



## MINUTES

- MEETING:** Board of Directors Meeting
- DATE:** Wednesday, June 26, 2019
- TIME:** 5:30 PM – 7:30 PM
- LOCATION:** DWBIA offices – 419 Pelissier Street
- ATTENDEES:** Brian Yeomans, Pat Papadeas, Bryan Datoc, Geoff Zanetti, Stephanie Clark, Rino Bortolin
- REGRETS:** Liam O’Donnell, David Prantera, Larry Horwitz
- ABSENT:**
- GUESTS:** Jeffrey Patterson, Bobby Russon
- STAFF:** Debi Croucher, Pauline Sorokopas

Agenda and Discussion	Responsibility of:
<ul style="list-style-type: none"> <li>• Ms. Papadeas opened the meeting at 5:35PM</li> <li>• It was requested that ‘St. Clair Advertising’, ‘Stroll Windsor’, ‘Parking Enforcement’ and ‘Video Equipment’ be added to Agenda under New Business.</li> <li>• Distributed Agenda with above additions, was adopted by Mr. Zanetti, seconded by Mr. Datoc.</li> </ul>	Board of Directors
<ul style="list-style-type: none"> <li>• Disclosure of Interest</li> <li>• None at this time</li> </ul>	
<ul style="list-style-type: none"> <li>• Adoption of the Minutes</li> <li>• Minutes of Meeting dated May 29, 2019 were adopted by Mr. Datoc, seconded by Mr. Zanetti.</li> </ul>	Board of Directors

<p><b><u>Communications Items and Reports</u></b></p> <p><b>Mr. Yeomans joined the meeting at 5:40PM</b></p> <p><b><u>Chair Reporting</u></b></p> <p><b><u>Media</u></b></p> <ul style="list-style-type: none"><li>• Discussion took place in regards to negative media attention relating to businesses closing within the downtown with recommendations being made to approach the situation in a positive manner by releasing media advisories announcing new businesses that have recently opened.</li></ul> <p><b><u>Council update regarding BIA budgets</u></b></p> <ul style="list-style-type: none"><li>• Board Members were advised that Executive Committee members attended City Council meeting where the DWBIA budget was approved.</li></ul> <p><b><u>Executive Director Reporting</u></b></p> <p><b><u>Canada Day Parade – update</u></b></p> <ul style="list-style-type: none"><li>• Ms. Croucher provided an update in regards to programming for the parade with Administration reaching out to merchants who will be open the day of the parade outlining where entertainment will be.</li><li>• Mr. Yeomans requested that the Windsor Parade Corporation be notified of downtown merchants open the day of the parade, requesting the information be passed along to parade participants.</li></ul> <p><b><u>New Business (moved ahead on Agenda)</u></b></p> <p><b><u>Board of Directors – application – Jeffrey Patterson</u></b></p> <ul style="list-style-type: none"><li>• Mr. Patterson joined the meeting at 6PM and spoke to Board Members on his background and interest in sitting on the DWBIA Board.</li><li>• Mr. Yeomans thanked Mr. Patterson for attending the meeting.</li></ul> <p><b><u>Executive Director Reporting (continued)</u></b></p> <p><b><u>Ouellette Car Cruise – Bell Media – update</u></b></p>	<p><b>Board of Directors</b></p> <p><b>Board of Directors</b></p> <p><b>Administration</b></p>
---	--

- Ms. Croucher discussed advertising of the event with Bell Media, sponsorship raised to date along with vendor calls going out to merchants and Windsor Eats with unfortunately no feedback.
- Ms. Croucher also advised dash plaques have been ordered locally, entertainment is to be booked and posters/postcards in the process of being designed.

**Strategic Plan – update**

- Board Members were advised that Strategic Plan meetings will take place with DWBIA Board Members and consultants, on Wednesday, July 10<sup>th</sup> and Wednesday, September 11<sup>th</sup>.

**New Business (moved ahead on Agenda)**

**Board of Directors – application – Bobby Russon**

- Mr. Russon joined the meeting at 6:45PM and spoke to Board Members on his background and interest in sitting on the DWBIA Board.
- Mr. Yeomans thanked Mr. Russon for attending the meeting.

**Executive Director Reporting (continued)**

**WIFF – video and poster**

- Discussion took place in regards to a request received from a DWBIA member for the DWBIA to negotiate with WIFF and Capitol Theatre to allow retailers to take ownership of shadow boxes in Capitol Theatre lobby to advertise their locations along with a map outlining locations.
- Request was noted and filed.

**Website – update**

- Administration advised that Mr. Sartori would be meeting soon with Executive Committee regarding his recommendations from EOI submissions received.

**Board of Directors**

**Board of Directors**

**Media City sponsorship – update**

- Administration discussed a request received from Media City Film for the DWBIA to reconsider amount of sponsorship originally proposed to the Film Festival (copy attached to meeting package).
- Direction was given to Administration to contact Media City advising the DWBIA 2019 budget has been set and approved by the City with a recommendation that funding request for 2020 be applied for in October 2019, providing the economic impact Media City Film Festival has on the downtown.

**Administration**

**University of Windsor – Welcome Week sponsorship**

- Discussion took place on request received from University of Windsor Sponsorship Coordinator (copy attached to meeting package) regarding the opportunity for the DWBIA to advertise with the University ‘Head Start’ and ‘Welcome Week’ programs.
- Ms. Papadeas made the motion ‘**a) to approve advertising with UWSA ‘Head Start’ program as presented in the amount of \$500’. Line item Advertising, b) to approve up to \$2,000 for website, graphic design and printing for materials needed for discount program’.** Motion was seconded by Ms. Clark. Motion was adopted.

**Board of Directors**

**SIS – update/information**

- Mr. Bortolin discussed data collected which indicated that a SIS is needed with the possibility of such location being downtown. Mr. Bortolin recommended the DWBIA request to be included in discussions as far as location.
- Mr. Bortolin also spoke on Safety and Security Roundtable meetings held monthly providing names of organizations in attendance at meetings.
- Ms. Croucher suggested that a positive media release be issued between the DWBIA and organizations that attend Safety and Security Roundtable meetings, spotlighting Police presence in the downtown in particular the bike patrol.

**Finance Committee**

**Expenditure Report – this item was not discussed**

**Committee of the Whole**

**Signage**

- Discussion took place in regards to a second request made by a DWBIA member to take over advertising on round street pole located outside CIBC building, Ouellette and Riverside.
- Ms. Croucher advised that Administration have had a meeting with City of Windsor Administration in regards to Bella Wrap at which meeting information was provided as to other Municipalities who have approved using the wrap. Future webinar meeting to take place with City.
- Mr. Bortolin was requested to respond to DWBIA member.

**New Business**

**Board of Directors - applications**

- Board Members discussed presentations by applicants for vacant Board position Professional Services (legal and financial).
- Motion was made by Ms. Papadeas **‘1) to amend the policy on Governance (dated November 21, 2018) to include 2 positions for the Professional Services sector’, 2) to appoint Bobby Russon and Jeffrey Patterson to the DWBIA Board of Management to fill the positions for Professional Services sector’**. Motion was seconded by Ms. Clark. Motion was adopted.

**Caesars Conference (added to Agenda)**

- Administration advised of a conference taking place at Caesars Windsor for Association Executives. Ms. Croucher requested direction as to whether there was interest from Board Members to attend.
- Mr. Datoc made the motion **‘move to send a representative to the CSAE at Caesars Windsor July 10-12’. Cover cost of one registration up to \$500’. Line item Conference expense’**. Motion was seconded by Mr. Zanetti. Motion was adopted.
- Direction was given to Administration to notify DWBIA membership that event is taking place.

**St. Clair Advertising (added to Agenda)**

Board of Directors

Board of Directors

Administration

<ul style="list-style-type: none"> <li>• Discussion took place in regards to advertising with St. Clair on closed circuit tv screens and creating a program to offer to DWBIA members/merchants.</li> <li>• Mr. Datoc made the motion ‘<b>move to advertise with St. Clair’s SRC TV screens with 8 cycles per hour up to \$1200 plus HST (under advertising)</b>’. <b>Motion was seconded by Mr. Zanetti. Motion was adopted.</b></li> </ul> <p><b><u>Stroll Windsor (added to Agenda)</u></b></p> <ul style="list-style-type: none"> <li>• Ms. Croucher discussed Administration’s meeting with Stroll Windsor (walking tours which take place to help promote and encourage people to discover local businesses) and its partnership with the BIA and members/merchants.</li> <li>• Mr. Datoc made the motion ‘<b>a) to approve 2 dates for 2019 for the ‘Stroll Windsor’ program, b) to allocate up to \$500 for partnership with the ‘Stroll Windsor’ program. Line item: Events</b>’. <b>Motion was seconded by Ms. Clark. Motion was adopted.</b></li> </ul> <p><b><u>Parking Enforcement (added to Agenda)</u></b></p> <ul style="list-style-type: none"> <li>• Discussion took place on early morning bagging of parking meters in the downtown the day of the annual Detroit Fireworks.</li> <li>• DWBIA to have discussion with City of Windsor Parking Enforcement prior to 2020 event.</li> </ul> <p><b><u>Video Equipment (added to Agenda)</u></b></p> <ul style="list-style-type: none"> <li>• Ms. Croucher discussed DWBIA merchant videos and equipment being used, requesting direction as to whether new equipment should be purchased</li> <li>• Mr. Datoc made the motion ‘<b>to review the purchase of a Gimbal and 1080P camera and equipment for the purpose of the merchant videos, up to \$750 + HST</b>’. <b>Line item Digital Advertising. Motion was seconded by Ms. Clark. Motion was adopted.</b></li> </ul>	<p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p>
<p><b>Adjournment</b></p> <ul style="list-style-type: none"> <li>• Meeting ended at 9:30PM</li> </ul>	<p>Board of Directors/ Administration</p>

<b>Next scheduled Board of Directors meeting to be held July 24, 2019 @ 5:30PM</b>	
--	--