

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:

Lynn Gray, BIA Bookkeeper **REGRETS:**

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– sent electronically	

Item	Description	Action
	Motion: 2020-40 Moved by: M. Hurley Seconded by: J. Calonego	Carried
5.0	Business Arising from Past Minutes	
6.0	Reports	
6.1	Chair's Report – Jim 1. HR a. Groundskeeper Concerns	
	Discussed the Coordinator's concerns with the Groundskeeper. B. Hamilton discussed how the area maintenance is a reflection of the neighbourhood and needs to be well maintained.	
	Groundskeeper will report to Jim and received a second warning of three.	
6.2	Finance Committee 1. Budget planning for 2021 – Approved budget to the CoTB by October 26 th (at the latest)	
	 2. Funding - Requests for Sponsorships a. Sociable Thunder Bay i. \$100 BIA Bucks • \$25 for initial prize • \$75 for secondary prize • \$100 (future ask) for grand prize ii. Scavenger Hunt 	
	Motion to approve \$100 in BIA Bucks for Sociable Thunder Bay.	
	Motion: 2020-41 Moved by: K. Morabito Seconded by: S. Cooper-Rochon	Carried
	3. Discuss BIA Buck Redemption Breakdown (attached spreadsheet)	
	Discussion about the budget for BIA Bucks and their more prominent use at restaurants versus retail. There was discussion surrounding how to increase their use at retailers. Ideas surrounded splitting their type of BIA bucks between	
	B. Hamilton- BIA Bucks are important. They connect people to personal stories of time spent in the area. If someone comes to shop here, they are likely to stay to eat – the prominent use of BIA bucks at restaurants is a concern.	
	J. Comuzzi – How do we get people to shop – a percentage incentive?	

Item	Description	Action
	S. Cooper-Rochon – Two types of BIA Bucks? A retailer and a restaurant option.	
	B. Hamilton – we can't lose retailers	
	J. Comuzzi – bring forward possible change to BIA Bucks for 2021.	
	A change would involve adjusting the Sponsorship Request Form as well as the BIA Bucks.	
6.3	Infrastructure/Beautification Committee – Suzan	
	Garbage Cans Company will come and re-clean the garbage cans that still had residue and were not fully cleaned the first attempt.	
	2. Planter removal schedule	
	Hanging baskets are set to be removed mid-September, large planters at the end of September.	
6.4	Governance Committee – Peter	
	Reviewing Health & Safety Policies	
	Motion to approve the Respectful Workplace Policy Motion: 2020-42	Carried
	Moved by: M. Hurley Seconded by: K. Morabito	
	Motion to approve the WD BIA Workplace Health & Safety Policy	
	Motion: 2020-43 Moved by: M. Hurley Seconded by: K. Morabito	Carried
	Social Media Policy Sent for Review – Approval in October	
	To be resent with the September Minutes & October Agenda	Info
6.5	Marketing & Promotion Committee – Lora & Kory	
	Marketing Update a. Back to school radio – b. StrEATery and Marketplace videos by Patrick Chondon set to be released and promoted c. Brought forward marketing budget request for 2021	Update/Info
6.6	Membership Services Committee – To Be Filled	
6.7	Special Events Committee – Maelyn	

Item	Description	Action
	Event Planning a. Virtual Craft Revival b. Photos with the Grinch/Santa – Concept	
	Update from M. Hurley:	Info/Update
	Revised budget for 2021 – adjusted to be included in the Marketing budget (events and Marketing go hand in hand)	
	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.	
	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.	
	Promote people coming to the area and following COVID restrictions and being safe.	
	Looking into Artisan pop-ups in shops (Craft Revival promo with the Waterfront District)	
	S. Cooper-Rochon – Is there a plan for a general promotion to bring people downtown to shop and support restaurants?	Discussion
	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.	
6.8	Safety & Security – Peter	
	2021 Initiatives – Budget adjustments	
	Slow uptake for the reimbursements for Safety & Security – some money relocated to PPE initiatives.	
6.9	Parking Authority Board Update – Kara	
	 Looking to recoup costs – Budget must be presented to Administration and council 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.) 	
	Overall discussion indicated the area requires additional promotion of the Municipal parking lots – more "P" s.	Discussion

Item	Description	Action
6.10	Administration	
	 Board Meeting Schedule 2020 	
	 October 6, 2020 – Virtual Board meeting 	
	o October 8, 2020 – Virtual AGM	
	o November 10, 2020	
	o 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	
	 Red River Road Renewal -how are we going to go forward with involving our stakeholders and playing a major role in this process? 	D
	Consultations will start after the RFP has been awarded.	Discussion
	B. Hamilton – this is an opportunity and a threat as there will be closures of roads for all of the infrastructure work.	
	J. Comuzzi – this is an opportunity for better parking and patio use and it is redefining the area.	
	J. Calonego – start thinking of the design ideas for the area.	
	B. Hamilton – Themes too.	
	Norm Gale	Info
	Ms. Pratt was requested to leave the room while the Board of Management discussed J. Comuzzi's conversations with N. Gale regarding wages.	
10.0	Next Meeting – October 6, 2020	
	Adjournment: 7:41	
	Motion: 2020-44	Carried