

MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, May 5, 2020

| INVITED: | Jim Comuzzi, Chair Peter White, Vice-Chair Kory Morabito, Treasurer Brigitte Tremblay, Director Suzan Cooper-Rochon, Director Thomas Trist, Director Jordan Calonego, Director Maelyn Hurley, Director Lora Northway, Director Andrew Foulds, Councillor Brian Hamilton, Councillor Kara Pratt, Recording Secretary |
|----------------|--|
| TENTATIVE: | |
| REGRETS: | Lynn Gray, BIA Bookkeeper |
| GUEST: | Darrik Smith, Mobility Coordinator, City of Thunder Bay Werner Schwar (OALA), Supervisor – Parks & Open Space Planning, City of Thunder Bay |
| LOCATION/TIME: | 5:30pm, Zoom Conference, Video & Phone (<u>https://us02web.zoom.us/j/86460497177?pwd=eE14Z1NCK3NxblpwUE</u> <u>xDYUplaVAvUT09</u>) |

| Item | Description | Action |
|------|--|----------------|
| 1.0 | Meeting Call to Order and Disclosures of Interest – 5:33pm | |
| 2.0 | Approval of Agenda | |
| | Motion: 2020-19 Moved by: A. Foulds Seconded by: M. Hurley | Carried |
| 3.0 | Presentations | |
| | Darrik Smith & Werner Schwar from the City of Thunder Bay, re: wayfinding signage. | Followed up |
| | Discussion regarding wayfinding signage being placed in the BIA area. Board members were able to discuss with those planning the signage ideas, guidance and options. Follow-up e-mails with a specific list of ideas from the Board was sent to Darrick and Werner after the meeting. | |
| 4.0 | Approval of Minutes – April 7, 2020– sent electronically | |

| ltem | Description | Action |
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| | Motion: 2020-20Moved by: A. FouldsSeconded by: S. Cooper-Rochon | Carried |
| 5.0 | Business Arising from Past Minutes 1) Messages of hope in Planters? | Discussion |
| | Discussion regarding the reasoning behind continuing beatification efforts – will post on social media the local support. Brightens the area. Will ask patrons to post photos enjoying the beauty and colour of downtown. | |
| | Due to safety/health concerns Josh was not hired back Jim is to have outside hose installed/de-winterized and Joshua may possibly come back after – able to wash hands before and after shifts. | Discussion |
| | Discussion surrounded asking businesses to clean up their own areas around their businesses. There was some concern this may be difficult with little to no staff/reduced staff. | |
| 6.0 | Reports | |
| 6.1 | Chair's Report – Jim Seagull update – email attached from Kym Budget planning for 2021 – Approved budget to the CoTB by October 26th (at the latest) Canada Summer Jobs - Plan for 2020 to Feb 2021 Letter to Members from CoTB Capital Projects - Attached | Information |
| 6.2 | Finance Committee 1. Budget adjustment - plans for COVID-19 a. Redistribute monies from i. Seagull program – under budget for 2020 Motion: 2020-21 Motion to move \$4,000 from the Seagull Management Program to Marketing Moved by: L. Northway Seconded by: A. Foulds | Carried |
| | 2. Funding - Requests for Sponsorships a. Norwest Gyre i. Cancelled – Bidding for 2021 or 2022 b. CoTB Culture & Events - Delayed i. Live on the Waterfront & Summer Events ii. \$2,000 BIA Bucks iii. \$2,000 Dollars iv. Refer to Patron Level in attached Sponsorship Package c. Francophone Festival – BIA Coordinator has requested an update | Deferred COVID-19 |

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| 6.3 | Infrastructure/Beautification Committee – Suzan | |
| | 1. Depave | Information |
| | Deferred to 2021 2. Planters | |
| | • Watering information from the CoTB – RFQ was not completed – trim it most likely to do the watering for 2020 | |
| | 3. Hanging basketsWatering? | |
| | 4. Refuse bin cleaning | Following |
| | Obtaining outside quotes | up |
| | 5. Wayfinding – Discussed earlier after presentation | |
| | 6. Watering Quote Requesting quote from Trim-it to potentially have a consistent watering | |
| 6.4 | Governance Committee – Peter | |
| | 1. Deferred | |
| 6.5 | Marketing & Promotion Committee – Lora & Kory | |
| | 1. COVID marketing Update | Information |
| | a. Budget adjustments | |
| | Initiatives – underway or complete | |
| | i. Instagram stories - Favourites | |
| | ii. BIA BINGO | |
| | iii. Photo in front of your favourite spot | |
| | iv. Walleye ads (two page) & two articles | |
| | v. Radio ads – 2 – PSA & Shop Local 2. Masks – Quote (attached) | |
| | Discussion surrounded the potential branding of masks and it was determined | Discussion |
| | that the BIA would have to do this tastefully and it would be better for the | |
| | Businesses to obtain their own PPE. Discussion surrounded the BIA reimbursing a portion of costs in place of organizing "kits" for members with BIA branding. | |
| | Marketing monies would be better spent on the reopening efforts and the roll-out of the stages. | |
| | 3. Planning for 2020 | |
| | a. Brochure – somewhat on hold (priorities) | |
| 6.6 | Membership Services Committee – To Be Filled | |
| 6.7 | Special Events Committee – Maelyn | |
| | Awaiting government instruction Post Pandemic event outdoors? | No update |

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| | b. Christmas? | |
| 6.8 | Safety & Security – Peter | |
| | Moving forward with video camera reimbursement w/ some criteria Police are patrolling the area regularly to ensure safety & security during COVID-19 Concerns with continued closures Deferred - Minister of Municipal Affairs & Housing is waiting on a letter requesting assistance for Thunder Bay Letter was provided for review | Information |
| 6.9 | Parking Authority Board Update – Kara | |
| | 1. Request for free parking to be extended past the stay at home order To be reassessed by council at a later date. Will continue to follow the emergency orders of the province. | Information |
| | Council to discuss opening parkades for free parking Update from A. Foulds – council did not agree to free parking in the parkade. | Information |
| 6.10 | Administration 1. Board Meeting Schedule | |
| | 2020 June 2, 2020 July 7·2020 August 11, 2020 (Aug 4, is the day after a holiday) September 1, 2020? October 6, 2020 October November 10, 2020 December 1, 2020 2. Guidelines to be created for: a. Committee Meetings & Reports at Board Meetings | |
| 8.0 | Correspondence – n/a | |
| 9.0 | New Business Start Planning for a new Strategic Plan Involve stakeholders Review Budgets – Plan for 2021 – Do we need to ask for additional money | |
| 10.0 | Next Meeting – June 2, 2020 Adjournment 7:26pm | |