



AGENDA

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, September 1, 2020

INVITED: Jim Comuzzi, Chair
 Peter White, Vice-Chair
 Kory Morbito, Treasurer
 Jordan Calonego, Director
 Maelyn Hurley, Director
 Suzan Cooper-Rochon, Director
 Lora Northway, Director
 Brigitte Tremblay, Director
 Brian Hamilton, Councillor
 Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Lynn Gray, BIA Bookkeeper
 Thomas Trist, Director
 Andrew Foulds, Councillor
 Walter Flaza, BDO

GUEST: Heather Cranston, Pulp & Paper
 Ania Berezowski, BDO

LOCATION/TIME: 5:30pm, Prince Arthur Hotel

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest 5:40pm	
2.0	Approval of Agenda Motion: 2020-38 Moved by: M. Hurley Seconded by: L. Northway	Carried
3.0	Presentations Heather Cranston – New BIA Logo concepts Ania Berezowski -2019 Audited Financials Motion: 2020-39 Approval of the 2019 Audited Financials Moved by: J. Calonego Seconded by: P. White	Carried
4.0	Approval of Minutes – August 11, 2020– <i>sent electronically</i>	

Item	Description	Action
	<p>1. Event Planning</p> <ul style="list-style-type: none"> a. Virtual Craft Revival b. Photos with the Grinch/Santa – Concept <p><i>Update from M. Hurley:</i></p> <p><i>Revised budget for 2021 – adjusted to be included in the Marketing budget (events and Marketing go hand in hand)</i></p> <p><i>For the businesses, the Event’s committee is thinking of something similar to the 24 days of Christmas from 2019, but 12 days of Christmas will be more manageable.</i></p> <p><i>The Craft Revival is going virtual and pick-up is going to take place at a depot in the Eaton’s building. The pick-up dates will be promoted as well as shopping local at the retailers and enjoying cozy beverages and food at the local restaurants.</i></p> <p><i>Promote people coming to the area and following COVID restrictions and being safe.</i></p> <p><i>Looking into Artisan pop-ups in shops (Craft Revival promo with the Waterfront District)</i></p> <p><i>S. Cooper-Rochon – Is there a plan for a general promotion to bring people downtown to shop and support restaurants?</i></p> <p><i>L. Northway – Answer: the 12 Days of Christmas to promote the downtown and bring people to the area. If we are allowed (COVID restrictions allow) we will try to do a tree lighting and radio promotion of the area.</i></p>	<p>Info/Update</p> <p>Discussion</p>
6.8	<p>Safety & Security – Peter</p> <p>1. 2021 Initiatives – Budget adjustments</p> <p><i>Slow uptake for the reimbursements for Safety & Security – some money relocated to PPE initiatives.</i></p>	
6.9	<p>Parking Authority Board Update – Kara</p> <p>1. Looking to recoup costs – Budget must be presented to Administration and council</p> <ul style="list-style-type: none"> a. Proposed rate increases – deferred to a later meeting date b. Brought forth it is not a sound idea for recovery c. Marketing and increasing use of the Parkade would be a better idea d. Increase residential area ticketing (Van Norman St.) <p><i>Overall discussion indicated the area requires additional promotion of the Municipal parking lots – more “P” s.</i></p>	<p>Discussion</p>

Item	Description	Action
6.10	<p>Administration</p> <ol style="list-style-type: none"> 1. Board Meeting Schedule <ul style="list-style-type: none"> • 2020 <ul style="list-style-type: none"> ○ October 6, 2020 – Virtual Board meeting ○ October 8, 2020 – Virtual AGM ○ November 10, 2020 ○ December 1, 2020 2. Guidelines to be created for: <ol style="list-style-type: none"> a. Committee Meetings & Reports at Board Meetings 	
8.0	Correspondence – n/a	
9.0	<p>New Business</p> <ul style="list-style-type: none"> • Red River Road Renewal -how are we going to go forward with involving our stakeholders and playing a major role in this process? <p><i>Consultations will start after the RFP has been awarded.</i></p> <p><i>B. Hamilton – this is an opportunity and a threat as there will be closures of roads for all of the infrastructure work.</i></p> <p><i>J. Comuzzi – this is an opportunity for better parking and patio use and it is redefining the area.</i></p> <p><i>J. Calonego – start thinking of the design ideas for the area.</i></p> <p><i>B. Hamilton – Themes too.</i></p> <ul style="list-style-type: none"> • Norm Gale <p><i>Ms. Pratt was requested to leave the room while the Board of Management discussed J. Comuzzi's conversations with N. Gale regarding wages.</i></p>	<p>Discussion</p> <p>Info</p>
10.0	<p>Next Meeting – October 6, 2020 Adjournment: 7:41</p> <p>Motion: 2020-44 Moved by: B. Hamilton</p> <p>Seconded by: S. Cooper-Rochon</p>	Carried