



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

Tuesday, November 7, 2017

ATTENDEES: Jim Comuzzi, Chair Peter White, Director
 Maelyn Hurley, Vice Chair Paul Pugh, Councillor
 Dave Richard, Treasurer Lynn Gray, BIA Bookkeeper
 Jolene DesRosiers, Director Colleen Kenna, Recording Secretary

GUEST: Leslie McEachern, Director, City Planning Services Division

REGRETS: Sandy Herron, Director Andrew Foulds, Councillor

LOCATION/TIME: White Macgillivray Lester: 5:30 pm

Item	Description	Action
1.0	MEETING CALL TO ORDER & DISCLOSURES OF INTEREST	Jim
	Meeting was called to order at 5:30 pm. There were no disclosures of interest declared at this time.	
2.0	APPROVAL OF AGENDA AS PRESENTED	Jim
	The agenda for the November 7, 2017 meeting be approved as presented	
	Moved by: D. Richard Seconded by: J. DesRosiers Carried.	
3.0	UPDATE ON THE CITY'S NEW OFFICIAL PLAN	Leslie
	Leslie provided an overview on the plan's 10 areas. The plan provides the strategic direction for initiatives, goals, policies and land use. The focus is on the downtown cores to support economic development and growth.	
4.0	APPROVAL OF THE MINUTES – October 3, 2017 - sent electronically	Jim
	Moved by: D. Richard Seconded by: J. DesRosiers Carried.	
5.0	BUSINESS ARISING FROM PAST MINUTES - All prior items have been moved to the appropriate Committee.	Info

Item	Description	Action
6.0	REPORTS	
6.1	<u>Chair's Report - Jim</u>	
	1. Photocopier Lease – HPG Update - Jim to review lease details with Scott from HPG.	Deferred
	2. Seagull Management Program – Kym to present at the December Board Meeting.	Info
	3. Letter to City re Overpass Clean Up & Parking – Chair's message included in first newsletter.	Info
	4. Window Displays at former Eaton's bldg. – partnership with Sleeping Giant Brewing & Firedog Communications	
	This project will be moving forward with a target completion date of Dec 1. The BIA is to replace one of the broken windows.	Info
	<i>Subsequent to the meeting, a media event was planned to rollout out the new marketing campaign of Live Outside the Box including update of tagline to shop.eat.play.</i>	
	5. Directional Drilling on Red River Road/St. Paul Street - Bell is to update the BIA on their findings. Colleen to follow up.	Colleen
	6. Meeting with with Carol Achneepineskum, Executive Director, KKETS	Deferred
6.2	<u>Construction & Beautification Committee – Sandy</u>	
	1. Maintenance Technician (Sandy/Jim) - Blair Gagnon's last working day Nov 10/17.	Info.
	2. Patios (Maelyn)	Deferred
	3. Rock Sculpture – plaque	Deferred
	4. Garlands to be completed by Nov 16.	Info
	5. Trees, Tree Lights, Tree Guards & Banners Maintenance Program	Sandy/Jim
	a. Inventory has been completed.	Info
	b. Coordination between BIA, J. Bernst/Gridlink, Parks/ C. Halvorsen, Forester/M. Dixon on tree lights and tree maintenance. A meeting to be set up to formalize the plan.	Colleen

Item	Description	Action
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- c. Approval of retainer to Gridlink for installation of lights and banners: \$2,500 every quarter with a proper memo of understanding.

Moved by: D. Richard Seconded by: P. White Carried.

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| 6. | Deficiency Report (sidewalks & roads) - Meeting to be set up in the spring to walk the neighborhood. Invite Councillors, Engineering, Roads, etc – take photos and create action plan. | Deferred |
| 7. | Street Signs - proposed request for new design to be formally sent to the City. | Deferred |
| 8. | Plaques for Buildings - Heritage standards to be reviewed. Check with City on signage. | Deferred |

6.3 [Finance Committee – Dave](#)

- 1. Approval of the Financial Report – month ending October 31, 2017 – *sent electronically*

Moved by: D. Richard Seconded by: M. Hurley Carried.

- 2. Funding Opportunities

- a. Trillium (Lynn)
- b. NOHFC (Colleen)

- 3. Approval of Revised 2018 Budget Request

Per J. Comuzzi email to the Board dated October 31, 2017:

The WD BIA Board of Management recommends and approves the following revisions to our 2018 Budget Request to the City:

- a. The City contributions of \$62,000 be increased by \$19,500 for a total of \$81,500.
- b. The Membership tax levy of \$65,000 be increased by \$16,500 for a total to \$81,500.

Moved by: D. Richard Seconded by: M. Hurley Carried.

- 4. Requests for Sponsorship

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| a. | 2018 Cross Country Ski Nationals – Mar 10-17/18 | Deferred |
| b. | 59 th Canadian Firefighters Curling Championship
March 29 – April 17/18 | Deferred |

Item	Description	Action
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- c. Craft Revival - Approval of New Sponsorship - Update video \$500 after next Craft Revival Nov 26 and photographers at event: 2 X \$250/each; total \$1,000.

Moved by: D. Richard Seconded by: P. White Carried.

- d. 12 Beers of Christmas - Approval of Sponsorship

- Printing of passports (est. to be \$200)
- BIA Gift Certificates for two participation draws for participation: \$100 and \$50

Moved by: D. Richard Seconded by: P. Pugh Carried.

6.4 Governance Committee – Peter

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| 1. | Workshop Presentation & Notes – <i>previously distributed electronically</i> | Info |
| 2. | Review of Strategic Plan – Work Plan (draft) | Deferred |
| 3. | Operating Procedures & Policies | Deferred |
| | <ul style="list-style-type: none"> a. Constitution – to be approved by Board, Membership and Council. Other Policies approved by Board and Council. b. Procurement / Purchasing c. Personnel d. Land ownership e. Documents – retention policy f. AGM requirements & Annual Report g. Board Member – terms of reference – roles & responsibilities h. Board member vacancies during term i. Elections – fall of 2018 j. Social media k. Associate Members Policy & Fees l. Health & Safety policy m. Agenda & Minutes Procedures – action items – remain on minutes until completed. summary of Motions, to be numbered – start in 2018 | |
| 4. | Approval of the Board Members Code of Conduct <i>sent electronically</i> | Deferred |
| 5. | Approval of the Sponsors/Donations Guidelines and Request form – <i>sent electronically</i> | |

Moved by: M. Hurley Seconded by: J. DesRosiers Carried.

Subsequent to the meeting, the guidelines and request form was included in the November 14 member newsletter.

Item	Description	Action
6.5	<u>Hiring Committee – BIA Coordinator</u> 1. Committee members: Jim, Dave & Peter 2. Post-closing date: Nov 6/17 3. Review resumes: Nov 13/17 4. Interviews to be scheduled with Jim, Dave & Peter during week of Nov 20/17 5. BIA Coordinator start date (depends on availability): Dec 12/17 6. Overview & Files transfer: Dec 12 to Dec 15/17	Info.
6.6	<u>Marketing & Promotion Committee - Maelyn</u> 1. Bill Boards 2. Social Media Calendar & Facebook Posts – ongoing. 3. Board Member Write Ups for new website & Facebook – a reminder to be sent out. 4. Photos – Board Members & Team Individual Board member photos and team photos have been sent to Firedog for the website. Great job Damien! 5. Website, Phase 2 a. Board Member write Ups – item 3, above, to be completed b. For Members only page c. Friends of the BIA (sponsors) d. Committees e. text for items 5 b. to d. has been provided to Firedog 6. The new tag line “shop.eat.play” (completed by email Tues Oct 31/17). Results: 4 in favour, 2 preferred “shop.dine.play, 2 abstained. Carried. 7. Sponsorship to Definitely Superior Art Gallery for Hunger 12 ads, \$340 plus HST in the Chronicle Journal (completed by email Oct 16/17). Results: 5 in favour, 3 abstained. Carried. 8. The half page horizontal ad for \$1,620 plus HST was submitted for the Thunder Bay Experience Magazine.	Deferred Info All Info.
	9. Media Buy Package update	Deferred

Item	Description	Action
10.	Media Event for new campaign - Wed Nov 22, 10 am, White Macgillivray Lester. All Board members are encouraged to attend.	All
	<i>Subsequent to the meeting the Media Event was changed to Dec 1 outside the former Eaton's building.</i>	Info
11.	BIA app – info from Calendonia BIA – <i>sent electronically</i>	
6.7	<u>Membership Services Committee - Maelyn</u>	
1.	Ambassador Program (Sandy)	Deferred
2.	New Member Welcome Letters – ongoing.	Info
3.	Associate Members – Policy & Fees	
	a. The City has performed an audit of the tax levy for the BIA area and confirms all commercials properties have been included. At the beginning of each year, the City will forward a list to the BIA for review.	Info
	b. Meeting to be set up to finalize policy, fees and invitation list.	Deferred
4.	Business Directory on Website and updates to email distribution lists – ongoing.	Info
5.	Recruit Volunteers for Committees – ongoing.	Info
6.	Facebook 101 Workshop with CEDC Thunder Bay for BIA Members – Wed Nov 8, 2 to 4 pm at Waverley Library.	Info.
7.	Newsletter (<i>updated</i>)	Info
	a. Oct 16 newsletter – open rate 46%	
	b. Oct 23 newsletter – open rate 33%	
	c. Nov 1 newsletter – open rate 37%	
	d. Nov 14 newsletter – open rate 44%	
	e. Nov 27 newsletter – current open rate 33%	
	f. Industry averages for open rate of newsletters using mail chimp is 20-25%, and for non-profit 23%	
	g. Members to be invited to submit noteworthy happenings/events for the newsletter, such as anniversaries.	

Item	Description	Action
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8. Annual General Meeting – Nov 28/17

a. Approval of revised quote from the Chanterelle – *to be provided at the meeting*. Revised quote includes sparkling wine – to be decided closer to the date. Deferred

b. Approval of quote of \$160 from Milk n' Water for cupcakes at a dessert table.

Subsequent to the meeting, Milk and Water Baking Co. donated the cupcakes. Thank you Milk and Water Baking!

c. Approval of \$500 in BIA gift certificates for the AGM grand prize.

d. Approval of Arley Hughes to provide entertainment at a cost of \$175.

Motion to approve the grand prize and entertainment:

Moved by: M. Hurley Seconded by: P. White Carried.

e. Approval of a photographer for \$250 to take photos at the AGM – to be decided closer to the event. Deferred

Subsequent to the meeting, it was decided not to hire a photographer for the AGM.

f. Approval of a videographer for \$250 to compile videos for the AGM – a video for the website will be completed at a later date.

g. Other:

- o Stephanie Ash and Damien Gilbert to be Presenters.
- o Formal agenda and PowerPoint to be completed.
- o Invitations to be sent out using Eventbrite when poster is ready.

6.8 [Special Events Committee – Maelyn](#)

1. Ribfest – Clean up Crew (Maelyn/Sandy) Deferred

Item	Description	Action
2.	<p>Christmas in the Waterfront</p> <p>a. Window Wonderland contest</p> <ul style="list-style-type: none"> • to be announced in Nov 1 newsletter • participation form and award criteria to be sent out Nov 15 • Firedog & TB Hydro sponsoring • Promotion – Firedog to arrange Media Conference <p>b. Horse drawn Wagon Rides</p> <ul style="list-style-type: none"> • Sun Dec 10 from 1 to 4 pm, pick up/drop off Mapletops • Quote from Stoney Ridge Farm for \$750 <p>c. Family Afternoon (WD BIA & Mapletops) – Sun Dec 10</p> <ul style="list-style-type: none"> • Hot choc & treats supplied by Mapletops & cost to BIA – Mapletops to provide estimate (est min. \$250 and max \$750) • Crafts & face painting, cost to BIA (est \$100) • Santa - Chris Krumphotz \$100 for event includes costume. <p>d. Carolers</p> <p>e. 12 Beers of Christmas (tentative partnering with day time businesses to offer coupons). Sponsorship covered in 6.3, 4 d.</p>	Deferred
3.	<p>Craft Revival</p> <p>a. Video completed – preview – sent out by email</p> <p>b. New Sponsorship – <i>presented in item 6.4, item c)</i></p> <p>c. Propose to sell BIA gift certificates at Craft Revival</p> <p>d. Promote on FB.</p>	
6.9	<u>Crime & Security</u>	
	Leanne from Crime Stoppers to be contacted to present at a future meeting	Deferred
6.10	<u>Administration</u>	
1.	Correspondence	N/A
2.	<p>Board Meeting Schedule</p> <ul style="list-style-type: none"> • December 5, 2017 – VAST Benefits • January 9, 2017 – proposed date change • February 6, 2017 	Deferred
3.	Basecamp – Project Management & Team Communication Software	Deferred
4.	Office Equipment – propose BIA purchase a new laptop and printer in 2018	Deferred

Item	Description	Action
	5. Office Space	Deferred
7.0	New Business – Jim	
7.1	Wayfinding Strategy Member's Update	Info
	Working with A. Krupper, Mobility Coordinator from City to set up a Member's Information Session. Tentative date: Nov 28/17; 8:30 am.	
7.2	Parkade – concerns on its current condition – Letter to Parking Authority and response	Deferred
7.3	Garbage Pick Up – changed to Tuesday's with large number of retailers being closed on Monday's	Deferred
7.4	Facade Improvement Program - Legion inquiring if BIA will offer incentives and if they can become an Associate Member	Deferred
7.5	Thunder Bay Chamber of Commerce Business Excellence Award Nominations – 12 categories – Nominations due Dec. 31/17	Deferred
7.6	Christmas Appreciation Dinner for Board Members & Staff – select date	Deferred
8.0	Adjournment: 7:53 pm	
9.0	Next Meeting: Tuesday, December 5, 2017; VAST Benefits	