



The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, October 3, 2017

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

GUEST: Brian Phillips, HPG

REGRETS: Jolene DesRosiers, Director

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 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

The agenda for the October 3, 2017 meeting be approved as presented

Moved by: S. Herron Seconded by: D. Richard Carried.

3.0 MARKETING PLAN & BUDGET

There was a round table discussion on the marketing plan and budget memo dated September 22, 2017. This included a review of the new branding campaign and the media buy package.

Motion to select Firedog as the marketing company.

Moved by: A. Foulds Seconded by D. Richard Carried.

Further discussion revealed that all agreed that more information is required on the specifics on the proposed media buy package from Firedog prior to obtaining budget approval.

Item	Description	Action
	<i>The earlier motion was amended:</i>	
	To select Firedog as the marketing company <i>subject to arriving at a satisfactory memo of understanding with Firedog; and this is to be communicated to Firedog.</i>	
	Moved by: P. White Seconded by: D. Richard Carried.	
	A subcommittee of 2 or 3 Board members will meet with Firedog to reflect these comments from the Board.	
4.0	APPROVAL OF THE MINUTES – September 5, 2017	
	Moved by: D. Richard Seconded by: M. Hurley Carried.	
5.0	APPROVAL OF THE FINANCIALS – month ending September 30, 2017	
	Moved by: M. Hurley Seconded by: D. Richard Carried.	
6.0	BUSINESS ARISING FROM PREVIOUS MINUTES	
6.1	2018 Budget Submission	
	The BIA is waiting for an update from the City on our submission.	Deferred
6.2	Requests for Sponsorship – no recent requests.	Info
6.3	Treasurer Position	
	Motion to appoint Dave Richard as Treasurer to serve the remainder of the term expiring December 2018.	
	Moved by: A. Foulds Seconded by: P. Pugh Carried.	
6.4	Photocopier Lease	
	The buyout cost to the BIA as of this date would be: \$6,788.	
	The specs. and monthly costs on the copier to be sent to Brian.	Colleen
	<i>Subsequent to the meeting, Colleen forwarded the copier info. to Brian.</i>	

Item	Description	Action
6.5	Board Governance	
	<ul style="list-style-type: none"> a. All agreed the workshop training was action packed – interactive and very informative. Thank you Maelyn for hosting us at the Chanterelle! b. Governance Committee Members – Peter & others? c. Constitution & Policies – will begin the work! 	<p>Info</p> <p>Peter Peter/ Colleen</p>
	This item to be moved to Reports on next agenda.	
6.6	Marketing & Promotions Chair	
	The Committee members: Brian, Dave, Maelyn, Sandy and Jim.	Info
6.7	OBIAA Conference 2017 update – summary previously emailed.	Complete
	Item to be removed from the agenda.	
6.8	Board Member Application – F. Lesnick – item to be removed from the agenda; application will be resubmitted.	Complete
6.9	Individual & Group Photo of Board Members	Deferred
6.10	Annual General Meeting	
	<ul style="list-style-type: none"> a. New format – networking entertainment, door prize. Finalized format will be reviewed at next meeting. b. Discussion on creating business awards, ie. different categories, such as business of year, new business of the year, nomination criteria and process. All agreed this is a great idea and to begin planning prior the 2018 AGM. 	<p>Maelyn/ Colleen</p>
6.11	Volunteers – Call out to Members	
	All agreed the volunteer opportunities handout be emailed to the members.	Colleen
	<i>Subsequent to the meeting, Colleen emailed the handout.</i>	Complete
6.12	Approval of Board Member Application from B. Phillips.	
	Motion: D. Richard Seconded by: P.Pugh Carried.	
	<i>Subsequent to the meeting, B. Phillips withdrew his application.</i>	

Item	Description	Action
6.13	Funding Opportunities – Trillium / NOHFC	Deferred
7.0	REPORTS	
7.1	Chair’s Report – Jim	
	a. Seagull Management program - Kym to present on falconry program at the Nov or Dec meeting.	Deferred
	b. Tourism Exemption	Deferred
	c. Overpass Clean Up & Parking – letter to K. Ball	Deferred
	d. Windows Display former Eaton’s bldg. – center window	Deferred
	e. Directional Drilling on Red River Road/St Paul Street – letter to Bell and copy to J. Piccinin, City	Deferred
	f. Tree Maintenance & Lights - The BIA will be formulating a tree maintenance plan with associated costs. As a first step, an inventory of trees, tree lights, tree guards and banners will be done by Blair.	Jim/Colleen
	g. Meeting with KKETS Executive Director – tentative Oct 11.	
7.2	Construction & Beautification – Sandy	
	a. Beautification	
	• Maintenance Technician	
	• Tree lights / banners / tree guards	
	• Gridlink retainer	Deferred
	• Ribfest – clean-up crew	
	• Rock Sculpture – plaque	
	• Plaques for buildings – Heritage guidelines to be reviewed	
	• Street Signs (addition to agenda) – formal process with City	
	b. Ambassador Program	Deferred
7.3	Tourism	Deferred
7.4	Marketing & Promotion – Jim	
	a. Social media calendar	Ongoing

Item	Description	Action
	b. Board Member Write Ups for new website & Facebook	All
	c. Website – Phase 2 – New Members Page, Friends of the BIA (sponsors), Committees	
	Proposed text has been given to Firedog.	Firedog
	d. Facebook Posts – promote City Events	Info
	e. Jimmy Wiggins Production – BIA website	
	The businesses located in the BIA geographical area are listed on the website business directory. The BIA will continue to support Jimmy Wiggins through FB.	Info
7.5	Events – Maelyn	
	a. Ribfest – to expand/grow - tentatively moving to Marina Park	Info
	b. Bill Boards	Deferred
	c. Patios	Deferred
	d. Christmas Windows of Downtown competition	Deferred
7.6	Membership Services – Maelyn	
	a. Associate Members	
	Three commercial properties are not shown on the tax levy list. Information on this to be passed onto Paul and Andrew to follow up with the City.	Info
7.7	Crime & Security	
	Brian to connect with Leanne from Crime Stoppers to present at a future BIA meeting.	Brian
7.8	Correspondence	N/A
8.0	New Business	
8.1	Board Meeting Meals	
	Approval to increase monthly meal budget to \$120 per meeting.	
	Moved by: D. Richard Seconded by: S. Herron Carried.	

Item	Description	Action
8.2	Review of Strategic – Work Plan (draft)	Deferred
8.3	Basecamp – Project Management & Team Communication Software This software would be a great tool for all BIA documents to be stored and organized for everyone to access – various folders can be set up.	Colleen
8.4	FEO Award Submission & OBIAA Awards - Maelyn	Info
8.5	Superior Country AGM, Oct 19 – Maelyn	Info
8.6	Chamber & BIA's Update Meeting – Jim	Info
8.7	Transportation Master Plan (<i>addition to the agenda</i>) Public Open House Event: Oct 17/17; 4 to 7 pm, presentation 5:30 pm	Info
8.8	Facebook 101 Workshop for BIA Members Workshop being planned for the first week of Nov. Details to follow.	Info
9.0	Adjournment: 7:35 pm	
10.0	NEXT MEETING: Tuesday, November 7, 2017; VAST Benefits	