



AGENDA

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, June 4, 2019

INVITED: Jim Comuzzi, Chair
 Maelyn Hurley, Vice Chair
 Sue Bragg, Director
 Lora Northway, Director
 Suzan Cooper-Rochon, Director
 Peter White, Director
 Jennifer Dagsvik, Director
 Brigitte Tremblay, Director
 Brian Hamilton, Councilor
 Andrew Foulds, Councilor
 Lynn Gray, BIA Bookkeeper
 Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS:

GUEST: Werner Schwar, City of Thunder Bay
 Simon Murchie, Def Sup
 Nancy Shaw, Heartbeat Hotsauce & Tomlin
 Kory Morabito, Prince Arthur Hotel

LOCATION/TIME: Red Lion Smokehouse, June 4, 2019 -- 5:30 pm

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Meeting was called to order at 5:38 – there was no disclosure of interest	
2.0	Approval of Agenda Motion: 2019-33 <i>Motion meeting to begin:</i> Moved by: S. Cooper-Rochon Seconded by: S. Dagsvik	
3.0	Presentations Werner Schwar – City of Thunder Bay – Wayfinding Presented on wayfinding in the city of Thunder Bay – large scale signs to modified kiosks to assist tourists find their way – small signage for pedestrians and cyclist trail network identifiers. Looking to ensure there are consistent colours and images - in 2016 they started vehicle wayfinding – assigned a colour to each of the districts – contrasting to	

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	<p>identify the area – the vehicular signs have “Waterfront District” and blue as the identifier.</p> <p>Comments – good to maintain consistency between the vehicular signage and the pedestrian.</p> <p>There is priority going to marina park as there are businesses running from the area of Pool 6 that require more identifiers to show tourists where the attractions are located.</p> <p>Discussion there is \$175,000 to be used for the signage by the fall - Karen Lewis</p> <p>JC – is there a preference at this table (re colours and name) Table agrees – Waterfront District & Blue</p> <p>JD – Question – is the \$175 for both pedestrian and road? Yes When do Decisions need to be made? A resolution?</p> <p>Discussion Ensued</p> <p>JC – possible to spend some budget on additional matching signage in the future, that would be great.</p> <p>Second Presentation -- Simon Murchie & Eli Castellan--- – Summer Event –</p> <ul style="list-style-type: none"> • Music • Event concept – Lost & Found <p>Eli – 4 years with Def Sup Art, events with music organised for Lost & Found as well as End of an Era The ideas brought forward at brain storming session were a lot like the Lost & Found Festival with the collection of:</p> <ul style="list-style-type: none"> • Die Active Involvement <ul style="list-style-type: none"> ○ Y-Art Sale ○ Vendors ○ Art & Dance Performances <p>The Lost & Found Festival had a great crowd flow – approximately 2K+ people attended.</p> <p>Proposes similar branding and more involvement from the WD BIA – Larger adding Heartbeat Hotsauce,</p> <p>M. Hurley – Incorporate Die Active into a BIA event</p> <ul style="list-style-type: none"> • Focus on the Youth • Keep the Businesses in our minds 	

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	<ul style="list-style-type: none"> • Referenced a document showing a map from 2018 and mentioned adding the businesses to the map • Many of the requests exist <ul style="list-style-type: none"> ○ Social media ○ Website ○ Connections ○ Youth Crew – Die Active & New Youth • Why create something new when there is already a strong foundation? • Many liked Lost & Found <p>Nancy Shaw & AI – Heartbeat Hotsauce – Sponsorship of Summer Event</p> <p>Wanted to be a part of the event – Heartbeat Hotsauce currently supports athletes & bands and wanted to expand to support the BIA</p> <ul style="list-style-type: none"> • Support – invite the restaurants to come outside and add to the outdoor food scene • Raise funds for the Waterfront District – it may be a little – what we have to work with • Will create a punch card that can be purchased to taste the different creations from different restaurants with a heartbeat hot sauce as an ingredient – proceeds from the sale of the card goes to the WDBIA • Submit the card for a prize <p>M. Hurley – no need to pay to be at the event with the Heartbeat Hotsauce partnership</p> <p>N. Shaw – every year of the event the proceeds would go to something concrete Start small an increase the amount every year Donation of a grand prize Possibly \$20 for the heartbeat dine around card Things for people to see and experience</p> <p>M. Hurley – Recycling system for the businesses in the area – starting smaller this year and building for next year</p> <p>N. Shaw – Eco friendly event – understand it is expensive but it demonstrates the direction things are going Start with St Paul St & Cooke St Becomes Harbourfest – sidewalk sales – for entertainment</p> <p>L. Northway – The Lost and Found festival gave people something to do, it was interactive – even the Walleye had a photobooth</p> <p>N. Shaw – We do an all in one festival</p> <p>L. Northway – Stage sponsorships – name it for a business</p>	

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	<p>S. Cooper- Rochon –</p> <ul style="list-style-type: none"> • Public seating is a good thing • Similar to La Terrace Rouge • Proposal to have tables like those at Rooster's – removed & stored – put away every winter and brought out in the spring • Concerns – <ul style="list-style-type: none"> ○ storage/lifting/moving ○ if it is done for one it is done for all ○ start with 5 tables – figure out who/what businesses will look after which table ○ should keep proceeding or not ○ wind on St. Paul St. <p>J. Comuzzi – is this coming from a Business Owner or a Director on the Board</p> <p>B. Tremblay – Doing as a Board Member – to make the sidewalk a place for people to come – enjoy the area and chat</p> <p>S. Cooper- Rochon – looking for the BIA to work with the Chamber of Commerce to fill out the application</p> <p>L. Northway – Have you talked to the businesses on St. Paul St.?</p> <p>B. Tremblay – Yes – i4 Architecture, St Paul Roastery, - will have staff clean the tables they are in charge of – concerns – all the work involved.</p> <p>3. Flower Pots - will go out after the first full moon of June</p> <p>4. Beautification</p> <ul style="list-style-type: none"> a. Trees – Audit Completed b. Meeting with CoTB Thursday at 11am Regarding accessibility & tree guards – a prioritised list <ul style="list-style-type: none"> i. A discussion – we are not intending to step on toes, we are looking to how we can work together <p>Discussion followed regarding the cancellation of the Hanging Baskets – they were a part of the CoTB cuts in January & February – the BIA was not notified until May when the BIA Coordinator called to set up the delivery. The councillors remembered the cut of installation of Christmas lights for the BIAs but nothing about hanging baskets.</p> <p>J. Comuzzi – concern that the BIA is not being informed of changing happening in the BIA</p> <p>A. Foulds – Tax rate is at 1.75% -- things will be cut</p> <ul style="list-style-type: none"> • Is sorry the BIA was not informed of the specific cuts to the area 	

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	<ul style="list-style-type: none"> • BIA budget & the CoTB budget – more is of course wanted for the BIA but all of the things in the budget are important – not defending, didn't support the cut <p>B. Hamilton – downloads from the province – the CoTB may have been subsidising over the past few years</p> <p>A. Foulds – planning is commendable</p> <p>S. Cooper-Rochon – positive about this meeting</p> <p>Discussion about being resourceful & the liabilities</p> <p>5. Walkability</p> <ul style="list-style-type: none"> a. E-mail message from Adam Krupper <p>J Dagsvik - Approached with letter about the Active Transportation – the current point person for Active Transportation is spread very thin – has the job been posted?</p> <p>A. Foulds – it either was or is set to be posted soon.</p>	
6.4	<p>Governance Committee – Peter</p> <ol style="list-style-type: none"> 1. Constitution/Operating Procedures – Approved? 2. Review of Strategic Plan 3. Policies, Procedures & Guidelines – OBIAA – Binder Picked up & ready for review - Kara <ul style="list-style-type: none"> a. Procurement/Purchasing b. Personnel c. Land ownership d. Documents – retention policy e. Social Media f. Associate Members Policy and Fees g. Health and Safety Policy – draft complete h. Board Members (& Staff) of Conduct – draft complete i. Sponsorships/Donations Guidelines and request form – posted on website – to be sent to the City at a later date <p>P. White – Will be circulating</p>	
6.5	<p>Marketing & Promotion Committee – Lora</p> <ol style="list-style-type: none"> 1. Social Media 2. Digital Billboard 3. Photographer Update 4. Facebook group – Businesses 	

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	<p>5. Media Plan/Cost</p> <p>6. Website</p> <ul style="list-style-type: none"> a. Addition of Real Estate section b. Updates <p>7. Sharing member promotions through Facebook and Instagram (ongoing)</p> <p>L. Northway –</p> <ul style="list-style-type: none"> • Walleye - & CoTB events – asked for information • Reached out to the three businesses in the area that take care of Social Media – all have gotten back, still need to read the proposals in full (last e-mail came in during the Board Meeting) <ul style="list-style-type: none"> ○ Looking to have Facebook up to date and more activity on FB & Instagram - social media ○ Run a campaign 	
6.6	<p>Membership Services Committee – Sue</p> <ol style="list-style-type: none"> 1. New Members Welcome Letters (Kara) – Ongoing 2. Website Business Directory updates – Ongoing <ul style="list-style-type: none"> a. – Pls inform of any out of date information 3. Associate Members Package (Kara) <ul style="list-style-type: none"> a. Helicopter Tours 4. Recruit Volunteers - ongoing 5. Monthly/Bi-monthly BIA newsletter (Sue, Kara) <ul style="list-style-type: none"> • Discuss the Newsletter – proposed layout <p>S. Bragg – discussed the Newsletter</p> <ul style="list-style-type: none"> • Bi-monthly <ul style="list-style-type: none"> ○ Delivered to businesses ○ Physical handout ○ St. Joe’s Care Group – having clients in work program deliver? • Utilize the billboard to list what is going on • Tangible – pick up from location <p>L. Northway – mailchimp can be set-up to have a printable newsletter</p> <p>S. Bragg – looking for suggestions for features</p> <ul style="list-style-type: none"> • Safety feature • How to submit for sponsorship • Artist ctr • Places to Eat. Shop. Stay. Play. <p>L. Northway – request e-mail addresses of staff to ensure everyone is kept up to date</p>	

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6.7	<p>Special Events Committee - Maelyn</p> <p>Summer event?</p> <ol style="list-style-type: none"> 1. Derelict 2. Urban Infill? 3. St. Patricks Day (Shows) 4. Spring Craft Revival 5. Ribfest – Discussion 6. Lost & Found Festival – Presentation – Simon 7. The Hunger? 8. Holiday Craft Revival – November 24th, 2019 <ol style="list-style-type: none"> a. Artisan Applications open end of Aug 9. Christmas Window Display (Window Wonderland) <p>Brainstorm how we can help to spread the word or support these events happening in our BIA - others we are already support through \$\$ or BIA bucks....</p>	
6.8	<p>Safety & Security – Peter & Sue</p> <ol style="list-style-type: none"> 1. Sue sitting on Crime Prevention Council 2. Safe & Inclusive Strategy from Downtown Yonge 3. Belleville Police Survey <p>A. Foulds – there is no question there are issues around town – there is a need to look at crime prevention vs cameras – there are better ways to prevent crime than using the current budgeted amount</p> <p>K. Morabito – the police still use the cameras of businesses</p> <p>J. Dagsvik – what can the BIA do to help move the CoTB budget monies for safety & crime prevention to more proactive things/ managing the dark spots? If it is on a yearly basis what can be done with half to improve the environmental design (suggestions from previous audit of the area)</p> <p>L. Northway – work with the artists in the area – Neechee Studio – showcase the positive – social program for indigenous youth/multicultural program</p>	
6.9	<p>Parking Authority Board Update - Kara</p> <ol style="list-style-type: none"> 1. Meeting May 14, 2019 11am-12pm <ol style="list-style-type: none"> a. <i>Nothing significant to report – Proposed changes to the parking passes to allow use for both parkades – requires further discussion.</i> b. <i>Original thought was to change on a request basis and program any new passes to work for both parkades.</i> 	

