



# MINUTES

## The Waterfront District BIA

### BOARD OF MANAGEMENT MEETING

Tuesday, April 11, 2017

ATTENDEES: Jim Comuzzi, Chair Maelyn Hurley, Director  
 Jolene DesRosiers, Director Sandy Herron, Director  
 Kory Morabito, Director Paul Pugh, City Councillor  
 Dave Richard, Director Jason Scriver, Social Media

GUESTS: Anne Antenucci – Magnus Theatre  
 Peter White - White Macgillivray Lester  
 Suzan Cooper Rochon – Perfect Fit Lingerie

REGRETS: Andrew Foulds, City Councillor Colleen Kenna  
 Lynn Gray, BIA Bookkeeper

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

Item	Description	Action
1.0	MEETING CALL TO ORDER & DISCLOSURES OF INTEREST - Jim	
2.0	MAGNUS THEATRE PRESENTATION – Anne	
	Magnus Theatre is an associate member of the BIA. Anne discussed Magnus’ location customer draw; park at the theatre and spend the evening.	
	Some of the promotion opportunities include a package with dinner and theatre. Next season could offer a dinner and show for BIA connections for \$110 to include 2 tickets and \$50 gift certificate (exclusive). A couple of BIA businesses are on board although no one is participating yet.	Info
	Dinner Auction being held May 13 <sup>th</sup> at the Theatre with Sleeping Giant Brewery, Foundry, Prince Arthur - tasting menu of 8 beers.	Info
	Magnus offers advertising opportunities such as map on the back of their program; costs \$6,000 for a full page with views between 30,000-50,000 people.	Info
3.0	CANADA DAY – <i>Suzan</i> (addition to the agenda)	
	Applied for street closure between Red River and Park on Court St. Liability insurance for Beer Gardens set at \$5.0 M for event; required both by the BIA and the Sweet North Bakery. Looking to coordinate with the casino. Park Avenue will also be closed.	JC/CK

Item	Description	Action
	Will be adding an art component; 3 chairs will be painted by artists. Tickets to be sold with proceeds going to CMHA and the Dew Drop Inn. Chairs will be photographed in progression to build interest. Chairs to be completed June 14 <sup>th</sup> and displayed in windows. Asking BIA to sponsor a chair at \$450.	Info
	BIA support: poster to be updated, updates on FB and email to membership when designation is received.	JS/CK
4.0	APPROVAL OF BOARD APPLICATION from Peter White.  Motion: Maelyn      Seconded: Dave      Carried.	
5.0	APPROVAL OF THE MINUTES - March 7, 2017 Meeting - <i>sent electronically</i>  Motion: Jolene      Seconded: Paul      Carried.	
6.0	FINANCIALS	
6.1	Review and approval of the Financial Report for month ending March 31, 2017 – <i>sent electronically</i>  Motion: Jolene      Seconded: Dave      Carried.	
6.2	Review of the Revised 2017 Budget – <i>sent electronically</i>	Deferred
6.3	Budget 2018 Schedule – <i>sent electronically</i>	Info
7.0	BUSINESS ARISING FROM PAST MINUTES	
7.1	Treasurer Position	Deferred
7.2	Photocopier Lease & Office Move  Photocopier is still at Court Street and can remain there until leased.	Jim
7.3	Board Governance Training  Opportunity for governance training with Fort William BIA. Will be reviewed at next meeting.	Deferred
8.0	REPORTS	
8.1	Chair's Report	Jim
	a. Chamber Tourism Partner Award  The Board is pleased with the recognition of the BIA efforts.	Info

Item	Description	Action
b.	Website New website is live. Thanks Jason!	Info
c.	Seagull Management Program Program has started. Building owners have pledged \$7,000. Cost of this year's program is \$20,000. Ambassadors will ask individual businesses for support.	All
d.	Property Standards (Lyceum and Eaton's Buildings) Lyceum Building is exempt because they have an open work order / building permit. Eaton's will be given a notice of violation with 4 weeks to comply. If there is no action then by-law officer visits and issues a compliance notice.	Info Info
e.	Maintenance Technician – no luck so far.	JC
f.	Tourism Exemption – Jim and Suzan will be presenting deputation with City Council April 24. 80% of businesses can be already be legally opened on a statutory holiday. Retail is currently not allowed. The exemption gives retail the option to open.	JC/SCR /CK
g.	Chamber's Initiative - Becoming a Music City Crocks, Sovereign Room, Foundry, Black Pirate and Red Lion are interested in pursuing this. It is still in planning stages. Chamber will involve BIA.	Info
8.2	Construction & Beautification Committee	Sandy
a.	Beautification o Current 10 plus 24 new planters plus baskets. o Let the nurseries choose the flowers. o Watering at no cost. o Some banners and lights are outstanding.	Info
b.	Ambassadors o Ambassador Meeting – early May	
8.3	Tourism	Deferred
8.4	Marketing & Promotion Committee	Kory
a.	FB Posting – WD BIA Gift Certificates available for purchase?	Deferred

Item	Description	Action
8.5	Events Committee	
	a. Spring Clean Up – teaming up with EcoSuperior	MH/CK
	b. Craft Revival – Sun May 7	MH
	c. Canada’s 150 <sup>th</sup> Birthday – Sat July 1st	
	d. Open Streets – September – planning stages	MH
	Paul suggests the BIA meet with Administration and Transit on new events, and to get advice from Paul Pepe.	Info
8.6	Membership Committee	Deferred
8.7	Crime & Security	n/a
9.0	Associate Memberships for Approval	Deferred
10.0	Correspondence of Interest – Letter from City 2017 Capital Projects – <i>sent electronically</i>	Info
11.0	New Business	
11.1	Board Member Roles & Responsibilities	Deferred
11.2	TBCC After Business -TB Hydro Operations Centre Wed Apr 19, 5-7 pm	Info
11.3	Requests for Sponsorship – <i>sent electronically</i>	
	Lighthouses	\$500.00 BIA Bucks approved
	Canada Day Chair	\$450.00 deferred
	Shift	\$200.00 BIA Bucks approved
	Craft Revival commercial/video	\$500.00 approved
11.4	Clean up of Walkway to the Marina	
	The BIA will send a letter to the City asking for help in keeping the walkway to the Marina clean especially during the summer before and during events. Include it in what the BIA does when requesting funds for next budget.	JC/CK
11.5	Maintenance Person – what is the liability of having this person out there?	Deferred
12.0	ADJOURNMENT: 7:41 PM	
13.0	NEXT MEETING: Tuesday, May 2, 2017; White, Macgillivray, Lester	