

## **MINUTES**

## The Waterfront District BIA

## **BOARD OF MANAGEMENT MEETING**

Tuesday, April 3, 2018

ATTENDEES: Jim Comuzzi, Chair

Maelyn Hurley, Vice Chair Dave Richard, Treasurer Jolene DesRosiers, Director

Peter White, Director Paul Pugh, Councillor Andrew Foulds, Councillor Lynn Gray, BIA Bookkeeper

Colleen Kenna, Recording Secretary

REGRETS: Sandy Herron, Director

GUESTS: Susanne Bragg, Causeway Insurance

James Nigro, MARS. Clothing

LOCATION/TIME: Rooster's Bistro, 5:30 pm

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest The Meeting was called to Order at 5:33 pm. There were no disclosures of interest declared at this time.	
2.0	Approval of Agenda Motion 2018-21 Moved by: J. DesRosiers Seconded by: M. Hurley	
	The agenda for the April 3, 2018 meeting be approved as presented.  Carried.	
3.0	Approval of Minutes – March 6, 2018 – sent electronically Motion 2018-22	
	Moved by: D. Richard Seconded by: J. DesRosiers The minutes of the March 6, 2018 meeting be approved as distributed. Carried.	
4.0	Approval of Board Member Application from Susanne Bragg – sent electronically.  Motion 2018-23	
	Moved by: J. DesRosiers Seconded by: M.Hurley That Susanne Bragg be appointed to the WD BIA Board for the remainder of the term expiring December 2018. Carried.	

Item	Description	Action
	Subsequent to the meeting, S. Bragg's Board application was sent to the City Clerk's Clerk for review at Council's next closed session.	
5.0	Business Arising from Past Minutes	
5.1	OBIAA Conference Maelyn to prepare a summary of the Conference learnings and present at the May Board Meeting.	Deferred
6.0	Reports	
6.1	Chair's Report – Jim	
	Video for the Not-For-Profit Excellence Award submission – the video has been posted to the WD FB Page.	Info
	Subsequent to the meeting, the Salvation Army Journey to Life Centre was the recipient for the 2018 TBCC Not For Profit Excellence Award.	
	Seagull Management Program – revised contract, management plan and service agreement – sent electronically.	
	Motion 2018-24  Moved by: D. Richard Seconded by: M. Hurley Approval of the revised contract from Skyline Falconry – start Apr 2/18 and end Aug 31/18 for a revised fee of \$18,094 plus HST at the noted nine locations.  1) 4A Court Street South (Ruttan Building) 2) 202 Red River Road (Tomlin Building) 3) 214 Red River Road (Gillons Insurance) 4) 234 Red River Road (previous Treasure House) 5) 250 Red River Road (Pawn City) 6) 251 Red River Road (Eaton's Building) 7) 17 Cumberland Street North (Prince Arthur Hotel) 8) 1 Cumberland Street South (White Mcgillivray Lester)	
	9) 2 Cumberland Street South (CIBC) Carried.  The land authorization forms granting roof access will be sent to property	Info
	owners. (Kym/Colleen)  3. Trees, Tree Lights & Tree Guards a. City Parks and other Departments carried out a preliminary review on the options to support the BIA decorative lighting. Many of the existing poles	
	have receptacles built in high up on the poles while the capacity to use for decorative lighting needs is to be confirmed.	Info

Item		Description	Action
		b. Cory provided the WD BIA a copy of the BIA lighting infrastructure drawings. These drawings were sent to Gridlink. Jason from Gridlink will assist the BIA with options.	Info
		c. Suzan from Perfect Fit and Candi from Mapletops have requested the tree lights be repaired on their section of Court Street.	Deferred
		Subsequent to the meeting, an email was sent to the BIA Members advising that the power to the tree lights has been disconnected. A meeting was held with Cory Halvorsen, Jason Richard and Jim Comuzzi. Jason will assess the BIA system and will advise which parts could be maintained. He will also provide options on the flood lights that may be added to the 30-35 street light poles. The City via Cory will work towards ensuring the street lights and the lights mid-way done the poles are all working by mid-June.	
	4.	Tourism Exemption – status of application – follow up required.	Deferred
		Subsequent to the meeting, P. Pepe advised that he will be presenting on the tourism exemption to Council mid-May.	
	5.	Corporate Sponsors package – previously emailed to the Board. The new Coordinator will be tasked with follow up on our 12 requests for corporate sponsorship.	Deferred
	6.	Eaton's Building Main Window – the BIA's logo to be added.	Deferred
	7.	Xerox copier – the lease has been transferred and copier has been moved to HPG. This item is to be removed from the minutes.	Complete
	8.	Eaton's Bldg – local artist Crystal Belenger - Discussion on inviting artists to design three panels at the former Eaton's building after reviewing with owner of the building.	Jim/Dave
	9.	Promotional Banners – purchase complete: Outdoor (3X10) \$169 and Expo Roll-Up Display \$470 = \$639 plus HST - Motion 2018-10: the budget was set at \$1,500.	
		Approval to revise Motion 2018-10 to maximum of \$1,800 for the purchase of three additional roll up displays for the Pagoda, Terry Fox and Pigeon River. Three quotes were received.	
		Revised Motion 2018-10  Moved by: D. Richard Seconded by: M. Hurley  Approval to increase total budget to \$1,800 with the additional purchase of three roll up displays for the Pagoda, Terry Fox and Pigeon River for \$900 plus HST from Shout Media. Carried.	

Item	Description	Action
	10. Ribfest 2018 – location will remain at Casino's Parking Lot.	Info
	11. Restaurant Liaison	Deferred
	12. CEDC's Business Retention Expansion Survey Results:	Info
	<ul> <li>20 businesses participated in the initiative; 21% participation rate; CEDC has 95 businesses listed</li> <li>Owners scored the Waterfront 4.25 out of 5 solidfying it was a "good" place to do business.</li> <li>74% choose to lease while 26% own their building.</li> <li>Owners wish a greater emphasis on beautification needs and that further improvements should be made to parking in the area.</li> <li>Also expressed the need for the BIA to continually improve the Waterfront District's walkability and to continue make the area a destination.</li> <li>Path forward:</li> <li>Short-term - increase City maintenance efforts in the cleaning of the debris.</li> <li>Increase the amount of snow bank removals during the winter months.</li> <li>Promotion of financial assistance programs (planning and building fee grant program and tax grant rebate program).</li> <li>Long-term: find a suitable tenant or project for the Eaton's Building, evaluate property tax rates, repair main roads within the core, and educate the public on walkability and parking in the downtown core.</li> </ul>	
	The Waterfront District BIA's website includes parking maps for the downtown north core.	Info
	Andrew to follow up on vacancies – Lyceum Building.	Andrew
6.2	Construction & Beautification Committee – Sandy	
	Banners Installation	
	There are no banners on Cumberland Street South and some banners need to be replaced. An assessment will be carried out on the number of banners to be installed and replaced along with type of brackets and total cost.	Sandy
	Rock Sculpture – plaque to be located. (Colleen)     Subsequent to the meeting, the rock sculpture has been vandalized.	Info
	Deficiency Report – roads, curbs, sidewalks - meeting to be set up with Brad Adams, Roads Manager and other City Departments	Deferred

Item	Description	Action
	4. Street Signs – proposed design to be sent for City's review	Deferred
	5. Building Plaques – Heritage Standards to be reviewed	Deferred
	6. Façade Improvement	Deferred
	7. Garland – taken down – item to be removed from the agenda.	Complete
	8. Planters & Flowers – <i>quotes sent electronically</i> . Planters & Flowers Budget 2018: \$8,020	
	Motion 2018-25  Moved by: M. Hurley Seconded by: P. White Approval of \$5,580 plus HST for the supply of planting materials, potted spring plants, delivery to locations, pick up of planters in the fall and storage:  • Creekside Nursery – 24 for \$3,840 plus HST  • Bill Martin's Nurseryland – 13 for \$1,740 plus HST Carried.	
	Subsequent to the meeting, additional planters to be ordered as reviewed at the Special Meeting held April 23, 2018.	
	Revised Motion 2018-25 to include:	
	<ul> <li>a. order of 8 new planters at \$230 each for approx. delivery Sep 2018 at \$1,840 plus HST (4 black &amp; 4 terra cotta)</li> <li>b. cost of planting for 8 planters (the planters to be loaned from Bill Martin's) at \$105 each for a total of \$840 plus delivery, placement and pickup at \$375 total for items a. and b. at \$3,055 plus HST total cost for planters &amp; flowers for 2018: \$8,635 plus HST</li> </ul>	
6.3	Finance Committee – Dave	
	<ol> <li>Approval of the Financial Report – to be sent electronically.         Motion 2018-26         Moved by: P. White Seconded by: J. DesRosiers         To approve the Financial Report for month ending March 31, 2018.         Carried.     </li> </ol>	
	<ul> <li>2. Funding</li> <li>a. Trillium Fund (Lynn) – to be removed from the agenda</li> <li>b. NOHFC / HRDC (Colleen)</li> </ul>	Deferred

Item		Description	Action
	C.	Canada Summer Jobs Program – application for Ambassadors /Maintenance Workers was submitted on Feb 9/18. Waiting for notification on our application.  Subsequent to the meeting, the WD BIA received funding for the Ambassador positions!	Info
	d.	Maintenance Technician/Ambassador positions – one position was budgeted for at \$9,544.08. A job ad will be posted asap.  Motion 2018-27  Moved by: A. Foulds Seconded by: P. White To approve the hire of one ambassador/maintenance person. Carried.	
		Subsequent to the meeting, at the April 23, 2018 Special Meeting, the Board approved the hire of a temporary maintenance technician, Jasmine Foley for the period Apr 23 to 30.  Revised Motion 2018-27  Moved by: J. DesRosiers Seconded by: M. Hurley Carried.	
	3. Re	equests for Sponsorships – sent electronically.	
	a.	Motion 2018-28  Moved by: J. DesRosiers Seconded by: M. Hurley  To approve the sponsorship of \$300.00 in BIA Bucks for the Alzheimer  Society of Thunder Bay – The Walk for Alzheimer – May 26/18.  Carried.	
	b.	Motion 2018-29  Moved by: M. Hurley Seconded by: J. DesRosiers  To approve the sponsorship of \$500 in BIA Bucks to Canadian  Lighthouses for their fundraiser May 4/18.  Carried.	
	C.	Motion 2018-30  Moved by: P. Pugh Seconded by: D. Richard To approve the sponsorship of \$500 in BIA Bucks for the Alexander Henry Grand Opening. Carried.	
	d.	City of Thunder Bay – Events – BIA Bucks \$1,500 – deferred	

Item	Description	Action
	e. Motion 2018-31  Moved by: P. White Seconded by: D. Richard  To approve the cash sponsorship of \$1,000 to Craft Revival event on  May 6/18 with the WD BIA's logo to be included on the tote bag.  Carried.	
	4. BIA Credit Card – all agreed to apply for a credit card.	Lynn
6.4	Governance Committee – Peter	
	Review of Strategic Plan	Deferred
	2. Operating Procedures – Constitution – update to include:	Info
	<ul> <li>a. AGM requirements &amp; Annual Report</li> <li>b. Board Members terms of reference – roles &amp; responsibilities</li> <li>c. Board vacancies during term</li> <li>d. Elections</li> <li>e. Associate Members</li> <li>f. Agendas, minutes</li> </ul>	
	Meeting Notes from the Constitution Review Meeting – to be distributed separately.	Deferred
	City Insurance includes BIA – waiting on confirmation from John Hannam. (Colleen)	Deferred
	The redline version will be circulated to members to vote on the draft as amended.	Peter/ Colleen
	Jim requested that the constitution also include that the past chair be a voting member of the board.	Info
	3. Policies, Procedures & Guidelines	Deferred
	<ul> <li>a. Procurement/Purchasing</li> <li>b. Personnel</li> <li>c. Land ownership</li> <li>d. Documents – retention policy</li> <li>e. Social Media</li> <li>f. Associate Members Policy and Fees</li> <li>g. Health and Safety Policy – draft completed</li> <li>h. Board Members (&amp; Staff) of Conduct – draft completed</li> <li>i. Sponsorships/Donations Guidelines and request form – posted on website – to be sent to the City at a later date</li> </ul>	

Item	Description	Action
6.5	Marketing & Promotion Committee – Maelyn	
	Social Media - Facebook Posts – Firedog/Colleen	Ongoing
	2. Website Phase 2 – For Members Only/Corporate Sponsors (Colleen/Firedog)	Info
	Subsequent to the meeting, a media/news subpage under the About section has been added to include radio interviews, media releases, job postings, meeting minutes and sponsorship info.	
	3. BIA App (on hold)	
	4. Firedog Communications Media Buy Package (Jim)	
	<ul> <li>a. Media Buy Package 2017 – update March 26/18 – sent electronically.</li> <li>b. Proposed 2018 Marketing / Media Buy package from Firedog Communications – will be available for the May meeting.</li> </ul>	Deferred
	<ul> <li>c. Live Outside the Box Spring Scavenger Hunt (Jim) – Kara taped Around Town, promoted via email, FB and website, promotional material delivered to BIA businesses.</li> </ul>	Info
	d. Urban Infill – April 7 – new roll up banner to be displayed at a central location (Colleen)	Info
6.6	Membership Services Committee – Maelyn	
	Ambassador's Meeting – meeting to be scheduled	Sandy
	2. New Members Welcome Letters (Colleen)	
	3. Website Business Directory updates – ongoing (Colleen)	
	a. New Members since AGM:	
	<ol> <li>La Poutine (16 St. Paul St)</li> <li>Noorden Massage Therapy &amp; Rehab (Suite 204 – 8A Cumberland St N)</li> <li>Hello Gorgeous Nail Salon</li> <li>The Sign Guys</li> <li>The Thunder Bay T-Shirt Company</li> <li>The Coin Shack</li> <li>Wink Beauty Studio</li> <li>Dubinsky &amp; DeBakker</li> <li>Korkola Design (30 St. Paul St, May 1st)</li> <li>Above Crime</li> </ol>	

Item	Description	Action
	b. Businesses that have Closed / Moved Out of the BIA:	
	<ol> <li>Anne's Touch of Class</li> <li>Blueberry Hill</li> <li>The Walleye</li> <li>The Second Look</li> <li>Acuro Interior Design</li> <li>Lock Stitch Fabrics (end of March)</li> <li>Locomotion (end of April)</li> <li>McKenzie Professional Services (end of March)</li> <li>Mortgage Alliance (end of April)</li> </ol>	
	4. Associate Members – Policy & Fees	
	<ul> <li>a. Tentative list has 35 businesses</li> <li>b. geographical area to be reviewed and an updated business listing to be provided for the Board's review – (new Coordinator)</li> <li>c. email from OBIAA on not-for-profit &amp; seasonal businesses fees was reviewed</li> <li>d. invite letter and application form are ready; invites to be sent out to potential associate members in early May</li> <li>e. text for an associate member brochure to be sent to Firedog (Colleen)</li> <li>f. letter, application form and brochure to circulated to the Board (Colleen)</li> </ul>	Info Info Info
	g. approve associate member fees at \$300 per year – propose first invoice be from May 1/18 to Dec 31/19 – includes first year prorated May 1/18 to Dec 31/18 at \$200 and second year at \$300	
	Motion 2018-32  Moved by: A. Foulds  Seconded by: D. Richard  To approve the annual Associate member fees at \$300 with the fees for 2018 at \$200 for the period May 1 to Dec 31.  Carried.	
	Subsequent to the meeting, the Board reviewed the Associate Member brochure at the Special Meeting held Apr 23.	
	Revised Motion 2018-32  Moved by: M. Hurley Seconded by: S. Herron  To approve the draft Associate Member brochure distributed by email.  Carried.	
	5. Recruit Volunteers	Ongoing
	6. Monthly/Bi-monthly BIA newsletter	Deferred

Item	Description	Action
	7. Guidelines for sharing member promotions by email. Current plan is for members to share their posts to the WD BIA FB page. Further discussion at a future meeting.	Deferred
6.7	Special Events Committee - Maelyn	
	Craft Revival VIII – Spring Edition – May 6/18 –BIA roll up display and scavenger hunt to be promoted – 15 venues	Info.
	<ul> <li>Events Meeting (Feb 13)</li> <li>update on patios initiative – Kayla Dixon from the City is reviewing</li> </ul>	Info
	requirements for application process; BIA can distribute, tentative months  June to Sep – expect City to advise later this month	
	Committee also seeking volunteers for Craft Revival, Spring Clean Up and Ribfest	Info
	3. Spring Clean Up – date to be set – to include two classes from Superior CVI	
	4. Ashtrays – to be installed – complete through Eco Superior's program	
	5. Shannon from Eco Superior to be invited to a meeting.	
6.8	Safety & Security – Jim	
	Joint Partnerships with City, Parking Authority, Police, BIAs  – walkway, parkade, events, tentative loitering by-law (currently on hold)	
	<ol> <li>Crime Prevention Council Presentation from March 6/18 meeting - Further information to be shared when received:</li> </ol>	Info
	Crime Prevention Council's information to be distributed to all BIA's and business districts	
	BIA to complete application for the RESPECT initiative	
	<ol> <li>the possibility of the community safety ambassadors can be designated to the WD BIA for one or two days a week during</li> </ol>	
	summer 4) if the Safety & Security Specialist could provide CPTED training on environmental design	
	<ul> <li>5) other info / tools for property owners/businesses could complete their own self-audit form</li> </ul>	
	6) if funding available for a safety and security audit to be completed for the WD BIA	
	7) Urban Park – last year Ft Wm BIA participated – joint initiative between the BIAs?	
	<ul> <li>8) info from the Canadian Crime Prevention Council organization to be shared from a BIA perspective.</li> </ul>	

Item	Description	Action
	<ol> <li>Crime &amp; Safety – concerns received from Prince Arthur Hotel, MARS         Clothing and Lincoln Street Eatery (potential Associate Member)     </li> </ol>	
6.9	Parking Authority Board Update – Dave Parking Authority to sponsor the WD BIA \$200 for the Seagull Management Program.	
6.10	<ol> <li>Hiring Committee – Jim, Dave &amp; Peter</li> <li>New BIA Coordinator - Advertised through Indeed, College, LU, YES Employment, Kijiji, Chamber &amp; WD BIA FB page – 27 applications</li> <li>Interviews/Selection Tentative Plan: first &amp; second Interviews April 4 to 13, selection &amp; offer by April 13 with Board email approval, start date asap.</li> <li>Training: week of Apr 23</li> </ol> Subsequent to the meeting, the Board approved the hire of Kara Pratt for the BIA	
	Motion 2018-33: Moved by: P. White Seconded by: D. Richard Approval to hire Kara Pratt as the BIA Coordinator as per offer letter: approved hours to be 20-25 per week (from 15-20 per week), and start date April 23, 2018. After a successful completion of the probationary period, the position will be changed to a salaried position at a salary to be voted on by the Board of Management. Carried.	
6.11	Administration - Jim  1. Board Meeting Schedule  • May 1, 2018  • June 5, 2018  • July 3, 2018  • August 7, 2018  • September 4, 2018  • October 2, 2018  • November 6, 2018  • November 6, 2018  • December 4, 2018  2. Laptop & Printer – received – item to be removed from the agenda.  3. Office Space – new location Motion: 2018-34  Moved by: D. Richard Seconded by: P. Pugh Approval to move the BIA office to the second floor at its current location on a	Info

Item	Description	Action
	Guidelines for Guests & Presentations and Committee Meetings & Reports at Board Meetings	Defense
7.0	New Business - Jim	Deferred
7.0	New Dusiness - Jim	
7.1	BIA Bucks Please share with BIA businesses that the details on the BIA bucks program and how to redeem BIA Bucks are posted on the BIA website at:  http://www.thewaterfrontdistrict.ca/about/	Info
7.2	July 1 – Canada Day	
	<ol> <li>Gateway Casino – Karen Marconi inquired about partnering with the BIA to promote the BIA and/or BIA involvement in planning the street closure for their Canada Day event. Jim to meet with Karen.</li> <li>Ben Thompson re Canada vs USA Strongman competition – athletes (men and women will be visiting Thunder Bay from around North America to take</li> </ol>	Jim
	apart in 4 tests of strength - email is attached. Jim to review this with Karen from Gateway.	Jim
7.3	BIA Boundaries – inquiry from Karen at Gateway Casino to extend boundaries to become a full member of the BIA - Jim to meet with Karen.	Jim
7.4	Councillor's Update - Andrew advised that he and Paul will be recusing themselves from the Board beginning in May due to the upcoming elections.	Info
8.0	Correspondence – Feedback from Oshawa BIA re Loitering By-Law	Info
9.0	Next Meeting – May 1, 2018, 5:30 pm – Sandy Herron's office	
10.0	Adjournment: 7:47 pm	