



MINUTES

- MEETING:** Board of Directors Meeting
- DATE:** Wednesday, June 24, 2020
- TIME:** 5:00PM
- LOCATION:** Virtual meeting
- ATTENDEES:** Brian Yeomans, Pat Papadeas, Bryan Datoc, Rino Bortolin, Jeff Patterson(L), Geoff Zanetti, Bobby Russon
- REGRETS:** Stephanie Clark
- ABSENT:** Larry Horwitz
- GUESTS:**
- STAFF:** Debi Croucher, Pauline Sorokopas

Agenda and Discussion	Responsibility of:
<ul style="list-style-type: none"> • Mr. Yeomans opened the meeting at 5:04PM • Ms. Croucher requested that 'WIFF Drive-Ins' be added to distributed Agenda. 	
<ul style="list-style-type: none"> • Disclosure of Interest • Mr. Yeomans declared a Conflict of Interest re: CRSP – Whiskeyjack Boutique • Ms. Papadeas declared a Conflict of Interest re: WIFF Drive-Ins 	
<ul style="list-style-type: none"> • Adoption of the Minutes • Minutes of Meeting dated May 27, 2020 were adopted. 	

Communications Items and Reports

Executive Director Reporting

COW Request for patios, sidewalks, parking and events - update

- Discussion took place on request submitted to City of Windsor by DWBIA regarding street closures, dates requested, costs associated with staffing of barricades required for street closures and policy regarding staffing of barricades (barricades to be staffed around the clock every time a street closure takes place).
- Virtual membership meeting to take place to advise members of DWBIA’s request to City along with process in regards to street closures.
- Direction was given to Administration to reach out to membership asking for volunteers to staff barricades.
- Ms. Papadeas made the motion **‘to authorize up to \$6,000 per event for staffing of barricades for street closures.’ Motion was seconded by Mr. Russon. Motion was adopted.**

Farmers’ Market - update

- Ms. Croucher advised the Market is well attended adding that even though masks are not required as it is an outdoor event, masks are available if requested by attendees.
- E-commerce platform for vendors currently being worked on.
- Ms. Croucher also noted that various grants are in the process of being applied for to help offset costs associated with COVID-19 pandemic, e-commerce platform and virtual programming.

Tech Talks – update

- Ms. Croucher discussed the success and positive feedback of first Tech Talk series adding that the sessions were shared on the DWBIA website.
- Discussion took place on suggested next sessions with topics such as Google Analytics, Still Photography, Do It Yourself Website and Video Basics at a possible cost of \$2,500 for the 4 sessions. It was agreed to not go with ‘Do It Yourself Website’ Tech Talk.

Board of Directors

<ul style="list-style-type: none"> • Mr. Russon made a motion ‘to proceed with three Tech Talk sessions as discussed’. Motion was seconded by Ms. Papadeas. Motion was adopted. <p><u>Resource Kits – update</u></p> <ul style="list-style-type: none"> • Ms. Croucher updated Board Members on the number of resource kits DWBIA members have applied for, adding that feedback from members has been very good. <p><u>IDA – Grow with Google Community Award</u></p> <ul style="list-style-type: none"> • Ms. Croucher advised the DWBIA Tech Talks program, which met the criteria for Google Community Award, has been submitted. <p><u>Board Application – Retail Sector – Sam Katzman</u></p> <ul style="list-style-type: none"> • Discussion took place on DWBIA Bord application made by Mr. Katzman, owner of 3 businesses within the downtown, copy attached to meeting package. • Mr. Zanetti made the motion ‘to accept Mr. Katzman’s application to sit on the DWBIA Board of Directors’. Motion was seconded by Mr. Patterson. Motion was adopted. <p><u>Business Recruitment – The Hive</u></p> <ul style="list-style-type: none"> • Information was provided to Board Members present in regards to conversations taken place between DWBIA, WEEDC and Chris MacLeod (The Hive) relating to sourcing a main floor tenant at The Hive on Pelissier Street. <p><u>Finance Committee</u></p> <p><u>Expenditure Report</u></p> <ul style="list-style-type: none"> • Mr. Datoc and Ms. Croucher provided information on Expenditure Report attached to meeting package noting that as per report expenses were under budget. • Motion was adopted by Board of Directors to approve Expenditure Report as presented. 	<p>Board of Directors</p>
<p>Board of Directors</p>	<p>Board of Directors</p>

<p><u>Marketing & Development – Committee of the Whole</u></p> <p><u>Commercial Rent Subsidy Program Application - Whiskeyjack Boutique</u></p> <p>Mr. Yeomans declared Conflict of Interest</p> <ul style="list-style-type: none"> • Application attached to meeting package from Whiskeyjack Boutique reviewed. • Motion was made by Mr. Patterson ‘to approve application from Whiskeyjack Boutique under Business Incentive Program for a period of 12 months, \$225/per month.’ Motion was seconded by Mr. Datoc. Motion was adopted. 	<p>Board of Directors</p>
<p><u>New Business</u></p> <p><u>Pride Ad</u></p> <ul style="list-style-type: none"> • Ms. Croucher advised that the DWBIA had been approached to advertise in Come Out & Play Guide - Windsor Essex Pride Fest. • Motion was made to ‘approve placing ½ page ad in the Come Out & Play Guide at a cost of \$285.’ Motion was adopted. <p><u>Ownera Publishing</u></p> <ul style="list-style-type: none"> • Ms. Croucher advised that the DWBIA had been approached by Ownera Publishing to participate in an on-line promotion of the DWBIA, via social media at a cost of \$500. • Administration was directed to advise that DWBIA would not be participating. <p><u>Gift Cards</u></p> <ul style="list-style-type: none"> • Ms. Croucher provided background information on previous Gift Card program implemented by DWBIA and costs associated. • Administration was directed to look into possibility of digital gift card program. <p><u>Entertainment Proposal</u></p> <ul style="list-style-type: none"> • Ms. Croucher spoke on Entertainment Proposal included with meeting package, in regards to upcoming street closures. Cost proposed for entire season between \$5,000 to \$10,000. 	<p style="text-align: center; vertical-align: middle;">Board of Directors</p> <p style="text-align: center; vertical-align: middle;">Administration</p> <p style="text-align: center; vertical-align: middle;">Administration</p>

<ul style="list-style-type: none"> Discussion took place on proposal and costs associated. Mr. Bortolin made the motion 'to budget up to \$1,500 for first 2 street closures and revisit after that time'. Motion was seconded by Mr. Zanetti. Motion was adopted. 	<p>Board of Directors</p>
<p><u>Main Street Cities (added to Agenda)</u></p> <ul style="list-style-type: none"> Ms. Croucher advised that the DWBIA is partnering with Faculty of Law on a COVID-19 related series re: Windsor and The Post Pandemic Healthy City. DWBIA to have 2 panelists take part in discussion, Mr. Bryan Datoc, DWBIA Finance Chair and Ms. Judene McCalla, DWBIA member (See You There Invitations). Direction was given for DWBIA to sponsor event in the amount of \$100. 	<p>Board of Directors</p>
<p><u>WIFF – Drive-Ins</u></p> <p>Ms. Papadeas declared Conflict of Interest</p> <ul style="list-style-type: none"> Discussion took place on the announcement of WIFF organizers cancelling the 2020 season due to COVID-19 pandemic. Further discussion took place on a 14-day event at Festival Plaza, WIFF Drive-Ins. Motion was made '\$5,000 sponsorship of WIFF Drive-Ins.' Motion was adopted. 	<p>Board of Directors</p>
<p>Meeting adjourned at 7:15PM</p> <p>Next scheduled Board of Directors meeting to be determined.</p>	<p>Board of Directors/ Administration</p>