



WATERFRONT DISTRICT

MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, Feb 6, 2024

INVITED: Jim Comuzzi, Chair
 Phil Walkden, Treasurer
 Thomas Trist, Director
 Jordan Calonego, Director
 John Murray, Director
 Andrew Foulds, Councillor
 Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Lynn Gray, BIA Bookkeeper
 Peter White, Vice Chair
 Maelyn Hurley, Director
 Robyn Despins, Director
 Ken Ogima, Director

GUEST:

LOCATION/TIME:

<https://us02web.zoom.us/j/2781002430?pwd=K2RPSnFqWVdKNityRIB2bTlldnpWZz09&omn=88395040889>

Meeting ID: 278 100 2430

Passcode: WDBIA

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @ 5:34pm Disclosure of Interest for 8 Cumberland Ave (office rental options)- J. Calonego	
2.0	Approval of Agenda Motion: 2024-06 Moved by: J. Murray Seconded by: A. Foulds	Carried
3.0	Presentations	
4.0	Approval of Minutes – Jan 9, 2023– sent electronically Motion: 2024-07 Moved by: A. Foulds Seconded by: T. Trist	Carried
5.0	Business Arising from Past Minutes <ul style="list-style-type: none"> Cyber Security for the BIA – ED to present a plan to the Board by the March Meeting – Process & Cost (OBIAA minutes w/ resources) 	

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	<ul style="list-style-type: none"> • DRAFT Waverley Fountain Support Letter attached <ul style="list-style-type: none"> ○ Looking for K. Pratt to attend AGM on March 5th & Present ○ K. Pratt to attend AGM after the BIA Board Meeting • Public walk-ins are available at Dilico on Court St S <ul style="list-style-type: none"> ○ No publicly funded EAP ○ Send out the listing of resources to the membership • Strategic Planning - OMAFRA 	
6.0	Reports	
6.1	<p>Chair's Report –</p> <p>1. Seagull Management Create a calendar reminder for the end of summer to do an RFP for the fall to start in the 2025 Spring- request quote/pricing.</p> <p>Motion: 2024-08 Moved by: T. Trist Seconded by: J. Murray</p> <p>2. OBIAA Conference</p> <ul style="list-style-type: none"> • Number of delegates • Who will go? • OBIAA Awards – Apply for Tonka Tuesday - Yes <p>Motion to send up to 3 delegates – funded in accordance with last year's (2023) funding.</p> <p>Motion: 2024-09 Moved by: A. Foulds Seconded by: T. Trist</p> <p>3. Canada Summer Jobs</p> <ul style="list-style-type: none"> • 4 Ambassadors • 1 Content creator • 1 Intern <p>4. CEDC Meeting (Feb 9)</p> <ul style="list-style-type: none"> • Tourism Development Fund <ul style="list-style-type: none"> i. Winter Market Stalls ii. Parkette in the BIA (Pedophiles) • Zero Vacancy • BIA Brochure (z-card) • Tonka Tuesday Photo Frame • Event Funding <ul style="list-style-type: none"> i. Craft Revival ii. Good Harvest iii. Winter Event <p>5. New Office Space (204 Red River Road)</p> <ul style="list-style-type: none"> • Suite 213 (above Tomlin Restaurant), 522 sq.ft., \$750/mo 	

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	<ul style="list-style-type: none"> • Suite 206 (middle of building, no windows) 400 sq.ft., \$650/mo <p>Motion to approve the suite with windows (Suite 213) and negotiate the best price possible.</p> <p>Motion: 2024-10 Moved by: A. Foulds Seconded by: T. Trist</p> <p>6. OBIAA Board Strategic Planning</p> <ul style="list-style-type: none"> • March 7-8 in Woodstock Ontario Approve K. Pratt to attend – Approved <p>Motion to approve K. Pratt’s attendance at the OBIAA Strategic Planning Session</p> <p>Motion: 2024-11 Moved by: T. Trist Seconded by: J. Murray</p> <p>Return to the Board with a Travel Policy, using the City of Thunder Bay Travel policy as an example or prototype – copying and adjusting to fit the Waterfront District BIA.</p>	
6.2	<p>Finance Committee –Phil</p> <p>1. 2024 Budget</p> <ul style="list-style-type: none"> • Participated in Thursday Jan 25th Q/A for Council & Public • Thanked EMT and Council for the recommendation to approve a 23.5% increase at Council on January 30th <ul style="list-style-type: none"> • Answered questions from Council – future planning <p>2. Financials – Preliminary Jan to be presented</p> <p>3. Sponsorship Requests –</p> <ul style="list-style-type: none"> • Crickets Comedy – <ul style="list-style-type: none"> • Requesting the BIA to support through the purchase of corporate packages (attached) • Recommendation: Deny and request an application through the appropriate sponsorship process <p>Denied – respond with it is typical for the Board to sponsor not-for-profit events with BIA Bucks and ask them to use the online form for any future applications (follow the appropriate process).</p> <ul style="list-style-type: none"> • Lucky Paranormal <ul style="list-style-type: none"> • Total request \$3,000 (See attached letter) • \$650 in advertising • \$2,350 in BIA Bucks 	

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	<ul style="list-style-type: none"> • \$20 value BIA Bucks in our 60 VIP gift bags and for our 16 out-of-town guest speakers, as well as 4 key event volunteers (i.e., \$1,600). • \$10 value BIA Bucks will be added to the gift bags for the first 75 attendees at the Paracon main event on Saturday (i.e., \$750.00). • Recommendation: LED Board @ reduced rate for 1 month leading up and \$1,600 in BIA Bucks for VIP, Speakers & Volunteers. <p>Recommendation approved</p> <p>Motion: 2024-12 Moved by: A. Foulds Seconded by: J. Murray</p> <ul style="list-style-type: none"> • Sociable <ul style="list-style-type: none"> • Total request \$1,000 in BIA Bucks • Dawson Trail Craft Brewery has a few promotions right now where people can have their names entered into a weekly draw. Ex. People can return their PakTechs and each PakTech is an entry into a draw. As Dawson Trail beer is served in many Waterfront District bars and restaurants, we are hoping if the BIA were to provide BIA Bucks we could use this as the prize for the weekly draw. • Recommendation: Approve \$500 <p>Denied – do not see the correlation to assisting the small businesses in the BIA.</p> <ul style="list-style-type: none"> • Thunder Bay Dental Association <ul style="list-style-type: none"> • Total request \$200 in BIA Bucks • Recommendation: Deny – Occurred Feb 1-3, 2024. <p>Denied – past the event date.</p> <ul style="list-style-type: none"> • City of Thunder Bay, Cultural Development, Community Programming, and Events Section <ul style="list-style-type: none"> • \$2,500 in BIA Bucks • \$2,500 in Advertising • 2023, \$1,500 in BIA Bucks were approved with Cultural Development, Community Programming, and Events Section purchasing additional Gift Certificates. • Recommendation: Approve in Kind advertising due to reduced rate for BIA (charged for 1 month no matter # of changes). \$2,000 in BIA Bucks – additional LED Board Advertising (already started). 	

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	<p>Approve recommendation.</p> <p>Motion: 2024-13 Moved by: P. Walkden Seconded by: A. Foulds</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. Initial meeting w/ CoTB & Contractor <ol style="list-style-type: none"> i. MTO requires barricades at the closest intersections to the closure - Cumberland will have barricades from Park Ave to Van Norman (impacting more than the businesses on Red River Road). <p>Start the conversation with businesses before the construction season begins.</p>	
6.4	<p>Marketing, Events & Promotion Committee – Maelyn, Tom</p> <ol style="list-style-type: none"> 1. Plans for 2024 – Annual downtown promotions <ol style="list-style-type: none"> i. Plan provided to marketing Committee based on discussions at/before the January meeting <p>Shared the DRAFT social media plan with T. Trist & M. Hurley – Awaiting their responses.</p> <p>All things V-day in the BIA over the next week.</p>	
6.5	<p>Membership Services Committee – Phil & Robyn</p> <ol style="list-style-type: none"> 1. CRM – Uploaded and ready for training 2. New Members – letters waiting for the opportunity to deliver 3. Are Associate Members worth it? – Committee for expansion in the future 	
6.6	<p>Safety & Security – Peter, Ken & Tom</p> <ol style="list-style-type: none"> 1. Folding business cards with emergency numbers (awaiting feedback from the Board) 2. Awaiting budget ratification, to begin with education sessions 	Deferred
6.7	<p>Parking Authority Board Update – Kara</p> <ol style="list-style-type: none"> 1. Parking Financial Audit – deputation to Council request sent for Jan 22 meeting <ol style="list-style-type: none"> a. Approved delaying the sale of the Crooks Parking lot b. Approved a 2-year staged approach to parkade rate increases 	

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	<p>c. Willing to discuss ideas for improved safety, security and marketing</p> <p>K. Lewis, General Manager of Development and Emergency Services has said the City will analyze over the next two years based on their modelling to projection that they are correct. Deficiencies in the projection of the model – the City will keep a pulse on.</p> <p>Follow up from the Parking Authority Meeting on February 13th, 2024 –</p> <p>At our most recent Parking Authority Meeting I asked Administration how they intended to track the success of the parking changes coming into effect on June 1st. Their answer did not include the economic health of businesses nor a baseline of the area (the parking study was done before construction started).</p> <p>The BIA will track vacancies at a minimum.</p> <p>This initiated a discussion on tracking the health and retention of businesses in the area. To tackle this, I am exploring data from the Library and the CEDC, though it appears limited to city-wide information. As a solution, I created a survey and am attempting to devise a plan within their available resources. Stay tuned for updates.</p> <p>The CEDC has offered to host the survey on their Survey Monkey, or they can use Google Forms. They are seeking preferences on which platform to use.</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"> ○ March 5, 2024 	
7.0	Correspondence – n/a	
8.0	New Business – Eye on the Street – M. Pearson reached out for potential locations.	
9.0	<p>Next Meeting – March 5, 2024</p> <p>Adjournment –</p> <p>Motion: 2024-14</p> <p>Moved by: A. Foulds Seconded by: T. Trist</p>	