

## **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  Motion meeting to begin:  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	

Item	Description	Action
	identify the area – the vehicular signs have "Waterfront District" and blue as the identifier.	
	Comments – good to maintain consistency between the vehicular signage and the pedestrian.	
	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.	
	Discussion there is \$175,000 to be used for the signage by the fall - Karen Lewis	
	JC – is there a preference at this table (re colours and name) Table agrees – Waterfront District & Blue	
	JD – Question – is the \$175 for both pedestrian and road? Yes When do Decisions need to be made? A resolution?	
	Discussion Ensued	
	JC – possible to spend some budget on additional matching signage in the future, that would be great.	
	Second Presentation Simon Murchie & Eli Castellan Summer Event -  • Music • Event concept – Lost & Found	
	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:  • Die Active Involvement  • Y-Art Sale  • Vendors  • Art & Dance Performances The Lost & Found Festival had a great crowd flow – approximately 2K+ people attended.	
	Proposes similar branding and more involvement from the WD BIA – Larger adding Heartbeat Hotsauce,	
	<ul> <li>M. Hurley – Incorporate Die Active into a BIA event</li> <li>Focus on the Youth</li> <li>Keep the Businesses in our minds</li> </ul>	

Item	Description	Action
	Referenced a document showing a map from 2018 and mentioned	
	adding the businesses to the map	
	Many of the requests exist	
	o Social media	
	o Website	
	o Connections	
	O Youth Crew – Die Active & New Youth	
	Why create something new when there is already a strong foundation?	
	Many liked Lost & Found	
	Nancy Shaw & Al – Heartbeat Hotsauce – Sponsorship of Summer Event	
	Wanted to be a part of the event – Heartbeat Hotsauce currently supports	
	<ul> <li>athletes &amp; bands and wanted to expand to support the BIA</li> <li>Support – invite the restaurants to come outside and add to the outdoor</li> </ul>	
	Support – invite the restaurants to come outside and add to the outdoor food scene	
	<ul> <li>Raise funds for the Waterfront District – it may be a little – what we have to work with</li> </ul>	
	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	
	M. Hurley – no need to pay to be at the event with the Heartbeat Hotsauce partnership	
	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	
	Things for people to see and expendice	
	M. Hurley – Recycling system for the businesses in the area – starting smaller	
	this year and building for next year	
	N. Show. Eas friendly event, understand it is expansive but it demonstrates the	
	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	
	Seconds Faibourest Sidewaik Sales Flor Entertainment	
	L. Northway – The Lost and Found festival gave people something to do, it was	
	interactive – even the Walleye had a photobooth	
	N. Shaw – We do an all in one festival	
	L. Northway – Stage sponsorships – name it for a business	

Item	Description	Action
	J. Comuzzi – Sysco is looking to sponsor the BIA	
	B. Hamilton – What happens if a business leaves?	
	L. Northway – Die Active is giving the event to the BIA – gives the youth component for years to come, young people on the committee – will bring it to their committee as long as their ears are at the table	
	B. Hamilton – care principals – set it up	
	S. Murchie – 100 members put this on at the time, everyone came to help	
	L. Northway – paid to do the work – Die Active can write grants to be paid for what they want to do – this is the addition of the food & drink aspect 1 or 2 local breweries – POP tent would also contribute to the BIA proceeds	
	Suggestion of August 17 <sup>th</sup> – J. Dagsvik likes August/End of Summer	
	Discussion regarding the Date/Getting Sponsors/Who is paying for the event	
	A. Foulds – Do we need to make a decision now?	
	S. Bragg – Name & September Date – like these ideas	
	No Decision was made regarding the event. – Walleye questions could not be answered.	
	Walleye Q&A RE event:	
	Title of festival: When: Where: Headliners (main attraction): Cost: What not to miss: The Vibe: Where to stay: Food: Insider Tip: Memorable moments:	
4.0	Approval of Minutes – May 7, 2019 – sent electronically Motion: 2019-34 Moved by: A. Foulds Seconded by: M. Hurley	Carried
5.0	Business Arising from Past Minutes	
5.1	New Business	

Item	Description	Action
	If a "Jurassic Park" & the Raptors game is shown – it is a courtesy to let the police services know –  Motion: 2019-35  Moved by: A. Foulds  Seconded by: M. Hurley	
6.0	Reports	
6.1	Chair's Report – Jim	
	<ol> <li>Seagull Management Program – Kym has said she can present at the July meeting – Kara Confirming</li> <li>Street Ambassadors Program</li> </ol>	
6.2	Finance Committee	
	<ol> <li>Financial Report for month ending (Lynn)</li> <li>Funding         <ul> <li>Requests for Sponsorships</li> <li>Shelter House – The Great Outdoor Raffle</li> <li>\$500 Cash</li> </ul> </li> <li>Discussion ensued regarding whether the request could be fulfilled with BIA bucks or cash.</li> <li>Suggestion to donate BIA bucks – need to understand the application better / allow Shelter House to explain better. Discussion that the board should not make decision based on feeling good – it should be beneficial for the entire BIA – Yes SOS is good but donating to the service would be helpful – find out what it costs to get on the van.</li> <li>Would like to do something – request additional info.</li> <li>Deferred motion:         <ul> <li>Moved by: A. Foulds – Move a deferral of motion to a future date</li> <li>Seconded: S. Cooper-Rochon</li> </ul> </li> </ol>	
6.3	Infrastructure/Beautification Committee – Suzan  1. Brennan (summer student)     a. Masters of City Planning     b. Working on:         i. Safety/Walkability/Infrastructure         ii. Mall St         iii. Court & Red River Road         iv.  2. St Paul street request for funding application (tables)	

Item	Description	Action
	<ul> <li>S. Cooper- Rochon –</li> <li>Public seating is a good thing</li> <li>Similar to La Terrace Rouge</li> <li>Proposal to have tables like those at Rooster's – removed &amp; stored – put away every winter and brought out tin the spring</li> <li>Concerns – <ul> <li>storage/lifting/moving</li> <li>if it is done for one it is done for all</li> <li>start with 5 tables – figure out who/what businesses will look after which table</li> <li>should keep proceeding or not</li> <li>wind on St. Paul St.</li> </ul> </li> </ul>	
	J. Comuzzi – is this coming from a Business Owner or a Director on the Board	
	B. Tremblay – Doing as a Board Member – to make the sidewalk a place for people to come – enjoy the area and chat	
	S. Cooper- Rochon – looking for the BIA to work with the Chamber of Commerce to fill out the application	
	L. Northway – Have you talked to the businesses on St. Paul St.?	
	B. Tremblay – Yes – i4 Architecture, St Paul Roastery, - will have staff clean the tables they are in charge of – concerns – all the work involved.	
	<ul> <li>3. Flower Pots - will go out after the first full moon of June</li> <li>4. Beautification <ul> <li>a. Trees – Audit Completed</li> <li>b. Meeting with CoTB Thursday at 11am Regarding accessibility &amp; tree guards – a prioritised list</li> <li>i. A discussion – we are not intending to step on toes, we are looking to how we can work together</li> </ul> </li> </ul>	
	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.	
	J. Comuzzi – concern that the BIA is not being informed of changing happening in the BIA	
	A. Foulds – Tax rate is at 1.75% things will be cut     Is sorry the BIA was not informed of the specific cuts to the area	

Item	Description	Action
	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	
	B. Hamilton – downloads from the province – the CoTB may have been subsidising over the past few years	
	A. Foulds – planning is commendable	
	S. Cooper-Rochon – positive about this meeting	
	Discussion about being resourceful & the liabilities	
	Walkability     a. E-mail message from Adam Krupper	
	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?	
	A. Foulds – it either was or is set to be posted soon.	
6.4	Governance Committee – Peter	
	<ol> <li>Constitution/Operating Procedures – Approved?</li> <li>Review of Strategic Plan</li> <li>Policies, Procedures &amp; Guidelines – OBIAA – Binder Picked up &amp; ready for review - Kara         <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 complete</li> <li>h. Board Members (&amp; Staff) of Conduct – draft complete</li> <li>i. Sponsorships/Donations Guidelines and request form – posted on website – to be sent to the City at a later date</li> </ul> </li> <li>P. White – Will be circulating</li> </ol>	
6.5	_	
6.5	<ol> <li>Marketing &amp; Promotion Committee – Lora</li> <li>Social Media</li> <li>Digital Billboard</li> <li>Photographer Update</li> <li>Facebook group – Businesses</li> </ol>	

Item	Description	Action
	5. Media Plan/Cost	
	6. Website	
	a. Addition of Real Estate section	
	b. Updates	
	7. Sharing member promotions through Facebook and Instagram (ongoing)	
	L. Northway –	
	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> <li>Looking to have Facebook up to date and more activity on FB &amp;</li> </ul>	
	Instagram - social media	
	o Run a campaign	
6.6	Membership Services Committee – Sue	
	New Members Welcome Letters (Kara) – Ongoing	
	2. Website Business Directory updates – Ongoing	
	<ul> <li>a. – Pls inform of any out of date information</li> </ul>	
	3. Associate Members Package (Kara)	
	a. Helicopter Tours	
	<ul><li>4. Recruit Volunteers - ongoing</li><li>5. Monthly/Bi-monthly BIA newsletter (Sue, Kara)</li></ul>	
	Discuss the Newsletter – proposed layout	
	Discuss the Newsletter – proposed layout	
	S. Bragg – discussed the Newsletter	
	Bi-monthly	
	<ul> <li>Delivered to businesses</li> </ul>	
	<ul> <li>Physical handout</li> </ul>	
	<ul> <li>St. Joe's Care Group – having clients in work program deliver?</li> </ul>	
	Utilize the billboard to list what is going on	
	Tangible – pick up from location	
	L. Northway – mailchimp can be set-up to have a printable newsletter	
	S. Bragg – looking for suggestions for features	
	Safety feature	
	How to submit for sponsorship	
	Artist ctr	
	Places to Eat. Shop. Stay. Play.	
	I. Northwest and a soul address of the Witness of t	
	L. Northway – request e-mail addresses of staff to ensure everyone is kept up to	
	date	

Item	Description	Action
6.7	Special Events Committee - Maelyn	
	Summer event?	
	1. Derelicte 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 24 <sup>th</sup> , 2019	
	a. Artisan Applications open end of Aug	
	Christmas Window Display (Window Wonderland)	
	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	
6.8	Safety & Security – Peter & Sue	
	Sue sitting on Crime Prevention Council	
	Safe & Inclusive Strategy from Downtown Yonge	
	Belleville Police Survey	
	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	
	K. Morabito – the police still use the cameras of businesses	
	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)	
	L. Northway – work with the artists in the area – Neechee Studio – showcase the	
	positive – social program for indigenous youth/multicultural program	
6.9	Parking Authority Board Update - Kara	
	1. Meeting May 14, 2019 11am-12pm	
	a. Nothing significant to report – Proposed changes to the parking	
	passes to allow use for both parkades – requires further	
	discussion.  b. Original thought was to change on a request basis and program	
	any new passes to work for both parkades.	

Item	Description	Action
	<ul> <li>Suggested to move to pilot program and charge an extra \$5 for the privilege to use both parkades with the same pass – Lots of discussion.</li> </ul>	
	2. Next Meeting, June 11, 2019 11am-12pm	
6.10	Administration	
	<ul><li>1. Board Meeting Schedule</li><li>July 9, 2019 (moved from July 2, 2019)</li></ul>	
	• August 6, 2019	
	September 3, 2019     October 1, 2010	
	<ul><li>October 1, 2019</li><li>November 5, 2019</li></ul>	
	AGM – November 14, 2019	
	<ul> <li>December 3, 2019</li> </ul>	
	2. Guidelines to be created for:	
	Guests & Presentations	
	Committee Meetings & Reports at Board Meetings	
	Motion: 2019-36 Returning to the presentation from W. Schwar – Put forward the motion to have the signs say "Waterfront District" and accented with the Blue Moved by: S. Cooper-Rochon Seconded by: B. Trembley	
8.0	Correspondence – n/a	
9.0	Next Meeting – July 9, 2019 5:30 pm – White Macgillivray Lester	
	Boardroom	
10.0	Adjournment 7:49pm	
	Moved by: A. Foulds Seconded by: M. Hurley	