



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

Tuesday, June 13, 2017

INVITED:	Jim Comuzzi, Chair Jolene DesRosiers, Director Peter White, Director	Andrew Foulds, City Councillor Lynn Gray, BIA Bookkeeper Colleen Kenna
REGRETS:	Maelyn Hurley, Director Paul Pugh, City Councillor	Sandy Herron, Director Dave Richard, Director
GUEST:	Stephanie Ash, Firedog Comm.	
LOCATION/TIME:	Rooster's Bistro; 5:30 pm	

Item	Description	Action
1.0	MEETING CALL TO ORDER & DISCLOSURES OF INTEREST - <i>Jim</i> We did not have a quorum for the meeting. The agenda items were reviewed. Andrew suggested including approval of agenda as presented to the future meeting agendas.	
2.0	MARKETING & PROMOTIONS PRESENTATION – <i>Stephanie</i> Stephanie provided a high level overview on the marketing/promotion initiatives. Some of these include a rebranding campaign to support the BIA externally reach to a broader audience and to support its membership internally, updating the website with graphics/content/ better photos, promotion of events through posters and media coverage, and a focus on entrepreneurs. She and her team will prepare a 12-month action plan outlining themes, creative graphics and content strategy. The BIA to inquire on funding opportunities for a BIA app and website.	
3.0	APPROVAL OF THE MINUTES – April 11, 2017 and May 2, 2017 Meetings - <i>sent electronically</i>	Deferred
4.0	FINANCIALS - <i>Lynn</i>	
4.1	Approval of the Financial Reports for month ending April 30, 2017 and May 31, 2017 – <i>sent electronically</i>	Deferred
4.2	Revised 2017 Budget – <i>sent electronically</i>	Deferred
4.3	Budget 2018 Schedule and Memo to Outside Boards – <i>sent electronically</i>	Deferred

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4.4	Outstanding HST Payment	
	Lynn advised that there is an outstanding HST payment between \$8,000 to \$9,000 (\$16,000 less the offsetting credits in the HST receivable) from the merchandise/liquor sales in 2014 and 2015. She is working with the Auditors and the City to resolve asap.	Lynn
4.5	Financial Statements – Proposed Procedural Changes	
	Andrew proposed procedural changes on the review of the financial statements. He suggested the monthly financial statements no longer be distributed to the Board and not be reviewed in detail at the meetings. Further, the financials would be reviewed by the Chair and Bookkeeper prior to the meeting. When required, the Chair would report on any issues to the Board.	Info
	As everyone is very pleased with Lynn’s management and control of the financials, Andrew suggested Lynn prepare a presentation once a year to review and highlight any changes on the year-end statements. These proposed changes will be reviewed at the next board meeting.	Info
5.0	BUSINESS ARISING FROM PAST MINUTES - <i>Jim</i>	
5.1	Requests for Sponsorship – <i>sent electronically</i>	Vote by email required
5.2	Review and approval of BIA Coordinator Job Description – <i>sent electronically</i>	Deferred
5.3	Treasurer Position	Deferred
5.4	Photocopier Lease (<i>Jim & Peter</i>)	Deferred
5.5	Board Governance Training – OBIAA	
	Colleen to inquire about a date in September for the governance training.	Colleen
5.6	BIA Gift Certificates – advertise on website and Facebook	
	Advertising gift certificates for purchase on the website and FB is a great idea.	Colleen/ Jason
6.0	REPORTS	
6.1	Chair’s Report - <i>Jim</i>	Info
	<ul style="list-style-type: none"> a. NOBA Nomination Package – submitted May 8/17; winners only to be notified in August. b. Seagull Management Program – ongoing Peter inquired about assistance to his roof. 	

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	<ul style="list-style-type: none"> c. Maintenance Technician (<i>Jim & Sandy</i>) <ul style="list-style-type: none"> o KKETS – potential 50% funding of salary – KKETS's schedule for next review of applications by end of the week June 23. d. Tourism Exemption – Administration also reviewing exemption for other business districts e. Pagoda – plaque unveil – May 23 – BIA promoted on FB. f. Clean up/Security of Overpass & Parking – Marina Park – letter of the BIA's recommendations was sent to K. Ball who forwarded to City Administration. g. Window Displays at former Eaton's Building – Sleeping Giant Brewery has put this project on hold until windows are replaced. 	
6.2	Construction & Beautification Committee - <i>Sandy</i>	Info
	<ul style="list-style-type: none"> a. Beautification <ul style="list-style-type: none"> o Planters and flowers: Bill Martin's June 14, Creekside June 15; Hanging baskets: Conservatory June 14 o Tree lights / banners Letter sent to Bell re potential damages of \$7,700 from directional drilling on Red River & St. Paul Street (<i>Jim</i>) o Approval of retainer to Gridlink (<i>Jim & Sandy</i>) – Gridlink has greatly sponsored the BIA with in-kind contributions o Garbage container (<i>Maelyn</i>) o New Canada & City of Thunder Bay flags installed on Red River Road by Gridlink for \$200 – Jim advised any expenses over \$500, he would bring to the Board for review. b. Ambassador Program <ul style="list-style-type: none"> o Completed member profile forms: 30 o Congrats to Ambassador Jolene – she has completed her block! o Businesses 209-285 Red River Road to be assigned. 	
6.3	Tourism	Deferred
6.4	Marketing & Promotion Committee - <i>Jim</i>	Info
<p>The marketing and promotion strategies were briefly discussed. Peter suggested the BIA evaluate, plan, set goals and determine the best options on these initiatives.</p>		
6.5	Events Committee – <i>Maelyn</i>	Info
	<ul style="list-style-type: none"> a. Spring Clean Up with EcoSuperior – May 4 b. Craft Revival – May 7 c. Canada's 150th Birthday – promote Waterfront activities d. Court Street Canada Day Block Party (<i>Suzan</i>) - fyi 	

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	<ul style="list-style-type: none"> e. Block Party – July 22 – insurance f. Open Streets, EcoSuperior – Sun Oct 1 – Noon to 3:00 pm g. Chamber After Business – Feb 2018 – tentative meet and greet h. Bill Boards – considering this initiative although the costs are high. i. Patios – working with Alex Bono from Red Lion; BIA to consider support/deputation. j. Ribfest – August 25-27 – Jolene advised BIA members are looking for info on the details of Ribfest. Our Kids Count will be notifying the members of the road closures. 	
6.6	Membership Committee - <i>Maelyn</i>	Deferred
	<ul style="list-style-type: none"> a. Welcome Letter Package – new businesses are emailed pkg b. Review of Associate Membership Policy and list 	
6.7	Crime & Security	Info
	The letter sent to K. Ball at Marina Park addressed the security and cleanliness of the walkway, suggestions included installing cameras and better lighting with closing the entrance by 11 pm.	
7.0	New Business - <i>Jim</i>	
7.1	Board Resignation – Kory Morabito - <i>sent electronically</i>	Deferred
7.2	Marketing & Promotions Chair – vacancy	Deferred
7.3	OBIAA Conference – <i>Colleen</i>	Deferred
7.4	Board Member Application – Frankie Lesnick	Deferred
7.5	BIA Office Phone & Call Forwarding	Deferred
7.6	Addition to the agenda: Code of Conduct / Quorum	
	Briefly discussed adopting a Code of Conduct to include attendance at Board meetings along with changing the size of the board and number for quorum. Colleen to prepare draft documents for the Board's review.	Colleen
8.0	ADJOURNMENT: 7:00 pm	
9.0	NEXT MEETING: Tuesday, July 11, 2017; Rooster's Bistro, 5:30 pm	