this year Sail Superior's Rocket with another 80 patrons. The lighthouse group would use the BIA buck to reward visitors to Porphyry or use the BIA bucks to leverage further funds for example at a fundraising event, where by the BIA bucks are given out as a door prize.- Recognition plaque from the City (2025) • Description of Recognition: <ul style="list-style-type: none"> • The Waterfront BIA logo will continue to be present on the visitor experience sign located on the Thunder Bay Main Kiosk (model) at Prince Arthur's Landing, which will see this year accompanied by a brochure dispenser to answer any visitor's questions. The BIA's logo would be seen on our fundraising dinner posters of which we create for 70 locations around town. We will address at sometime the BIA's help in facebook posts prior to our fundraising events and Chronicle Journal - weekly summer Lighthouse Dispatches Column. <p>Recommendation: In line with 2024 - \$250 in BIA Bucks</p> <p>Approve \$250 BIA Bucks for the CLLS in line with their ask and the 2024 sponsorship.</p> <p>Motion: 2025-13 Moved by: P. Walkden Seconded by: R. Despins</p>	<p>Discussion</p> <p>Carried</p>
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <ol style="list-style-type: none"> 1. Flowers for 2025 are Pink & Orange with Neon Greens 2. CoTB Red River & Court Revitalization Update – N/A ATM 3. FYI - Public art jurying complete – contracts are being written and sent and a public announcement will go out once everything is signed. 	<p>Update</p> <p>Update</p>
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> 	

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	2. Marketing Plan to go with the attached budget. a. Marketing to the U.S. with the low dollar (Ads in Northern Wilds)	
6.5	Membership Services Committee – Phil 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>	Action – P. Walkden to resend info.
6.6	Safety & Security – Peter, John & Tom 1. 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> 2. Ambassador Program – <i>on the agenda until this, or another program similar, is implemented.</i> 3. Coffee with Council – <i>scheduling with the various members of the committee.</i>	
6.7	Municipal Parking Services Update – Kara 1. Request to adjust this section to Growth Task Force updates. 2. Discussion re cars parking outside of loading zones on Red River Road – Awaiting installation of no stopping/parking signs to enforce appropriately.	Approved Action
6.8	Administration 7. Board Meeting Schedule – First Tuesday of the Month potential adjustments for long weekends and holidays. <ul style="list-style-type: none"> ○ March 4, 2025 ○ April 1, 2025 (adjust for OBIAA) ○ 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	Correspondence –	
8.0	New Business –	
9.0	Next Meeting – March 4, 2025	

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	Adjournment – 7:17pm Motion: 2025-14 Moved by: P. Walkden Seconded by: A. Foulds	Carried