



MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, February 5, 2019

INVITED: Maelyn Hurley, Vice Chair
 Peter White, Director
 Sue Bragg, Director
 Lora Northway, Director
 Suzan Cooper-Rochon, Director
 Andrew Foulds, Councilor
 Brian Hamilton, Councilor
 Kara Pratt, Recording Secretary

TENTATIVE: Sandy Herron, Director
 Jennifer Dagsvik, Director

REGRETS: Jim Comuzzi, Chair
 Lynn Gray, BIA Bookkeeper

GUEST: Moira Byrne – TBRHSF, Annual Giving
 Athena Kreiner – TBRHSF, Annual Giving
 Lisa Sandham – Next Gen Cabinet Mbr, Cardio Surgery Campaign
 Stephanie Ash – President, Firedog Communications
 Kara Kozob – Firedog Communications
 Kory Morabito – The Prince Arthur Hotel

LOCATION/TIME: 5:30 i4Architecture, Boardroom

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest	
2.0	Approval of Agenda Motion: 2019-0 Moved by: L. Northway Seconded by: A. Foulds	Carried
3.0	Presentations	
3.1	Athena Kreiner & Lisa Sandham – TBRHSF Cardiovascular Surgery Program Presentation from the Cardiovascular Surgery Program Currently in the “Quiet Phase” Public Launch in October and asking for permission to approach businesses and also ask for ideas of their own for fundraising events. A. Foulds suggested speaking at the AGM in November	

Item	Description	Action
	<p>B. Hamilton asked if there is a fundraising number yet. A. Kreiner answered it is coming, the proposal is with the Ministry of Health.</p> <p>Stephanie Ash – Firedog Communications Marketing Discussion</p> <p>S. Ash spoke on how it has been some time since originally meeting with the Board regarding marketing</p> <ul style="list-style-type: none"> • Relationship b/t the BIA & Firedog • Approached firedog in 2017 to assist with marketing and support • Held focus groups and completed surveys to set up making plan for 2017/18 • @ the end of 2017 launched the website & updated the look • Key messaging <ul style="list-style-type: none"> ○ Area unique ○ Shop local ○ One of a kind ○ Outside the box store • Launched former Eaton's building windows winter 2018 • AD campaign has ended <ul style="list-style-type: none"> ○ Came to the BOM to discuss svcs ○ Looking to future ○ Facelift time ○ Reposting ○ Platforms (what is important) • Good working together <ul style="list-style-type: none"> ○ Went well – black and bright photos for campaigns ○ Website is improved over what it was <p>Discussion:</p> <ul style="list-style-type: none"> • Currently need new ideas & photos • Looking for more artistic look <ul style="list-style-type: none"> ○ New message ○ Outside the Box phrase sounds complete ○ Suggests strategy session ○ Marketing survey ○ More engagement = more complicated ○ Not done in a vacuum ○ Support & promote professional services in the area ○ 2017 wanted to run with the Entertainment area ○ 2019 should look more encompassing ○ Look @ safety & security/reputation ○ Great place to do business & work <p>L.Northway</p>	

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	<ul style="list-style-type: none"> • Marketing around new businesses • On call illustration of the building of new business • New businesses branches out over the year – consistency <p>A. Foulds</p> <ul style="list-style-type: none"> • Community safety is a big picture with the CoTB • Do business then go for lunch or dinner • Reputation improved from 10-15 yrs. ago, room to grow • Social issues <p>Discussion on Safety ensued</p> <p>Appreciation for pro-bono work by Firedog & facilitating advertisements</p> <p>S. Ash –</p> <ul style="list-style-type: none"> • Not looking at exclusivity going forward • Willing to share • Willing to maintain a piece/pieces • Previously social media was covered by Firedog due to “less savvy” coordinators • Prefer less day to day work on BIA marketing • Planning assistance would be a preference <p>M. Hurley –</p> <ul style="list-style-type: none"> • Establishing a plan/new campaign for 2019 <p>S. Ash</p> <ul style="list-style-type: none"> • Suggested “Open every season” <p>A. Foulds</p> <ul style="list-style-type: none"> • Thank you, we appreciate the work you have done <p>S. Ash</p> <ul style="list-style-type: none"> • Going forward <ul style="list-style-type: none"> ○ RFP – looking for sponsored marketing services ○ Does not have a problem with others having the opportunity to assist the BIA ○ If it is seen as a business quoting there would be less issue as they would all have the opportunity to work with the BIA ○ Rotating basis – fair to everyone ○ Tender for transparency <p>L. Northway</p> <ul style="list-style-type: none"> • Need to give Firedog a “shout out” <p>B. Hamilton</p> <ul style="list-style-type: none"> • To S. Ash- “Did you get feedback on the “outside the box” campaign?” <p>S. Ash</p> <ul style="list-style-type: none"> • Answered “No, we did not” • It is an opportunity to do a call out to the community and ask for their feedback 	
4.0	Approval of Minutes – January 8, 2019 – <i>sent electronically</i>	Carried

Item	Description	Action
	<p>Motion: 2019-07 Moved by: S. Cooper-Rochon Seconded by: B. Hamilton</p>	
5.0	Business Arising from Past Minutes	
6.0	Reports	
6.1	<p>Chair's Report – Jim (deferred)</p> <ol style="list-style-type: none"> 1. Seagull Management Program 2. Trees (on hold) 3. Promotional Banners (on hold) 4. Street Ambassadors Program (on hold) 	
6.2	<p>Finance Committee</p> <ol style="list-style-type: none"> 1. Financial Report for month ending (Lynn) – sent for review 2. Funding <ol style="list-style-type: none"> a. Requests for Sponsorships <ul style="list-style-type: none"> • City of Thunder Bay -- Snow Day <ol style="list-style-type: none"> i. \$450 BIA Bucks for carvers (\$15 each) ii. <i>Approved</i> <p>Motion: 2019-08 Moved by: A. Foulds Seconded by: S. Cooper-Rochon</p> <ol style="list-style-type: none"> • Lakehead University Faculty of Law – Welcome Day <ol style="list-style-type: none"> i. \$300 (30 students \$10 each) ii. <i>Approved</i> <p>Motion: 2019-09 Moved by: P. White Seconded by: A. Foulds</p> <ol style="list-style-type: none"> • Superior Theatre Festival <ol style="list-style-type: none"> i. \$1,000 Cash ii. \$250 BIA Bucks iii. Attached Package with Sponsorship Chart iv. <i>BOM Requested Additional Information</i> <p>Motion: 2019-10 Moved by: A. Foulds Seconded by: S. Cooper-Rochon</p> <ol style="list-style-type: none"> • TBRHSC – Bachelor Auction <ol style="list-style-type: none"> i. \$1500 Cash ii. Notes on Sponsorship form Re: BIA Bucks iii. Attached Package with Sponsorship Chart iv. Denied 	<p>Carried</p> <p>Carried</p> <p>Info Req</p> <p>Denied</p>
6.3	Infrastructure/Beautification Committee – Suzan	

Item	Description	Action
	<p>1. Beautification</p> <p>2. Walkability</p> <p><i>Meeting with J. Dagsvik week of Feb 11, 2019</i></p> <p>3. Street Signs – (on hold)</p> <p>4. Building Plaques – Heritage Standards to be reviewed (on hold)</p> <p>5. Façade Improvement (on hold)</p> <p>6. Planters & Flowers (on hold until 2019 spring planning)</p> <ul style="list-style-type: none"> • Waiting to hear back from engineering (Court St and Lyceum) • City is still in budget talks, we don't know what they don't know yet. <p>S. Cooper Rochon Update:</p> <p>1 – <i>Msg Re Court St Infrastructure – Left message with Brian Newman's Asst.</i></p> <ul style="list-style-type: none"> • <i>2020/2021 work scheduled</i> • <i>Confirm work toward Pearl St for summer 2019</i> • <i>As well as any capital projects for summer</i> <p>2 – <i>Request the names of the owner of the Lycum building - P. White can do a corporate search</i></p> <ul style="list-style-type: none"> • <i>Letter from J. Deputer – the building has been stabilized from the inside – new roof</i> <p>3 – <i>Christmas garland removal Feb 16, 2019 – okay to move forward</i></p> <p>4 – <i>Patios approved for another 2 years</i></p> <p>B. Hamilton</p> <ul style="list-style-type: none"> • <i>Kayla Dixon – CoTB Engineering</i> • <i>No budget for RRR – submit for 2022</i> • <i>Proceed with court St wants “unanimous” feel to the downtown for 2022 start</i> • <i>Bring in consultant for walkability</i> <p>P. White</p> <ul style="list-style-type: none"> • <i>Homogenous look – it's positive going forward this way</i> <p>S. Cooper Rochon</p> <ul style="list-style-type: none"> • <i>St. Paul St has supporting documents</i> • <i>Use the same lamps continue on the same path</i> • <i>Some of the work is already done</i> <p>B. Hamilton</p> <ul style="list-style-type: none"> • <i>Rebar & Railway</i> • <i>Proper patch job in the section</i> • <i>Willing to work with for 3 years</i> • <i>Currently “cold patched”</i> 	<p>Info</p> <p>Info</p> <p>Discussion</p>

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6.4	<p>Governance Committee – Peter</p> <ol style="list-style-type: none"> 1. Review of Strategic Plan 2. Constitution/Operating Procedures – 3. City Insurance includes BIA – following up with John Hannam. (Kara) 4. Policies, Procedures & Guidelines – (K. Matthews providing binder) <ol style="list-style-type: none"> a. Procurement/Purchasing b. Personnel c. Land ownership d. Documents – retention policy e. Social Media f. Associate Members Policy and Fees g. Health and Safety Policy – draft complete h. Board Members (& Staff) of Conduct – draft complete i. Sponsorships/Donations Guidelines and request form – posted on website – to be sent to the City at a later date <p><i>P. White</i></p> <ul style="list-style-type: none"> • <i>J. Hannam has been busy with budget deliberations – will look at once done</i> 	
6.5	<p>Marketing & Promotion Committee – Lora</p> <ol style="list-style-type: none"> 1. Social Media 2. Website <ol style="list-style-type: none"> a. Addition of Real Estate section b. Updates 3. Sharing member promotions through Facebook and Instagram <p><i>Presented proposals from three photographers and a videographer</i></p> <p><i>S. Cooper Rochon</i></p> <ul style="list-style-type: none"> • <i>Happy to continue work with Firedog</i> <ul style="list-style-type: none"> ○ <i>They are doing it for free</i> • <i>Put it out to tender to see who else would be interested. We need transparency and then others would also see that Firedog is doing it for free</i> • <i>If we do stay – public thanks to Firedog</i> • <i>Recognise the sponsorship and thank Firedog</i> <p><i>P. White</i></p> <ul style="list-style-type: none"> • <i>Public thanks to Firedog</i> <p><i>M. Hurley</i></p> <ul style="list-style-type: none"> • <i>Thank you gathering while launching next campaign</i> 	

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	<p>S. Cooper Rochon</p> <ul style="list-style-type: none"> • <i>Post Website Thank You</i> <p>A. Foulds</p> <ul style="list-style-type: none"> • <i>Not influenced by the campaign – No real opinion of the work</i> • <i>RFP protects the BOM</i> • <i>Design a valuation matrix -gain & maintain control choose from the matrix</i> <p>S. Cooper Rochon</p> <ul style="list-style-type: none"> • <i>Agrees</i> <p>M Hurley</p> <ul style="list-style-type: none"> • <i>Still wants their assistance – working with more local artists to appeal to the locals</i> <p>L. Northway</p> <ul style="list-style-type: none"> • <i>Firedog assist with creating the plan and schedule</i> • <i>Still do some design</i> • <i>Projects/season home artists/agencies</i> • <i>Collaborative</i> • <i>What if we don't get any RFP bits</i> • <i>Freelance graphic designer to do a layout/template but requires a budget to get this done</i> • <i>Taken care of by the artists</i> • <i>Active the artists within the area</i> <p>P. White</p> <ul style="list-style-type: none"> • <i>With hiring five different photographers – want to ensure a thematic aspect</i> • <i>Firedog willing to work with other groups?</i> • <i>Send around RFP</i> • <i>Ability to work with a variety of different elements</i> <p><i>Discussion ensued</i></p> <p>S. Cooper Rochon</p> <ul style="list-style-type: none"> • <i>Ask Prince Arthur (ask around) how an RFP works</i> • <i>E-mail Lora the info</i> • <i>Concerned with the number interested</i> <p><i>Photographs from the photographers will be accessible to Firedog/marketing agency to assist the BIA with Marketing</i></p> <p><i>Motion to spend up to \$4,250 for three photographers and video for the 2019 budget</i></p>	<p>Carried</p>

Item	Description	Action
	<p>Motion: 2019-11 Moved by: S. Cooper-Rochon Seconded by: S. Bragg</p>	
6.6	<p>Membership Services Committee – Sue</p> <ol style="list-style-type: none"> 1. New Members Welcome Letters (Kara) – Ongoing 2. Website Business Directory updates – Ongoing (Kara) 3. Associate Members Package (Kara) 4. Recruit Volunteers - ongoing 5. Monthly/Bi-monthly BIA newsletter (Sue, Kara & Jennifer) <p><i>Pulling newsletters from other BIAs – differing to creative for look</i></p>	
6.7	<p>Special Events Committee - Maelyn</p> <ol style="list-style-type: none"> 1. Derelict 2. Urban Infill 3. St. Patricks Day (Shows) 4. Spring Craft Revival 5. Ribfest 6. Lost & Found Festival 7. The Hunger 8. Christmas Craft Revival 9. Christmas Window Display (Window Wonderland) 10. <i>Live on the Waterfront</i> 11. <i>Buskers Fest (July 17)</i> 12. <i>Special Olympics</i> <p>Brainstorm how we can help to spread the word or support these events happening in our BIA - others we are already support through \$\$ or BIA bucks....</p>	
6.8	<p>Safety & Security – Jim</p> <ol style="list-style-type: none"> 1. Joint Partnerships with City, Parking Authority, Police, BIAs – walkway, parkade, events 2. Belleville Police – circulated e-mail from Mark <p>March 5, 2019 – Security focused Board Meeting</p>	
6.9	<p>Parking Authority Board Update - Kara</p> <ol style="list-style-type: none"> 1. Meeting February 11, 2019 11am-12pm <p><i>Parking Authority to send letter for BIA Members to comment on proposed price increases (\$5/month parkade, \$3/month surface lot)</i></p>	
6.10	<p>Administration</p> <ol style="list-style-type: none"> 1. Board Meeting Schedule 	

Item	Description	Action
	<ul style="list-style-type: none"> • March 5, 2019 • April 2, 2019 • May 7, 2019 • June 4, 2019 • July 9, 2019 (moved from July 2, 2019) • August 6, 2019 (<i>propose moving to Aug 13, both Suzan & Peter Away</i>) • September 3, 2019 • October 1, 2019 • November 5, 2019 • AGM – November 14, 2019 • December 3, 2019 <p>2. Guidelines to be created for:</p> <ul style="list-style-type: none"> • Guests & Presentations • Committee Meetings & Reports at Board Meetings 	
7.0	New Business	
8.0	Correspondence – n/a	
9.0	Next Meeting – March 5, 2019, 5:30 pm – Prince Arthur Hotel	
10.0	Adjournment	