

MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, August 11, 2020

INVITED: Jim Comuzzi, Chair Peter White, Vice-Chair Jordan Calonego, Director Maelyn Hurley, Director Thomas Trist, Director Brigitte Tremblay, Director Andrew Foulds, Councillor Brian Hamilton, Councillor Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS:

Lynn Gray, BIA Bookkeeper Suzan Cooper-Rochon, Director Lora Northway, Director Kory Morabito, Treasurer

GUEST:

LOCATION/TIME: 5:30pm, Zoom Conference, Video & Phone https://us02web.zoom.us/j/84463469670?pwd=MHhlRzV4WHp1MGQ3akpjL1VhN1FiUT09

ltem	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest	
	Called to order: 5:36pm	
2.0	Approval of Agenda	
	Motion: 2020-31	Carried
	Moved by: B. Tremblay Seconded by: A. Foulds	
3.0	Presentations	
	N/A	
4.0	Approval of Minutes – July 5, 2020– sent electronically	
	Motion: 2020-32	Carried
	Moved by: A. Foulds Seconded by: J. Calonego	
5.0	Business Arising from Past Minutes	
	 Budget planning for 2021 – Approved budget to the CoTB by October 26th (at the latest) 	

Item	Description	Action
	August 24 th is the budget directions report from administration – council is to look at the report and direct admin to come back with the budget and certain parameters (consider COVID-19 costs).	
	If the BIA asks for an increase demonstrate the value and defend reasoning. Examples include:	
	Serves economic recovery	
	Protect businesses	
	Save Businesses	
	Build trust and loyalty with businesses and building owners	
	2) Start Planning for a new Strategic Plan	
	a. Involve stakeholders	
	b. Lakehead University MSc or MBA Student	
	Approaching Lakehead University to assist with the Strategic Plan for the next 4 years.	
	Motion: 2020-33Moved by: J. CalonegoSeconded by: B. Tremblay	Carried
	 Advocacy – Social Issues, Support for Marginalized People - e-mail from Aldo Ruberto 	
	Very large scale ask requires work and out of the scope of council. It requires expertise so; it has been referred to community groups to do the research and work and report back to council in October. Defer until there is more information. Save for a later meeting – more information is required	
	Motion: 2020-34 Motion to defer – awaiting administration report to council.	Carried
	Moved by: A. Foulds Seconded by: T. Trist	
6.0	Reports	
6.1	Chair's Report – Jim N/A	
6.2	Finance Committee	
	1 Dudget edjustment plane for COV/ID 10	
	1. Budget adjustment - plans for COVID-19	
	2 Funding - Requests for Sponsorships	
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	a. Tourism Thunder Bay	

Item	Description	Action
	J.Comuzzi: Tourism is a big supporter of the BIA and bringing people to the area. Supported the StrEATery.	
	B. Hamilton: Asks if there is any way it can be geared towards retail experience. People don't need to be pushed to eat; they need to shop/support retail. *K. Pratt will provide breakdown of BIA Buck use.	
	Motion: 2020-35Moved by: P. WhiteSeconded by: B. Tremblay	Carried
6.3	Infrastructure/Beautification Committee – Suzan	Update
	 Nothing is happening with depave – everyone is furloughed (not with eco superior, but depave) for the year. The two garbage cans of concern are on Red River Road In front of the Sovereign Room In front of Scotiabank (there is stinky black residue in the base - under the plastic insert).	
6.4	Governance Committee – Peter	
	 Reviewing Health & Safety Policies Circulated to the Board a week before the meeting for feedback – decisions are governed by them. This is the opportunity to provide feedback – get a hold of Peter to provide your input. The Health & Safety Policies will be voted in next meeting. Deferred – pending review by Board Members 	Deferred
6.5	Marketing & Promotion Committee – Lora & Kory	
	 COVID marketing Update Initiatives – underway or complete StrEATery marketing Planning for 2020 – Rebranding Waterfront District Discovery for review: For the Feelings - we want to understand if the feelings listed are what is 	
	 For the Feelings - we want to understand if the feelings listed are what is important. Or, as an example, is "Fresh" more important than "Historical" or vice versa. From the Mood Board – What visuals make you feel most comfortable? Do the concepts you have for the area line up with possible visuals? This is also the opportunity to let Heather know if you want something specific in the visual (ie the Pagoda). 	
6.6	Membership Services Committee – To Be Filled	

ltem	Description	Action
6.7	Special Events Committee – Maelyn	
	 Patio Event Craft Revival? Roots to Harvest Eco Superior? Applause Productions? Paramount Theatre? 	
6.8	Safety & Security – Peter	
	 Paramount Theatre – drug use under external stairs Cleaned up & researching the safety and security initiatives 	
6.9	Parking Authority Board Update – Kara	
	 Meet next week Last meeting paid parking was reinstated 	
6.10	Administration	
	 Board Meeting Schedule 2020 October 6, 2020 October November 10, 2020 December 1, 2020 Guidelines to be created for: Committee Meetings & Reports at Board Meetings 	
8.0	Correspondence – n/a	
9.0	New Business o	
10.0	Next Meeting – September 1, 2020 Adjournment: 6:36pm Motion: 2020-36	
	Moved by: P. White Seconded by: B. Tremblay	Carried