



# WATERFRONT DISTRICT

# AGENDA

The Waterfront District BIA

## BOARD OF MANAGEMENT MEETING

Tuesday, April 8, 2025

INVITED: John Murray, Vice Chair  
 Phil Walkden, Treasurer  
 Peter White, Past Chair  
 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 – Catered Snacks from off-site.

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 – March 4, 2024– <i>sent electronically</i>  Motion: 2025- Moved by:      Seconded by:	
5.0	Business Arising from Past Minutes	

Item	Description	Action
	<ol style="list-style-type: none"> <li>1. Strategic Planning</li> <li>2. Board Nominations</li> <li>3. Connaught Square discussion with Waverley Library - Hold</li> <li>4. Follow up with members after the AGM – see the email from the ED and discuss edits.</li> </ol>	
6.0	Reports	
6.1	<b>Chair's Report –</b> <ol style="list-style-type: none"> <li>1. Seagull Contract – Signed Begins week of April 14</li> <li>2. OBIAA Conference</li> </ol>	
6.2	<b>ED Report –</b> <ol style="list-style-type: none"> <li>1. Growth Task Force Update</li> <li>2. Proposal of options for surplus spend</li> </ol>	
6.2	<b>Finance Committee –Phil</b> <ol style="list-style-type: none"> <li>1. Financial Statements</li> <li>2. Sponsorship Requests –</li> </ol>	
6.3	<b>Infrastructure/Beautification Committee – John &amp; Tom</b> <ol style="list-style-type: none"> <li>1. Clean Green Beautiful Funding Update</li> <li>2. CoTB Red River &amp; Court Revitalization Update – Court St S adjustments</li> <li>3. FYI - Public art jurying complete – awaiting contracts.</li> </ol>	
6.4	<b>Marketing, Events &amp; Promotion Committee – Maelyn, Tom</b> <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 budget. <ol style="list-style-type: none"> <li>a. Marketing to the U.S. with the low dollar</li> </ol> </li> </ol>	
6.5	<b>Membership Services Committee – Phil</b> <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	<b>Safety &amp; Security – Peter, John &amp; Tom</b> <ol style="list-style-type: none"> <li>1. Chamber Chat w. BIAs, BAs and Mall</li> <li>2. 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> </ol>	

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

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