



MINUTES

- MEETING:** Board of Directors Meeting
- DATE:** Wednesday, July 24, 2019
- TIME:** 5:30 PM – 7:30 PM
- LOCATION:** DWBIA offices – 419 Pelissier Street
- ATTENDEES:** Brian Yeomans, Pat Papadeas (L), Bryan Datoc, Geoff Zanetti, Stephanie Clark, Rino Bortolin, Bobby Russon, Jeffrey Patterson
- REGRETS:** Liam O’Donnell, Larry Horwitz
- ABSENT:**
- GUESTS:** Alexandria MacLellan
- STAFF:** Debi Croucher, Pauline Sorokopas

Agenda and Discussion	Responsibility of:
<ul style="list-style-type: none"> • Mr. Yeomans opened the meeting at 5:30PM • Distributed Agenda was adopted by Mr. Bortolin, seconded by Mr. Datoc. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> • Disclosure of Interest • None at this time 	
<ul style="list-style-type: none"> • Adoption of the Minutes • Minutes of Meeting dated June 26, 2019 were adopted by Mr. Datoc, seconded by Ms. Clark. 	<p>Board of Directors</p>

Communications Items and Reports

Chair Reporting

Mr. Yeomans introduced and welcomed 2 new board members, Mr. Russon and Mr. Patterson.

Executive Director Reporting

Win This Space (moved ahead on Agenda)

- Ms. Croucher discussed information attached to meeting package on ‘Win This Space Pilot Project’ prepared by Ms. MacLellan.
- Ms. Croucher asked Ms. MacLellan to speak on the pilot project research.
- Discussion took place on the program and the rules associated with Ms. Croucher recommending that the Commercial Rent Subsidy Program be rolled into ‘Win This Space’ program.
- Mr. Datoc made the motion **‘approve Win This Space recommendation. \$4K for marketing implementation and development’**. Motion was seconded by Ms. Clark. (Retail Recruitment line item). Motion was adopted.

Board of Directors

Parades - update

- Ms. Croucher provided an update on the Canada Day Parade. Ms. Croucher spoke on sidebar activities hosted by the DWBIA adding that the parade in general very successful.
- Ms. Croucher advised that discussion had taken place between DWBIA Administration and Wyandotte BIA in regards to route change of Santa Claus parade to include Wyandotte BIA. Consideration was given to parade route change with DWBIA board members making the decision to keep parade within the DWBIA boundary and include add-ons to parade to benefit the DWBIA membership.
- Mr. Datoc made the motion **‘to approve the 2019 Santa Claus Parade sponsorship of the Parade Corp in the amount of \$20,000 plus up to \$2,200 for activation’**. Motion was seconded by Mr. Zanetti. Motion was adopted.

Board of Directors

Ms. Papadeas arrived at 6PM.

Ouellette Car Cruise – update

- Ms. Croucher provided an update to Board Members present on the sponsorship raised for the event, change in route due to construction on Pillette, advertising of the event on CTV-Bell Media, and in Biz X magazine, postcards and posters having been delivered, vendors and entertainment being lined up.

Strategic Plan – update

- Board Members were advised that Minutes from Strategic Plan meeting held July 10th were attached to meeting package. Second meeting with Board Members to take place on Wednesday, September 11th. Survey will also be going out to membership.

Website – update

- Administration advised that contract has been awarded for web design and that a meeting regarding the CRM database will take place shortly. The goal for completion of the website is end of September 2019.

BIA Wayfinding

- Administration discussed the inconsistency in wayfinding signage throughout various BIA districts with a report to be presented at WBIAAC meeting in the Fall of 2019 which, in turn, will be presented to DWBIA Board of Directors at that time.
- Suggestion was made for wayfinding signage to include theatre district.

Sidewalk Café Program – The Squirrel Cage

- In reference to Sidewalk Café Program, Administration advised that attached to meeting package was copy of application received from The Squirrel Cage along with copy of permit from City of Windsor.
- Mr. Bortolin made the motion ‘**approve the application by The Squirrel Cage for the Patio Subsidy Program**’. **Motion was seconded by Mr. Prantera. Motion was adopted.**
- Suggestion was made that Administration notify membership once again regarding program, in early 2020.

Board of Directors

Administration

