



# MINUTES

The Waterfront District BIA

## BOARD OF MANAGEMENT MEETING

Tuesday, February 4, 2020

- INVITED: Jim Comuzzi, Chair  
 Peter White, Vice-Chair  
 Kory Morabito, Treasurer  
 Maelyn Hurley, Director  
 Lora Northway, Director  
 Suzan Cooper-Rochon, Director  
 Brian Hamilton, Councillor  
 Kara Pratt, Recording Secretary
- TENTATIVE:
- REGRETS: Lynn Gray, BIA Bookkeeper  
 Andrew Foulds, Councillor  
 Brigitte Tremblay, Director  
 Thomas Trist  
 Jordan Calonego
- GUEST: Will Vander Ploeg, Program Coordinator EcoSuperior  
 Peter Boyle, General Manager - Magnus Theatre Company Northwest
- LOCATION/TIME: Prince Arthur Hotel, February 4, 2020, 5:30pm

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest  Called to order at 5:35 no conflicts of interest declared at this time.	
2.0	Approval of Agenda  Motion: 2020-08 Moved by: K. Morabito                      Seconded by: B. Hamilton	
3.0	Presentations <ul style="list-style-type: none"> <li>• Will Vander Ploeg, Program Coordinator EcoSuperior               <ul style="list-style-type: none"> <li>○ Depave Paradise</li> <li>○ EcoSuperior takes on the liability insurance</li> <li>○ Eco superior has been working with Depave – to have the community remove hard surfaces and help create more greenspace/rain gardens in Thunder Bay                   <ul style="list-style-type: none"> <li>▪ Storm water management</li> <li>▪ Educational opportunities</li> <li>▪ Partnerships                       <ul style="list-style-type: none"> <li>• Tom Jones</li> </ul> </li> </ul> </li> </ul> </li> </ul>	

Item	Description	Action
	<ul style="list-style-type: none"> <li>• Taranis</li> <li>○ Questions <ul style="list-style-type: none"> <li>▪ Cost/ sq ft <ul style="list-style-type: none"> <li>• Claude Garden \$6K</li> <li>• Lakehead University \$20K</li> <li>• TD \$8-10K</li> </ul> </li> <li>▪ Vision? <ul style="list-style-type: none"> <li>• No trees</li> <li>• Lights</li> <li>• Safer feeling</li> <li>• Planter beds – hardy to avoid vandalism</li> <li>• Lawn maintenance</li> </ul> </li> <li>▪ Who owns the property? <ul style="list-style-type: none"> <li>• City of thunder Bay – b/c of this it requires a formal approval &amp; there are tree requirements</li> </ul> </li> <li>▪ How often do they happen? <ul style="list-style-type: none"> <li>• 3/ year -- Spring/Summer/Fall</li> </ul> </li> <li>▪ Do they bring in machines? <ul style="list-style-type: none"> <li>• Yes, it normally happens the day before/ people move what they can (it is to be done by people and tools, but with concrete bringing in equipment first is a good idea/safer)</li> </ul> </li> <li>▪ Approximate cost for this? \$20K before donations? - <ul style="list-style-type: none"> <li>• Yes – an immediate ~\$3K is available from grants. Other grants available? – Yes \$6K-8K</li> </ul> </li> <li>▪ Who does the design? <ul style="list-style-type: none"> <li>• The CoTB has Werner Schwar on staff and he has been helpful</li> </ul> </li> </ul> </li> <li>○ Ideas: Art component, tourist attraction</li> <li>• Peter Boyle, General Manager - Magnus Theatre Company Northwest <ul style="list-style-type: none"> <li>○ Magnus Theatre - infrastructure renewal and expansion program – presented information to the Board of Management regarding the positive economic impact of Magnus Theatre and discussed possible future partnerships.</li> <li>○ Information on the capital projects coming up in the next two years – ma look for support from the BIA <ul style="list-style-type: none"> <li>▪ May require a letter of support in the future from the BIA, in the interim, a request to maintain a relationship and continue to work together in the future.</li> </ul> </li> <li>○ Comments: Great tourism generator, have heard many enjoy the Thunder Bay esthetics, cultural attraction, opportunity to work better together</li> <li>○ Question: what are the proposed timelines on the capital projects? P. Boyle – approximately 2 years.</li> </ul> </li> </ul>	

Item	Description	Action
4.0	<p>Approval of Minutes – January 14, 2019 – <i>sent electronically</i></p> <p>Motion: 2020-09  Moved by: L. Northway                      Seconded by: M. Hurley</p>	
5.0	<p>Business Arising from Past Minutes</p> <p>None</p>	
6.0	<p>Reports</p>	
6.1	<p>Chair’s Report – Jim</p> <p>1. Falconry – Contract Signed for 2020 -- \$17,357.87</p>	Info
6.2	<p>Finance Committee</p> <p>1. Funding - Requests for Sponsorships</p> <p>    a. Faculty of Law, Lakehead University</p> <p>        i. \$300 BIA Bucks</p> <p>Motion: 2020-10  Moved by: M. Hurley                      Seconded by: S. Cooper-Rochon</p> <p>    b. Raikon</p> <p>        i. \$2000 Cash towards the Prince Arthur Hotel costs</p> <p>    c. CoTB – Recreation and Culture, Cultural Dev &amp; Events</p> <p>        i. \$500 BIA Bucks</p> <p>            ▪ \$1600 Gift Certificates (to be purchased by the CoTB</p> <p>                o 4 days</p> <p>                o 21 carvers</p> <p>                o \$25/day</p> <p>            ▪ Totals \$2100 (\$500 BIA Bucks &amp; \$1600 Gift Certificates)</p> <p>Motion: 2020-11  Moved by: M. Hurley                      Seconded by: K. Morabito</p>	<p>Approved</p> <p>Req Info</p> <p>Approved</p>
6.3	<p>Infrastructure/Beautification Committee – Suzan</p>	
6.4	<p>Governance Committee – Peter</p> <p>Will be circulating policies for review over the next while.</p>	Info
6.5	<p>Marketing &amp; Promotion Committee – Lora &amp; Kory</p> <p>1. Holiday promotion update</p> <p>Discussion centered around the need to do a Waterfront District tree lighting for the 2020 Holiday season.</p> <p>2. Planning for 2020</p> <p>There has been a decision to reduce the advertising in the Walleye and create ore pointed advertising. This year, a brochure is being created for the Waterfront District BIA to distribute to tourism locations and hotels. Building a relationship with Shout for graphic design and there will be more of a focus on Christmas vs.</p>	

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	<p>all Holidays. Maybe asking for sponsors for articles/reach out for free articles/features in print and social media.</p> <p>S. CR – The budget for marketing in 2020 is very low. Retail is not being promoted. What can the BIA do to support services and retail? Should we take from the sponsorship budget and relocate to marketing?</p> <p>JC – the sponsorship dollars are monies to help promote the area through a different way.</p> <p>BH – what about a feature business ad, a cost share? VIP treatment, joint advertising.</p> <p>MH – What kind of advertisements would be best for retail? Full- spectrum? Is there something that shows the shopping available? Something that showcases its local and you won't see these items anywhere else?</p> <p>BH – Walleye ads...</p> <p>KM – Adopt a retailer?</p>	
6.6	Membership Services Committee – To Be Filled	
6.7	<p>Special Events Committee – Maelyn &amp; Lora</p> <p>1. Summer Event Have been thinking of an event that is similar to Heart of the Harbour</p> <ul style="list-style-type: none"> <li>▪ Build off Heart of the Harbour, Lost &amp; Found and add more music, food and retail.</li> <li>▪ Booths, BIA members and available to outside members for a price</li> <li>▪ Possibly a food punch pass to taste bites from different vendors</li> <li>▪ Looking for the Board to be on board for the events, it will be a mix of festivals and everyone's opinions are important.</li> <li>▪ Will need participation from all businesses - we need a solid plan and highlight the businesses strengths.</li> <li>▪ It has been suggested to use the city parking lots behind the Ruttan building</li> <li>▪ LN – scale – if the BIA wants big, we will need help!</li> <li>▪ SCR – there needs to be activities – 3 on 3, hockey, other sports</li> <li>▪ Reach out to schools for assistance – incubator year</li> <li>▪ MH – big sponsors will be needed</li> <li>▪ SCR – has been the practice to borrow from the BIA budget and payback after the event</li> <li>▪ PW – likes the larger event idea with a youth element – it would last longer term, get more families down to the BIA less alcohol focus, more family.</li> </ul> <p>2. Poutine Feast 2021 – Asked to revisit</p>	<p>Info</p> <p>Revisit 2021</p>
6.8	<p>Safety &amp; Security – Peter</p> <p>1. Crime in the BIA</p>	<p>Info</p>

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	<ul style="list-style-type: none"> <li>a. Lullaby's Boutique</li> <li>b. Barkeep x2</li> </ul> <p>There has been an increase of crime in the area – since last year, it has escalated. What does it take for the CoTB to start noticing a downtown cannot operate within this type of environment? We have been talking initiatives – COR police, cameras, eye on the street – we have done an inventory and there are very few cameras on the exterior of businesses. Not many are dedicated to street level – need to get people to buy-in and have businesses install security systems/cameras</p> <p>90% of the problem is from one basic element.</p> <p>MH- Move forward how? PW – lights, infrastructure, installations – talk to Lee-Ann Chevrette and the COR police.</p> <p><i>Feb 27, 2020 - A letter has been sent to Council, Thunder Bay Police and the Thunder Bay Police Services.</i></p> <ul style="list-style-type: none"> <li>2. Minister of Municipal Affairs &amp; Housing is waiting on a letter requesting assistance for Thunder Bay (Kara talked to Steve Clark yesterday)</li> </ul> <p>Letter was sent to Board members for review.</p>	
6.9	<p>Parking Authority Board Update – Kara – N/A</p> <ul style="list-style-type: none"> <li>1.</li> </ul>	
6.10	<p>Administration</p> <ul style="list-style-type: none"> <li>1. Board Meeting Schedule <ul style="list-style-type: none"> <li>• 2020 <ul style="list-style-type: none"> <li>○ March 3, 2020</li> <li>○ April 7, 2020</li> <li>○ May 5, 2020</li> <li>○ June 2, 2020</li> <li>○ July 7, 2020</li> <li>○ August 11, 2020 (Aug 4, is the day after a holiday)</li> <li>○ September 1, 2020?</li> <li>○ October 6, 2020</li> <li>○ October</li> <li>○ November 10, 2020</li> <li>○ December 1, 2020</li> </ul> </li> </ul> </li> <li>2. Guidelines to be created for: <ul style="list-style-type: none"> <li>• Committee Meetings &amp; Reports at Board Meetings</li> </ul> </li> </ul>	
8.0	Correspondence – n/a	
9.0	<p>New Business</p> <ul style="list-style-type: none"> <li>• Start Planning for a new Strategic Plan <ul style="list-style-type: none"> <li>○ Involve stakeholders</li> </ul> </li> </ul>	

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	<ul style="list-style-type: none"> <li>• Review Budgets – Plan for 2021 – Do we need to ask for additional money</li> <li>• Urban infill – need space</li> </ul>	
10.0	<a href="#">Next Meeting</a> – March 3, 2020 <a href="#">Adjournment</a> : 7:46pm	