



WATERFRONT DISTRICT

MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, April 4, 2023

INVITED: Peter White, Vice-Chair
 Phil Walkden, Treasurer
 Jordan Calonego, Director
 Maelyn Hurley, Director
 Thomas Trist, Director
 John Murray, Director
 Ken Ogima, Director
 Andrew Foulds, Councillor
 Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Jim Comuzzi, Chair
 Robyn Despins, Director
 Kory Morabito, Director
 Lynn Gray, BIA Bookkeeper

GUEST:

LOCATION/TIME: BIA Office – 251 Red River Road – entrance behind the Apollo

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @ 5:35 pm <i>Conflict of interest – M. Hurley for the Easter Bunny BIA Buck req.</i>	
2.0	Approval of Agenda Motion: 2023-19 Moved by: K. Ogima Seconded by: T. Trist	Moved
3.0	Presentations	
4.0	Approval of Minutes – March 7, 2023– <i>sent electronically</i> <i>Change 4.0 in the minutes to P. Walkden, previously P. White</i> Motion: 2023-20 Moved by: J. Murray Seconded by: P. Walkden	Moved
5.0	Business Arising from Past Minutes	
6.0	Reports	

Item	Description	Action
6.1	<p>Chair's Report – Jim (K. Pratt in place)</p> <p>1. Strategic Plan <i>Currently have 2 quotes and was awaiting a 3rd that refused the day of – request 3rd from another party. Circulate the former Strategic Plan to Board Members for their review.</i></p> <p>2. TeamWerks – <i>working with St. Joseph's Hospital to hire a person on ODSP to assist with downtown maintenance and clean up. Coincides with the CoTB Wellness and Safety plan.</i></p>	<p>Update</p> <p>Update</p>
6.2	<p>Finance Committee –Phil</p> <p>1. February Financials – <i>N/A noted the travel budget must be adjusted for the 2024 year. OBIAA Board travel for the ED and the OBIAA Conference has impacted the budget.</i></p> <p>2. Sponsorship Requests:</p> <ul style="list-style-type: none"> • Thunder Bay District Health Unit <ul style="list-style-type: none"> • Request: \$200 BIA Bucks <p>TBDHU Healthy Living team is planning a local Active Commute Challenge on our new Tbay On The Move platform. This challenge is about leaving your car at home and getting to work using any form of active transportation. Challenge will run throughout the entire month of June. Actively commuting makes it easy to build physical activity into your day, and can help achieve the Adult Canadian Physical Activity recommendation of 150 minutes of moderate-vigorous physical activity per week. We are looking for in-kind donations that support our local community. These will be used as prizes.</p> <p>Recommendation: Approve \$200 BIA Bucks to get them out in the community.</p> <p>Motion: 2023- 21 Moved by: J. Murray Seconded by: M. Hurley</p> <p><i>M. Hurley left for the following discussion and vote.</i></p> <ul style="list-style-type: none"> • Goods & Co. <ul style="list-style-type: none"> • Request: \$500 Cash or \$500 BIA Bucks <p>Goods & Co Market is thrilled to bring the Easter Bunny downtown for families to visit and have photos with. Last year this event drew over 500 people to the downtown core, photos are taken by a professional photographer, edited and emailed the following day. Families are welcome to donate to the photographer but the event is otherwise free. We are applying for funding to support the photographer costs as to avoid charging families for time with the easter bunny. We also will be hosting an egg hunt and have free arts and crafts stations for kids.</p> <p>Recommendation: Family driven event to bring more customers and future customers to the area – approve.</p>	<p>Information</p> <p>Moved</p>

Item	Description	Action
	<p>Motion: 2023-22 Moved by: K. Ogima Seconded by: J. Murray</p> <p><i>M. Hurley returned to the meeting.</i></p> <ul style="list-style-type: none"> • Sociable –various events <ul style="list-style-type: none"> • Request: \$1,600 BIA Bucks <p>ME Fest (\$250), Spring Cornhole Tournament (\$450), Pride (\$500), and ongoing Progressive Drinks & Dinner tours (\$400).</p> <p>Recommendation: Approve the \$1,600 – Sociable is a good partner and has introduced BIA bucks to the public through various supportive events at different businesses within the area.</p> <p>Motion: 2023-23 Moved by: T. Trist Seconded by: K. Ogima</p> <ul style="list-style-type: none"> • BIA Marketing & Events –tentative <ul style="list-style-type: none"> • Request: \$500 BIA Bucks <p>To giveaway through an easter egg hunt within BIA businesses – place 100 eggs in various businesses and have families find one egg per business and bring them back to a location to receive BIA Bucks (and possibly candy) as prizes.</p> <p>Recommendation: Approve the \$500 – to have businesses visited on the Saturday of Easter Weekend.</p> <p>Motion: 2023- Moved by: _____ Seconded by: _____</p>	<p>Moved</p> <p>Moved</p> <p>Deferred to 2024</p>
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <ol style="list-style-type: none"> 1. CoTB Red River & Court Revitalization Update <ol style="list-style-type: none"> a. Update on April 3 Council meeting b. Met with CoTB Engineering and Nadin Contracting – introductions and informal question period. Suggested we poll membership for questions and vide the Q&A and distribute to the membership. c. Preliminary Court St S business Questions have gone to B. Newman <p><i>A. Foulds – Rough waters ahead. There could be cost increases and finishings could be cut if the increases are significant. Communication with members is important.</i></p> <p><i>The BIA Board letter to the city council, as well as the presentation, were a big helping get the budget resolution passed with little discussion.</i></p>	Information
6.4	Marketing, Events & Promotion Committee – Maelyn, Tom & Kory	

Item	Description	Action
	<p>1. Plans for 2023 – Annual downtown promotions</p> <p><i>Parking promotion is very important – for customers – there will be the perception there is no parking.</i></p> <p>2. Plans for construction marketing – to keep people coming to the area during construction.</p> <p>a. Transportation Museum Thunder Bay would like to offer vendor space at the Alexander Henry. T. Trist leading.</p>	<p>Action</p> <p>Action</p>
6.5	<p>Membership Services Committee – Phil & Robyn</p> <p>1. CRM – In Progress – submitted Spreadsheet on Dec 5th.</p> <ul style="list-style-type: none"> • Determine an amount to assist with the implementation at the provincial (OBIAA) level <p>2. New businesses – <i>need a way to contact new building owners.</i></p>	
6.6	<p>Safety & Security – Peter, Ken & Tom</p> <p>1. Provided contacts for interested parties.</p> <p><i>Partner with transit – common safety purpose.</i></p>	Action
6.7	<p>Parking Authority Board Update – Kara</p> <p>1. The Parking Authority will be going under a review & financial plan</p> <ul style="list-style-type: none"> • Parkades – B. Hamilton asked for a review of having access to both parkades with one pass <p>2. Next Meeting - Tuesday (April 11th)</p> <p>3. Motion to write a letter to the Parking Authority to assist with alleviating parking challenges during the 2 year construction period.</p> <p>Motion: 2023- 25 Moved by: K. Ogima Seconded by: P. Walkden</p>	
6.8	<p>Administration</p> <ul style="list-style-type: none"> • Board Meeting Schedule – First Tuesday of the Month <ul style="list-style-type: none"> ○ May 2, 2023 ○ June 6, 2023 ○ July 4 or 11, 2023 (July long weekend) ○ August 1, 2023 ○ September 5 or 12, 2023 (September long weekend) ○ October 3, 2023 ○ November 7, 2023 ○ December 5, 2023 	
7.0	Correspondence – n/a	

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8.0	New Business	
9.0	Next Meeting – May 2, 2023 Adjournment – 6:53 Motion: 2023- 25 Moved by: A. Foulds Seconded by: M. Hurley	