

## **MINUTES**

## The Waterfront District BIA

## **BOARD OF MANAGEMENT MEETING**

Tuesday, March 2, 2021

INVITED: Jim Comuzzi, Chair

Peter White, Vice-Chair Jordan Calonego, Treasurer John Murray, Director

Maelyn Hurley, Director
Thomas Trist, Director
Lora Northway, Director
Andrew Foulds, Councillor
Brian Hamilton, Councillor
Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Kory Morabito, Director

Lynn Gray, BIA Bookkeeper

GUEST: Devon McCloskey, CoTB Planning Services Supervisor

LOCATION/TIME: Scheduled Zoom Meeting

https://us02web.zoom.us/j/82537843020?pwd=OVp1em9YTVJaaGVreDhqTzRCNWFnQT09

Meeting ID: 825 3784 3020

Passcode: WDBIA

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest 5:35pm - No disclosures of interest	
2.0	Approval of Agenda	
	Motion: 2021- 10 Moved by: J. Murray Seconded by: L. Northway	Carried
3.0	Presentations  1. Devon McCloskey – CoTB – Revised Community Improvement Program  2. Pilot Project Plans – for the BIA to review  a. Asking for the BIA to present pilot plans to membership for comments/review	Presentatio n

Item	Description	Action
4.0	Approval of Minutes – January 12, 2021– sent electronically	
	Motion: 2021- 11 Moved by: M. Hurley Seconded by: B. Hamilton	Carried
5.0	Business Arising from Past Minutes	
6.0	Reports	
6.1	Chair's Report – Jim	
	Update - Meeting with Mayor Mauro Re: Recovery Initiatives	
	Brought up to speed on the work the BIA is doing regarding the rejuvenation of the North Core, and the BIA is requesting the same patio options as summer 2020	Info
	2. Board Application Updates (Call upon the ad hoc committee)	
	Updated Board of Management Application to a two-page document with more analytical questions.	Update
	3. Mindful Mondays (a working title)	
	BIA to start by-weekly open office hours for members to drop in and ask questions. To discuss different opportunities as well as concerns. Topics to include, but are not limited to - CIP, Pilot project, funding opportunities. Open "office" (zoom) hour from 10-11am Monday mornings.	Info
6.2	Finance Committee - Jordan	
	<ol> <li>Y/E Financials</li> <li>January Financials</li> </ol>	
	Presentation of the balance sheets – no questions or concerns. Noted the cheque assisting with StrEATery costs is to be sent and deposited in the next week.	Info
	3. Funding - Requests for Sponsorships a. Sociable i. \$300 BIA Bucks for Easter Scavenger Hunt	
	ii. Supported by the Marketing Committee  Motion: 2021-12  Moved by: B. Hamilton Seconded by: J. Murray	Carried
6.3	Infrastructure/Beautification Committee – John	
	Update - Monday March 1, 2021 meeting with Brook McIlroy & CoTB	

Item	Description	Action
	Update occurred at the beginning of the meeting – during the presentation of the pilot streetscapes.	Info
6.4	Governance Committee – Peter	
	1. Working on:	
	a. Code of Conduct	
	b. Conflict of Interest Policy	
	Circulating in the next few weeks – has been busy. Vote happening in the next few meetings, after the policies can be circulated.	Info
6.5	Marketing, Events & Promotion Committee	
	Marketing Update     a. Shout proposal – Late Spring/Summer/Fall Social Media     Management  Focus on seasonal content \$6,000 for the Spring/Summer/Fall spend  Ad campaigns for these seasons	
	Also talked to Sociable for their services of ~\$500/month – discussing video options for lesser-known businesses/those without a marketing budget, will update at next meeting.	
	b. Website – List of "Must Haves"	
	Working on a list of must haves for a website update. Will ask for quote on the updates from Firedog.	
6.6	Membership Services Committee – To Be Filled	
6.7	Safety & Security – Peter	
	Police to start new outreach initiative April 1, 2021     a. Sent an email of business concerns for the police to review	Update
	Outreach to businesses to find out what their concerns – update and email out to members the groups that can help.	Info/Action
6.8	Parking Authority Board Update – Kara	
	Working with the letter & survey to business owners (attached)	Deferred
	Once parking resumes as a concern – proactive before the streetscape pilots/patios.	
6.10	Administration	
	Board Meeting Schedule – First Tuesday of the Month	

Item	Description	Action
	o April 6, 2021	
	o May 4, 2021	
	o June 1, 2021	
o Au	<ul> <li>July 6, 2021</li> </ul>	
	<ul> <li>August 3, 2021 *move due to holiday weekend?</li> </ul>	
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	o October 5, 2021	
	o November 2, 2021	
	o December 7, 2021	
7.0	Correspondence – n/a	
8.0	New Business	
	Councillors appreciated the patience of the BIA as they went through the deliberations for the past 5 weeks.	budget Discussion
	Discussion about the difficulties businesses and community are facing an positivity of their resiliency.	nd the
	The parkade will continue to be a discussion as the rejuvenation occurs.	
9.0	Next Meeting – April 6, 2021 Adjournment 7:12pm	
	Motion: 2021- 13 Moved by: A. Foulds Seconded by: B. Hamilton	Carried