



The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Thursday, February 16, 2017

ATTENDEES: Jim Comuzzi, Chair Paul Pugh, City Councillor
 Maelyn Hurley, Vice-Chair Lynn Gray, BIA Bookkeeper
 Jolene DesRosiers, Director Colleen Kenna
 Kory Morabito, Director

REGRETS: Dave Richard Andrew Foulds
 Sandy Herron Jason Scriver

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

Item	Description	Action
1.0	MEETING CALL TO ORDER & DECLARATION OF INTEREST – Jim	
	Colleen stated a conflict of interest on Agenda Item 11.4.	
2.0	SOCIAL MEDIA PROPOSAL from Jason Scriver – sent electronically.	
	Motion: Paul Seconded: Maelyn. Social Media Proposal - approval pending on medical status. Carried.	
3.0	BOARD APPLICATION from Sandy Herron – sent electronically.	
	Motion: Kory Seconded: Jolene Approved. Carried.	
4.0	APPROVAL OF THE MINUTES OF December 6, 2016 and December 15, 2016 Meetings - sent electronically.	
	Motion: Maelyn Seconded: Jolene Approved. Carried.	
5.0	FINANCIALS – Lynn	
5.1	Lynn reviewed the Financial Statements for year-ending December 31, 2016: Balance Sheet, Income Statement and the Comparative Income Statement. The Waterfront District BIA well positioned at year-end. An amazing job on the cut backs, ending with \$13,000 in bank account. A big thank you to Lynn for all of her help!	

APPROVAL OF THE DECEMBER 31, 2016 FINANCIAL STATEMENTS (unaudited) – as presented at the meeting.

Motion: Paul Seconded: Maelyn Approved. Carried.

5.2 Lynn will email the revised 2017 Budget. The Cash Flow statement and revised 2017 Budget will be reviewed at the next meeting.

6.0 GIFT CERTIFICATES & BIA BUCKS – Jim

6.1 Gift Certificates Purchased

City – Snow Day (for snow carvers)	\$1,900
K. Bullard (wedding)	\$250

6.2 Sponsorships/Donations - BIA Bucks to be used for sponsorships with exceptions

Paid:	City – Snow Day	\$300 (BIA Bucks)
Request:	Urban Infill	\$1,000 (cash)

APPROVAL OF Urban Infill donation:

Motion: Maelyn Seconded: Kory Approved. Carried.

6.3 New BIA Bucks

The names of the participating businesses were removed on the back side of the BIA Bucks because of an earlier decision. Jim asked for a reprint of the BIA Bucks (500 coupons) to continue advertising on behalf of the BIA businesses.

Jim discussed the BIA promoting all events held within the BIA area along with the events in neighbouring districts. The BIA will continue to support member requests for event notices to be emailed to the BIA membership as well as posting on the BIA's Facebook page.

7.0 BUSINESS ARISING FROM PAST MINUTES

7.1 Treasurer Position – Jim Deferred

7.2 Committees – finalize members – All

Jim spoke about the immediate need of recruiting more volunteers for Committees. He suggested an email be sent out to the membership and possibly something be posted on Facebook.

Item	Description	Action
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8.0 REPORTS

8.1 *Chair's Report – Jim*

- City Budget Meeting – everything went well – budget was approved.
- Summer Student / Outside Worker – expecting to be notified in April if funding was approved.
- Pagoda Festival – funding application was withdrawn due to BIA share at 25% of total project cost with a tight timeline if approved.
- Chamber Tourism Award Submission – completed. BIA to provide a 20 sec video which the Chamber will be posting on their social media leading up to the Awards event. Jim and Maelyn to complete.
- Tourism Deputation (Jim/Suzan)

8.2 *Construction & Beautification – Jolene*

- Shamrocks (Sandy) – shamrocks/garland to be taken down by Mar 20.
- Falcon Update (Jim) – meetings are being planned.
- Banners, Lighting, Tree & Tree Guards – Gridlink done for now.
- Planters – quotes received from Landale and Bill Martin's – Sandy to review.
- Twinkle lights off photo sensor – Jim will arrange with Gridlink after daylight savings.
- Maintenance/repair person – deferred to next meeting.

8.3 *Marketing & Promotion – Kory*

- Budgets for: Advertising/Promotion, BIA Bucks, Sponsorships
- Northwestern CUPE Council – 70 delegates (May 9-14) - donation \$350.00 in BIA Bucks
- Voluptuous in the Bay – Event (April 1) - donation for door prize

Jim suggested that the Marketing and Promotion budget be prepared at their Committee Meeting then to bring for review and discussion at a Board meeting (this applies to all Committees).

8.4 *Events – Maelyn*

- St. Paddy's Day – promotion
- Craft Revival – May 7th
- Open Streets/Festival – looking at doing one day at the beginning or end of the summer.
- Other events – being planned

Item	Description	Action
8.5	<i>Ambassadors & Tourism</i> – Sandy	Deferred
8.6	<p data-bbox="302 359 574 384"><i>Membership</i> – Maelyn</p> <ul data-bbox="350 415 1071 510" style="list-style-type: none"> • Membership list and email distribution lists • New Member / Associate Members Welcome Package • Member Profile Form <p data-bbox="302 548 1159 638">Discussed the plan for the Ambassadors to deliver the welcome package and get the new member profile form completed/updated for each business.</p>	
8.7	<i>Crime & Security</i> – N/A	
9.0	Associate Memberships for Approval	Deferred
10.0	Correspondence of Interest – file	
11.0	New Business	
11.1	Eaton’s and Lyceum Buildings – windows boarded up – what can be done? (from Sandy)	Deferred
11.2	<p data-bbox="302 1024 846 1056">Chamber Gala – April 8/17 – BIA attending?</p> <p data-bbox="302 1094 1187 1182">Jim suggested the BIA attend as a group and the budget will cover cost. He suggests everyone consider attending and to decide by next meeting.</p>	
11.3	<p data-bbox="302 1213 610 1245">Photocopier Lease – Jim</p> <p data-bbox="302 1283 1044 1314">Hoping to work with Xerox to transfer lease to another party.</p>	
11.4	<p data-bbox="302 1346 875 1377">Lease for Office Space – 18 N. Court St. – Jim</p> <p data-bbox="302 1415 1127 1472">Discussion on the office space proposal from Lakehead Consulting Services (Colleen left the room prior to discussion).</p> <p data-bbox="302 1509 1175 1602">The Board decided to provide notice to terminate the current lease and to move the BIA office to the shared office in the 29 Cumberland St S building.</p>	
11.5	BIA Coordinator Job Description – distributed at meeting.	
11.6	Board Governance	Deferred
12.0	ADJOURNMENT: _____	
13.0	NEXT MEETING: Tuesday, March 7, 2017; Rooster’s Bistro	