



# 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  
<https://us02web.zoom.us/j/86460497177?pwd=eE14Z1NCK3NxbpwUExDYUplaVAvUT09>

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.  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.	Followed up
4.0	Approval of Minutes – April 7, 2020– sent electronically	



Item	Description	Action
6.3	<p><b>Infrastructure/Beautification Committee – Suzan</b></p> <ol style="list-style-type: none"> <li>1. Depave Deferred to 2021</li> <li>2. Planters <ul style="list-style-type: none"> <li>• Watering information from the CoTB – RFQ was not completed – trim it most likely to do the watering for 2020</li> </ul> </li> <li>3. Hanging baskets <ul style="list-style-type: none"> <li>• Watering?</li> </ul> </li> <li>4. Refuse bin cleaning Obtaining outside quotes</li> <li>5. Wayfinding – Discussed earlier after presentation</li> <li>6. Watering Quote Requesting quote from Trim-it to potentially have a consistent watering</li> </ol>	<p>Information</p> <p>Following up</p>
6.4	<p><b>Governance Committee – Peter</b></p> <ol style="list-style-type: none"> <li>1. Deferred</li> </ol>	
6.5	<p><b>Marketing &amp; Promotion Committee – Lora &amp; Kory</b></p> <ol style="list-style-type: none"> <li>1. COVID marketing Update <ol style="list-style-type: none"> <li>a. Budget adjustments</li> <li>b. Initiatives – underway or complete <ol style="list-style-type: none"> <li>i. Instagram stories - Favourites</li> <li>ii. BIA BINGO</li> <li>iii. Photo in front of your favourite spot</li> <li>iv. Walleye ads (two page) &amp; two articles</li> <li>v. Radio ads – 2 – PSA &amp; Shop Local</li> </ol> </li> </ol> </li> <li>2. Masks – Quote (attached)</li> </ol> <p>Discussion surrounded the potential branding of masks and it was determined 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.</p> <p>Marketing monies would be better spent on the reopening efforts and the roll-out of the stages.</p> <ol style="list-style-type: none"> <li>3. Planning for 2020 <ol style="list-style-type: none"> <li>a. Brochure – somewhat on hold (priorities)</li> </ol> </li> </ol>	<p>Information</p> <p>Discussion</p>
6.6	<p><b>Membership Services Committee – To Be Filled</b></p>	
6.7	<p><b>Special Events Committee – Maelyn</b></p> <ol style="list-style-type: none"> <li>1. Awaiting government instruction <ol style="list-style-type: none"> <li>a. Post Pandemic event outdoors?</li> </ol> </li> </ol>	<p>No update</p>

Item	Description	Action
	b. Christmas?	
6.8	<p><b>Safety &amp; Security – Peter</b></p> <ol style="list-style-type: none"> <li>1. Moving forward with video camera reimbursement w/ some criteria</li> <li>2. Police are patrolling the area regularly to ensure safety &amp; security during COVID-19 <ol style="list-style-type: none"> <li>a. Concerns with continued closures</li> </ol> </li> <li>3. Deferred - Minister of Municipal Affairs &amp; Housing is waiting on a letter requesting assistance for Thunder Bay <ol style="list-style-type: none"> <li>a. Letter was provided for review</li> </ol> </li> </ol>	Information
6.9	<p><b>Parking Authority Board Update – Kara</b></p> <ol style="list-style-type: none"> <li>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.</li> <li>2. Council to discuss opening parkades for free parking Update from A. Foulds – council did not agree to free parking in the parkade.</li> </ol>	<p>Information</p> <p>Information</p>
6.10	<p><b>Administration</b></p> <ol 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>○ 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: <ol style="list-style-type: none"> <li>a. Committee Meetings &amp; Reports at Board Meetings</li> </ol> </li> </ol>	
8.0	<b>Correspondence – n/a</b>	
9.0	<p><b>New Business</b></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> <li>• Review Budgets – <ul style="list-style-type: none"> <li>○ Plan for 2021 – Do we need to ask for additional money</li> </ul> </li> </ul>	
10.0	<p><b>Next Meeting – June 2, 2020</b>  <b>Adjournment 7:26pm</b></p>	