

MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, October 6, 2020

INVITED: Jim Comuzzi, Chair

Peter White, Vice-Chair Jordan Calonego, Director Maelyn Hurley, Director Suzan Cooper-Rochon, Director

Lora Northway, Director Thomas Trist, Director Andrew Foulds, Councillor Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Lynn Gray, BIA Bookkeeper

Kory Morabito, Director Brian Hamilton, Councillor

GUEST:

LOCATION/TIME:

https://us02web.zoom.us/j/86040995383?pwd=b05nQnkzb0NQejcxWjg2S3hMVjVtQT09

Meeting ID: 860 4099 5383 Passcode: qmRc0m

Description	Action
Meeting Call to Order and Disclosures of Interest:	
Called to order at 5:31pm – No Disclosures of Interest	
Approval of Agenda	
Motion: 2020-44	Carried
Moved by: M. Hurley Seconded by: A. Foulds	
Presentations	
Approval of Minutes – September 1, 2020– sent electronically	
Motion: 2020-45	Carried
Moved by: L. Northway Seconded by: M. Hurley	
Business Arising from Past Minutes	
Reports	
	Meeting Call to Order and Disclosures of Interest: Called to order at 5:31pm – No Disclosures of Interest Approval of Agenda Motion: 2020-44 Moved by: M. Hurley Seconded by: A. Foulds Presentations Approval of Minutes – September 1, 2020– sent electronically Motion: 2020-45 Moved by: L. Northway Seconded by: M. Hurley Business Arising from Past Minutes

Item	Description	Action
	Red River Road Renewal Updates	
6.1	Chair's Report – Jim	
	Motion to make Jordan Calonego Treasurer	
	Motion: 2020-46 Moved by: P. White Seconded by: S. Cooper-Rochon	Carried
6.2	Finance Committee	
	Budget planning for 2021 – Draft budget to the CoTB end of week Increase overall budget by \$20,000 divided equally between the City of Thunder	
	Bay and the Levied building owners. Currently expenditure costs are increasing and the budget is remaining the same (which is effectively a decrease in budget).	
	Motion to approve the budget in format proposed – *Note* the Board was initially reluctant to increase the budget due to the pandemic situation however, there may be decreased staffing as the Coordinator is only to work a maximum 30 hours a week. There are also increased costs based on reimbursements to businesses for safety & security as well as personal protective equipment for recovery.	
	Motion: 2020-47 Moved by: P. White Seconded by: L. Northway	Carried
	Funding - Requests for Sponsorships a. Eco Superior Environmental Programs i. \$1000 BIA Bucks	
	 Spring into fall clean-up prizes (suggested creating baskets with purchased from retailers with BIA Bucks) 	
	 20-minute makeover for businesses ii. Social Media promotion (limited due to COVID-19 crowd size restrictions) 	
	Motion to approve \$250 BIA bucks based on limited remaining funds and discussions with EcoSuperior – the kick-off is more passive, not an event, as it as it has been in years. These changes are based on COVID-19 restrictions and protocols set by the City of Thunder Bay.	
	Motion: 2020-48 Moved by: A. Foulds Seconded by: M. Hurley	Carried
	b. Tourism Thunder Bay i. \$2500 BIA Bucks	
	Stay and Shop promotion – across the city	

Item	Description	Action
	 People staying in hotels across the city will receive BIA bucks to spend in the Waterfront District ii. Advertise through targeted Social Media in the region and on the Dryden digital billboard (social media has been the best return recently) 	
	Motion to approve \$1,500 based on previous support and limited remaining BIA Buck budget.	
	Motion: 2020-49 Moved by: P. White Seconded by: S. Cooper-Rochon	
6.3	Infrastructure/Beautification Committee – Suzan	
	1. Request for policy review on awarding contractsIs it the lowest price?	
	General idea is the Board is subject to choose the lowest bidder based on "apples to apples" request and comparison. Scrutinise and choose the lowest bidder as long as the same service is being offered. Committees are to review and bring forward the options – may suggest one bid over another, but there should be opportunity for discussion.	Discussion
	2. Holiday Wreaths	
	Approximately 7 trees have been removed from the BIA – thoughts on having wreaths for the 2020 year?	Discussion
	T. Trist – should have some holiday/ winter décor but do not want to draw a crowd.	
	Discussion followed around events and limitations regarding the size of events. The BIA Social Media should be strong for the holiday season to draw shoppers and not crowds.	
	Subsequent e-mail vote approved the wreath spend for 2020.	Carried
	Motion: 2020-50 Moved by: S. Cooper-Rochon Seconded by: T. Trist	Carried
	Request for policy for letters to awarded or not awarded contracts.	
	Motion to move to closed session –	
	Motion: 2020-51 Moved by: A. Foulds Seconded by: P. White	Carried
	Motion to move out of closed session –	
	Motion: 2020-52	Carried

Item	Description	Action
	Moved by: A. Foulds Seconded by: P. White	
	The person making the request should have their name on the letter – ideally all requests come from the BIA office at the direction of the committee making the Request for Quote (RFQ).	
	A. Foulds - noted that a RFQ – Request for Quote and a Request for Proposal are two separate entities – a RFQ is a specific ask for a quote on the same parameters while an RFP allows for creativity.	
6.4	Governance Committee – Peter	
	Reviewing Social Media Policy	Deferred
	Changes required – deferred to November 2020	
6.5	Marketing & Promotion Committee – Lora & Kory	
	Marketing Update a. Fall for Local	Information
	Planning for the Holidays	
	12 Days – good prizesSanta visits? –	
	 Cross Thunder Bay promotion 	
6.6	Membership Services Committee – To Be Filled	
6.7	Special Events Committee – Maelyn	
	 1. Event Planning a. Christmas/Holiday update b. Shop local – • Social Media contests • Craft Revival Parcel pick Up • Shop Small Saturdays • BIA Presence – artists night collab? 	Information
6.8	Safety & Security – Peter	
	2021 Initiatives – Budget adjustments a. No Updates	
6.9	Parking Authority Board Update – Kara	
	1. No update	

Item	Description	Action
6.10	Administration	
	 Board Meeting Schedule 2020 October 8, 2020 Virtual AGM 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 Vote on interim Board Member application from John Murray	
	Motion: 2020-53 Moved by: M. Hurley Seconded by: T. Trist	Carried
10.0	Next Meeting – October 8, 2020 Adjournment: 7:06pm	
	Motion: 2020-54 Moved by: A. Foulds Seconded by: L. Northway	Carried