

## **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
	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.	
	<ol> <li>Due to safety/health concerns Josh was not hired back</li> <li>Jim is to have outside hose installed/de-winterized and Joshua may possibly come back after – able to wash hands before and after shifts.</li> </ol>	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	<ol> <li>Chair's Report – Jim</li> <li>Seagull update – email attached from Kym</li> <li>Budget planning for 2021 – Approved budget to the CoTB by October 26<sup>th</sup> (at the latest)</li> <li>Canada Summer Jobs - Plan for 2020 to Feb 2021</li> <li>Letter to Members from CoTB Capital Projects - Attached</li> </ol>	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
	<ul> <li>2. Funding - Requests for Sponsorships <ul> <li>a. Norwest Gyre</li> <li>i. Cancelled – Bidding for 2021 or 2022</li> </ul> </li> <li>b. CoTB Culture &amp; Events - Delayed <ul> <li>i. Live on the Waterfront &amp; Summer Events</li> <li>ii. \$2,000 BIA Bucks</li> <li>iii. \$2,000 Dollars</li> <li>iv. Refer to Patron Level in attached Sponsorship Package</li> <li>c. Francophone Festival – BIA Coordinator has requested an update</li> </ul> </li> </ul>	Deferred COVID-19

Item	Description	Action
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	
	<ul><li>3. Hanging baskets</li><li>Watering?</li></ul>	
	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	
	<ul> <li>Initiatives – underway or complete</li> </ul>	
	i. Instagram stories - Favourites	
	ii. BIA BINGO	
	iii. Photo in front of your favourite spot	
	iv. Walleye ads (two page) & two articles	
	<ul> <li>v. Radio ads – 2 – PSA &amp; Shop Local</li> <li>2. Masks – Quote (attached)</li> </ul>	
	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	
	<ol> <li>Awaiting government instruction         <ol> <li>Post Pandemic event outdoors?</li> </ol> </li> </ol>	No update

Item	Description	Action
	b. Christmas?	
6.8	Safety & Security – Peter	
	<ol> <li>Moving forward with video camera reimbursement w/ some criteria</li> <li>Police are patrolling the area regularly to ensure safety &amp; security during COVID-19         <ul> <li>Concerns with continued closures</li> </ul> </li> <li>Deferred - Minister of Municipal Affairs &amp; Housing is waiting on a letter requesting assistance for Thunder Bay         <ul> <li>Letter was provided for review</li> </ul> </li> </ol>	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
	<ol> <li>Council to discuss opening parkades for free parking</li> <li>Update from A. Foulds – council did not agree to free parking in the parkade.</li> </ol>	Information
6.10	Administration 1. Board Meeting Schedule	
	<ul> <li>2020 <ul> <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> <li>2. Guidelines to be created for: <ul> <li>a. Committee Meetings &amp; Reports at Board Meetings</li> </ul> </li> </ul>	
8.0	Correspondence – n/a	
9.0	<ul> <li>New Business         <ul> <li>Start Planning for a new Strategic Plan</li> <li>Involve stakeholders</li> </ul> </li> <li>Review Budgets –         <ul> <li>Plan for 2021 – Do we need to ask for additional money</li> </ul> </li> </ul>	
10.0	Next Meeting – June 2, 2020 Adjournment 7:26pm	