



MINUTES

- MEETING:** Board of Directors Meeting - 2019 Budget meeting
- DATE:** Wednesday, March 20, 2019
- TIME:** 5:00 PM – 7:30 PM
- LOCATION:** DWBIA offices – 419 Pelissier Street
- ATTENDEES:** Brian Yeomans, Pat Papadeas, Bryan Datoc, Geoff Zanetti, David Prantera, Stephanie Clark, Larry Horwitz (L), Rino Bortolin
- REGRETS:** Liam O’Donnell
- ABSENT:**
- GUESTS:**
- STAFF:** Debi Croucher, Pauline Sorokopas (L)

Agenda and Discussion	Responsibility of:
<p>1. Call to Order</p> <ul style="list-style-type: none"> The meeting was called to order at 5:20PM. Distributed Agenda was adopted by Mr. Bortolin, seconded by Mr. Datoc. 	<p>Board of Directors</p>
<p>2. Disclosure of Interest</p> <ul style="list-style-type: none"> Ms. Papadeas declared a Conflict of Interest – line item: WIFF re: Budget 2019. 	
<p>3. Adoption of the Minutes</p> <ul style="list-style-type: none"> N/A 	
<p><u>New Business</u></p> <p><u>2019 Budget</u></p>	

- Ms. Papadeas discussed line items already reviewed by Marketing - Committee of the Whole and Development/Infrastructure – Committee of the Whole, adding that the Executive Committee had met and reviewed Administration – Salaries & Wages, Administration – Other and Communications.
- Ms. Croucher spoke on the attachment in meeting package showing tax levy percentage charged to DWBIA members as well as outlining tax levy percentages in other BIA’s.
- Ms. Croucher noted that at the Executive Committee meeting, the budget total arrived at was \$776,000. With this information Administration had reached out to Ms. Janice Guthrie, Deputy Treasurer, City of Windsor, in regards to the percentage of rate increase to its members if the DWBIA were to increase its funding request. The following information was received:
 - Levy maintained at \$564,000 – rate 0.0027
 - Levy at \$660,000 – rate 0.0032
 - Levy at \$770,000 – rate 0.0038
- Discussion took place between Board Members present regarding how the tax levy percentage to members is arrived at. Ms. Croucher advised that the figure is determined by the budget submitted to and approved by Council.
- Ms. Croucher advised that levy percentages paid by members varies as hotels are capped and vacant properties are assessed differently.
- Ms. Papadeas asked Mr. Bortolin what the process was when the DWBIA budget is presented to City Council.
- Mr. Bortolin stated he feels that the figure being requested will get attention as it is a large increase and suggested lobbying ahead of time with supporting rationale as to why the increase is requested and mentioning the streetscaping repayment that the DWBIA has paid.
- Ms. Croucher noted that if the budget receives approval from DWBIA members this could possibly give credence to the figure requested. Mr. Bortolin agreed that if members approve budget this would be a good case point at Council.

- Mr. Datoc asked the question as to how the levy increase is passed along to the business owner.
- Mr. Bortolin stated that this is negotiated in lease between the property owner and the tenant.

Mr. Horwitz joined the meeting at 5:40PM

- Ms. Papadeas asked the question as to what the percentage increase would be if requesting \$625,000. Mr. Datoc stated the increase would be around 10%.
- Mr. Horwitz advised that he is not in favour of raising the levy at all.
- Ms. Papadeas suggested requesting the amount of \$621,000.
- Mr. Yeomans advised that from the budget total figure that the Executive Committee arrived at, if requesting \$621,000 approximately \$150,000 will need to be reduced.
- Ms. Papadeas recommended deciding as a Board, how to rework the draft budget that Board Members have in in their meeting package.
- Discussion took place as follows:
- Mr. Yeomans requested Administration – salaries and wages be discussed later in the meeting.

Administration – Other

- **Rent and contingencies** – discussion on price per sq foot with Ms. Croucher stating that approximately 1800 sq ft office space is required. Ms. Yeomans stated that he is open to the idea of looking at other spaces. Ms. Papadeas discussed the option of the DWBIA partnering with another organization and having a shared workspace. Mr. Pranter stated he feels that DWBIA office space should be downsized. Ms. Croucher noted that the contingencies in the amount would be moving expenses/leasehold improvements.
- **Storage/Maintenance** - storage unit rental for items used at festivals/events which are DWBIA owned such as barrels/barricades/signage as well as boxed office files.
- **Office supplies expense** - general office supplies required, computers/furniture. Suggestion made not to provide photocopies

at Board and Committee of the Whole meetings but to have projector/screen showing documents.

- **Office Equipment/Furniture/Maintenance** – exceeded in 2018 due to flood at DWBIA offices.
- **Strategic Plan** – expense required for Strategic Plan which will be RFP'd.
- **Legal** – legal fees incurred from DWBIA Board Elections in 2018, legal advice DWBIA lobbying or requesting advice on challenging decisions which could affect the DWBIA.
- **Audit** – DWBIA has no control over line item expense.
- **Insurance** – coverage for office space and DWBIA Board of Directors Insurance.
- **Telephone** – administration was directed to eliminate fax line to reduce costs.
- **Postage/courier service** – amount reduced due to no mailing out of notice regarding General Meeting which was done electronically.
- **General Meeting expense** – amount reduced.
- **Board/Committee Meeting expense** – Ms. Croucher advised that the number is inflated due to Governance Training for the Board of Directors noting that the expense for the training can be moved to Legal.
- **Budget Meeting expense** – catering, room and equipment rental costs.
- **Business Meeting Expense** - expense line item for Chair/Vice Chair/Treasurer/Executive Director.
- **Conference expense** – expense for new Chair to attend conferences.
- **Travel expense** – reimbursement for mileage expenses on behalf of DWBIA business.
- **Internet/Website** – domain name and hosting fee. Administration requested to look into costs regarding internet/telephone to be reduced.

- **Member Services (parking tokens)** - beneficial to members – only cost to organization for tokens provided to Board Members.
- **Memberships/Subscriptions/Newsletter** – membership costs OBIAA, IDA, FEO, Chamber of Commerce, Constant Contact. Discussion of looking into cancelling Chamber of Commerce membership.
- **Public Relations** – town hall forums/lobbying costs. Change to Member Relations.

Marketing

- **Events** – discussion on reduction of line item.
- **Parades** – Canada Day Parade and Santa Claus Parade with \$5,000 for side events during Parades. Mr. Yeomans spoke on the possible backlash if parades cancelled. Ms. Papadeas suggested a meeting with the Parade Corporation to discuss having Santa Claus parade take place during the day. Parades should be advertised ‘sponsored by DWBIA’. Mr. Horwitz stated he feels that there should be no extra money allocated for side events. Mr. Bortolin suggested subsidizing free parking or handing out vouchers for free appetizers at restaurants.
- **Digital Advertising/Website/Brand Refresh** – Mr. Yeomans stated a large budgeted line item but is required the most.
- **Windsor International Film Festival** – line item already discussed. Mr. Horwitz spoke on the reason why he voted against this line item. Mr. Zanetti stated the festival brings many people into the downtown. Ms. Papadeas suggested members offer specials to people attending event to bring them into their establishments.¹
- **Advertising** – lower line item amount.
- **Marketing Design** – line item removed entirely – other ways to promote businesses.

Infrastructure

- **Decorative lighting** – twinkle lights in trees – lights to be upgraded.
- **Seasonal Decorations** – garland and hanging baskets on light poles – only done on main street in 2018. Mr. Bortolin suggested adding a

¹ Ms. Papadeas requested highlighted item removed.

note to Council members that there are 176 poles to decorate downtown.

- **Flower Planter Boxes** – wrought iron placed on flower planter boxes – 100 and 500 blocks of Ouellette to be completed. Line item to be changed to Wrought Iron Flower Planter Boxes.
- **Floral Beautification Program** – very successful program – benefit to membership – offer in summer only.
- **Alley Enhancement/Security/Beautification** – alley lights left over from original installation to be used where needed – garbage related issues in some areas – reduce line item amount – possible Ward funds used for extra costs.
- **Trees** – line item removed.
- **Outdoor Touch Screen Signage** – line item removed from budget - possibility of funding through DWBRA next year – potential sponsorship through advertising.

Streetscape

- **Repayments – streetscaping/levy retroactive** – \$42,000 taken from first instalment of levy – last year repayment of this amount.
- **WIFI** – important feature – extra/new nodes required in certain areas.
- **Farmers’ Market – Mr. Bortolin made a Declaration of Interest – Municipal Conflict of Interest Act – Farmers’ Market budget line item.** Line item discussed at previous meeting. Motion made to approve sponsorship.
- **Downtown Windsor Business Revitalization Corporation/Other** – discussion on non-profit organization under the DWBIA.

Retail Recruitment/Façade Grant Program

- **Business Recruitment Development** – Mr. Yeomans discussed giving incentives to new businesses opening up in the downtown. Ms. Papadeas spoke on a project in Peterborough called ‘Rate This Space’.

- **SCC/University** – amount owing to St. Clair College – amount owed on books \$30,000 with funds used in 2017/2018 for bike rack installation.²

Clean & Safe

- **Street Cleaning Program Contract** – discussion on Good Neighbour Services (GNS) presenting at Development/Infrastructure Committee of the Whole meeting. Vests to be purchased for GNS advertising service performed sponsored by DWBIA.
- **Power Washing** – contract with Essex County Maintenance – work performed Saturday and Sunday mornings. Suggestion made to have extra dates added for power washing to be performed - January 1st ,March 18th and November 1st.
- **Needle Collection** – work performed by GNS employee – needle pick up performed weekly.
- **Broken Windows** – program has good benefit for DWBIA members – discussion on presentation to be made at Development/Infrastructure Committee of the Whole meeting regarding a 3M coating applied to windows which acts as a barrier to prevent people from entering property once window broken.

Ms. Sorokopas left the meeting at 9:15PM.

Meeting went In Camera at 9:20pm.

Ms. Croucher left the meeting at 9:20pm.

Ms. Croucher joined the meeting at 9:45pm.

Ms. Sorokopas joined the meeting at 9:50PM.

Meeting came out of Camera at 9:55pm.

Administration – Salaries & Wages – line item reduced

Salaries & Wages	137,000
------------------	---------

TOTAL Administration - Salaries & Wages	137,000
--	----------------

Rent & Contingencies	30,000
----------------------	--------

² Mr. Datoc requested highlighted item removed.

Storage/Maintenance	2,500	
Office Supplies Expense	2,700	
Office Equipment/Furniture/Maintenance	5,000	
Strategic Plan	10,000	
Legal	20,000	
Audit	5,200	
Insurance	5,500	
Telephone	1,900	
Bank Charges	300	
Postage/Courier Service	250	
TOTAL Administration - Other	83,350	
General Meeting Expense	2,000	
Board/Committee Meeting Expense	6,000	
Budget Meeting Expense	1,000	
Business Meeting Expense	200	
Conference Expense	2,000	
Travel Expense (Mileage)	400	
Internet/Website	1,000	
Member Services (Parking Tokens)	1,500	
Memberships/Subscriptions/Newsletter	2,800	
Public Relations/Liaison	3,500	
TOTAL Communications	20,400	
Events	18,000	
Parades	45,000	
Digital Advertising / Website / Brand Refresh	40,000	
Windsor International Film Festival	15,000	
Festival Tent Maintenance	500	
Advertising	6,000	
TOTAL Marketing	124,500	
Decorative Lighting	20,000	
Seasonal Decorations	25,000	
Flower Planter Boxes	5,000	
Floral Beautification Program	3,000	
Alley Enhancement / Security / Beautification	8,000	
TOTAL Infrastructure	61,000	

Repayments - Streetscaping/Levy Retroactive	48,472	
TOTAL Streetscape	48,472	
WIFI	20,000	
Farmers Market	30,000	
Downtown Windsor Business Revitalization Corporation/Other Promotions	1,250	
TOTAL Development	51,250	
Business Recruitment Development	60,000	
SCC/University	5,000	
TOTAL RETAIL RECRUITMENT/FAÇADE GRAND PROGRAM	65,000	
Street Cleaning Program Contract	30,000	
Power Washing	12,000	
Needle Collection	7,200	
Broken Windows	3,000	
TOTAL Clean and Safe	52,200	
TOTAL BUDGET	643,172	
<ul style="list-style-type: none"> Discussion took place on talking points for 2019 Budget Meeting with DWBIA members such as line item and amount this year and items that are considered priorities to Board Members. Administration requested to provide printed copies of proposed budget at meeting for members, survey members at meeting, media advisory after meeting, post budget online after meeting. 		
<p>Adjournment</p> <ul style="list-style-type: none"> Meeting ended at 10:00PM 		Board of Directors/ Administration
<p>Next scheduled Board of Directors meeting to be held March 28, 2019 @ 5:30PM</p>		