



**The Waterfront District BIA  
BOARD OF MANAGEMENT MEETING**

**Tuesday, August 1, 2017**

ATTENDEES:                    Jim Comuzzi, Chair                    Peter White, Director  
    Jolene DesRosiers, Director        Andrew Foulds, Councillor  
    Maelyn Hurley, Director            Colleen Kenna  
    Sandy Herron, Director

GUESTS:                        Ania Berezowski, BDO Canada LLP  
    Stephanie Ash, Firedog Communications

REGRETS:                        Dave Richard, Director                Paul Pugh, Councillor  
    Lynn Gray, Bookkeeper

LOCATION/TIME:                Rooster’s Bistro; 5:30 pm

Item	Description	Action
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**1.0 MEETING CALL TO ORDER & DISCLOSURES OF INTEREST**

Meeting called to order at 5:35 pm. There were no disclosures of interest declared at this time.

**2.0 APPROVAL OF AGENDA AS PRESENTED – Jim**

The agenda for the August 1, 2017 meeting be approved as presented.

Moved by: A. Foulds    Seconded by: J. DesRosiers                    Carried.

**3.0 2016 YEAR-END FINANCIALS PRESENTATION – Anja** Info

Ania reviewed the year-end financial statements.

Andrew inquired about internal controls and if any improvements were needed. He further said the minutes record motions on the dollars spent, continues to be clean and the directors are protected.

Anja said everything is tracked properly. She stated the invoices are reviewed and approved with initials and cheques with signatures of those with signing authority. For the prior year, only one invoice had HST not claimed. For the payroll system – only one timesheet was missing the manager’s approval although the Board had approved the source deduction sheet.

Jim thanked Anj for presenting the financials to the Board.

Item	Description	Action
<b>4.0</b>	<b>MARKETING &amp; PROMOTION STRATEGIES – Stephanie</b>	
	Stephanie presented on the new marketing strategies. This includes promoting the WD BIA at a higher level as a destination to do business and in turn the individual businesses would flourish.	Info
	<u>New Website:</u>	
	Stephanie and her team designed and built a new website using word press. Also engaged the services of Damien Gilbert from Epica for the photos for the new site.	Info
	Some of the enhancements include a new section What’s Happening highlighting upcoming events in the WD BIA, changing the wording of membership directory to business directory, and promoting “shop.eat.play” instead of shop.dine.play. Each section, shop/eat/play will have some interesting photos and feature 5 businesses under the category. The featured businesses will be changed out quarterly.	Info
	The new branding strategy’s theme of “life outside the box” includes “shop outside the box”, “eat outside the box” and “play outside the box”. More information on this to be rolled out with the integrated fall marketing campaign.	Stephanie
	Andrew commented the focus of the Waterfront being a destination and community was well done – good messaging for the BIA area. Peter mentioned with having a business downtown, possibly include come - enjoy and open a business – work outside the box. Sandy suggested keeping “stay” as part of the marketing taglines as the spin-off is good for the BIA.	Info
	The Board reviewed “stay” and if it made better sense to place under “play” as a general experience. Stephanie will look into another way to incorporate stay on the new website.	Stephanie
	The soft launch of the website is planned for next week with the official launch in early September. The 2017/2018 marketing/branding campaign is also being finalized.	Stephanie

Item	Description	Action
	<u>Facebook/Instagram</u>	
	Previously the WD BIA FB had lots of good content and low engagement. Stephanie suggests shifting the focus to promoting the WD BIA as a whole with human experience stories and showing the value of being part of the BIA. BIA members will be encouraged to share (tag) their posts to the WD BIA FB page. The FB stats will be sent monthly to the Board.	Stephanie
	Instagram will also be utilized to promote the BIA. Paid advertising for FB and Instagram will be started in August to increase followers.	Stephanie
	<u>Other</u>	
	Maelyn inquired about BIA gift certificates to be promoted. Jim mentioned about developing a BIA app.	Info
<b>5.0</b>	<b>APPROVAL OF THE MINUTES</b> – July 11, 2017 - <i>sent electronically</i>	
	Moved by: J. DesRosiers      Seconded by: M. Hurley      Carried.	
<b>6.0</b>	<b>FINANCIALS</b>	
6.1	Approval of the Financial Reports – month end July 31, 2017	Deferred
	<ul style="list-style-type: none"> <li>Due to the timing of the meeting, the July financials will be sent out for the September meeting.</li> </ul>	
<b>7.0</b>	<b>BUSINESS ARISING FROM PAST MINUTES</b>	
7.1	Culture Days Presentation from L. Montgomery to be emailed to Membership	Completed
7.2	Budget 2018	Jim/Lynn
	Jim reminded everyone to submit their wish lists for the 2018 budget asap. The submission is due to the City by Sep 8/17.	
7.3	Requests for Sponsorship – updated spreadsheets – <i>sent electronically</i>	Info
7.4	Treasurer Position	Deferred
7.5	Photocopier Lease	Peter
	Peter to set up a meeting with Xerox to review options available.	

Item	Description	Action
7.6	Board Governance	Jim/Peter
	<u>Training</u>	
	<p>Peter advised that the original constitution – bylaw from 1982 has little details and could be developed to become the operating procedures. We have an OBIAA template of a draft constitution (operating guidelines) which includes procedures for a meeting, quorum, budgets, strategic plan, etc. Peter also suggested adopting a board package/orientation to help potential and new board members understand the role, responsibilities and expectations of a Board member and be given a copy of the BIA's strategic plan.</p>	Peter/ Colleen
	<p>All agreed to engage Kay Matthews from the OBIAA for the governance training session. Training is scheduled for Tues Sep 26 from 4:30 to 8:00 pm.</p>	
	<p>Moved by: Sandy Herron      Seconded by: M. Hurley      Carried.</p>	Info
	<p>Kristina Belanger from Ft. Wm. District BIA will join us for the governance training.</p>	Info
	<p>Maelyn proposed to hold the training session at the lounge at the Chanterelle. This will be reviewed at the next meeting.</p>	Maelyn
	<u>Policies – Draft</u>	
	<p>Some draft documents (Health &amp; Safety, Respectful Workplace, Code of Conduct) were emailed previously. These documents will be edited for the Board. The BIA is required to have specific employment policies when hiring an employee. Where possible one document would be created to cover off a Board member, an employee and subcontractors. Peter suggested everyone review these documents before the next meeting. Peter and Colleen to review these documents further.</p>	Peter/ Colleen
7.7	Marketing & Promotions Chair	Deferred
7.8	OBIAA Conference update – to be <i>distributed at the meeting</i>	Deferred
7.9	Board Member Application – Frankie Lesnick – on hold until Nov.	Deferred
7.10	Group Photo of Board Members	Deferred

Item	Description	Action
<b>8.0</b>	<b>REPORTS</b>	
8.1	Chair's Report	
	<ul style="list-style-type: none"> <li>a. Seagull Management program - ongoing <ul style="list-style-type: none"> <li>o Kym to present on falconry program – Sep 5/17</li> </ul> </li> </ul>	
	<i>Subsequent to the meeting, Kym was invited to present at the Oct 3/17 meeting.</i>	Info
	<ul style="list-style-type: none"> <li>b. Tourism Exemption – Administration reviewing exemption for other business districts. Colleen to follow up with Paul Pepe.</li> </ul>	Colleen
	<ul style="list-style-type: none"> <li>c. Overpass Clean Up &amp; Parking – letter to K. Ball</li> </ul> <p>Will be reviewed at next meeting.</p>	Deferred
	<ul style="list-style-type: none"> <li>d. Windows Display</li> </ul> <p>Jim hopes to secure center window – waiting for call back from K. McDowell.</p>	Jim
	<ul style="list-style-type: none"> <li>e. Directional Drilling on Red River Road/St Paul Street – letter to Bell and copy to J. Piccinin, City</li> </ul> <p>Will be reviewed at next meeting.</p>	
	<ul style="list-style-type: none"> <li>f. Tree Maintenance &amp; Lights – meeting with Mike Dixon and letter to Cory Halvorsen.</li> </ul> <p>Jim met with Mike Dixon, Forestry from the City. City can help with pruning the trees yet the trees lights need to be removed beforehand.</p>	Info
	<p>Colleen to arrange a meeting between Cory, Mike, Jim and Sandy to review trees and tree lights.</p>	Colleen
	<ul style="list-style-type: none"> <li>g. Meeting with KKETS Executive Director</li> </ul>	Colleen
	<ul style="list-style-type: none"> <li>h. Shaw TV Interview on Ribfest – link to the interview was emailed.</li> </ul>	Info
8.2	Construction & Beautification Committee	
	<ul style="list-style-type: none"> <li>a. Beautification <ul style="list-style-type: none"> <li>o Maintenance Technician</li> </ul> </li> </ul>	Jim/Sandy
	<p>Blair has been cleaning weeds, cutting grass (Black Pirates Pub/Blueberry Hill), sweeping sidewalks and picking up the litter. He is doing a great job.</p>	

Item	Description	Action
	<ul style="list-style-type: none"> <li>o Tree lights / banners / tree guards</li> </ul> <p>Some tree guards need to be replaced – an inventory needs to be done. There are 4 trees on Cumberland Street with no lights. Cost is \$500 per large tree.</p>	Sandy
	<ul style="list-style-type: none"> <li>o Gridlink retainer – on hold</li> </ul>	Deferred
	<ul style="list-style-type: none"> <li>o Garbage container – remove item from agenda</li> </ul>	
	<ul style="list-style-type: none"> <li>o Ribfest – clean up crew</li> </ul> <p>Maelyn to organize shifts for clean-up and garbage duty for Cumberland, Red River, Court and St. Paul. Colleen to purchase garbage bags and gloves.</p>	Sandy Maelyn/ Colleen
	<ul style="list-style-type: none"> <li>o Rock Sculpture – Jim to find out about a plaque from Don Bayes.</li> </ul>	Jim
	b. Ambassador Program	Sandy
	<ul style="list-style-type: none"> <li>o Completed member forms: 40</li> <li>o Update from all Ambassadors on their forms</li> </ul>	All
8.3	Tourism	Deferred
8.4	Marketing & Promotion Committee	
	a. Restaurant Liaison – Alex Bono, Red Lion Smokehouse - Meeting to be set up in September.	Jim/Maelyn
	b. Social Media Calendar	Deferred
8.5	Events Committee	
	a. Ribfest - Aug 25-27 - fyi	Info
	b. Bill Boards	Deferred
	c. Patios – Maelyn to prepare summary for Board’s review.	Maelyn
8.6	Membership Committee	
	a. Associate Members – meeting to be set up in the fall.	Maelyn
8.7	Crime & Security	n/a

Item	Description	Action
<b>9.0</b>	<b>New Business</b>	
9.1	Lyceum Building	
	Sandy mentioned the broken window at the Lyceum. Colleen to follow up with City on this.	Colleen
	<i>Subsequent to the meeting, Colleen called City Dispatch to advise on the broken window.</i>	
9.2	In-Common	
	Sandy advised that In Common's garbage isn't always picked up. Colleen to inquire with City on process.	Colleen
9.3	Annual General Meeting for Membership	
	Maelyn to have quotes prepared on cocktail style or dinner. Tentative date: Nov 28/17.	Jim/ Maelyn
9.4	Volunteer List from Member Profile Form – <i>sent electronically.</i>	Deferred
10.0	ADJOURNMENT: 7:55 pm	
11.0	NEXT MEETING: Tues. Sep 5, 2017; Sandy Herron's	