



## MINUTES

- MEETING:** Board of Directors Meeting
- DATE:** Wednesday, October 28, 2020
- TIME:** 5:30PM
- LOCATION:** Virtual Meeting
- ATTENDEES:** Brian Yeomans, Pat Papadeas, Bryan Datoc, Rino Bortolin, Jeff Patterson (L), Bobby Russon, Geoff Zanetti, Sam Katzman
- REGRETS:** Larry Horwitz, Spencer Dawson
- ABSENT:**
- GUESTS:**
- STAFF:** Debi Croucher, Pauline Sorokopas

Agenda and Discussion	Responsibility of:
<ul style="list-style-type: none"> <li>Mr. Yeomans opened the meeting at 5:35PM</li> </ul>	
<ul style="list-style-type: none"> <li>Adoption of the Agenda</li> <li>Distributed Agenda was adopted.</li> </ul>	Board of Directors
<ul style="list-style-type: none"> <li>Disclosure of Interest – None at this time</li> </ul>	
<ul style="list-style-type: none"> <li>Adoption of Minutes</li> <li>Minutes of Meeting held September 23, 2020 were by Mr. Zanetti, seconded by Mr. Bortolin.</li> </ul>	Board of Directors
<p><b><u>Communications Items and Reports</u></b></p> <p><b><u>Chair Reporting</u></b></p> <ul style="list-style-type: none"> <li>Mr. Yeomans thanked Board Members for their involvement in making downtown summer events, held during COVID-19, a success.</li> </ul>	

**Executive Director Reporting**

**484 Pelissier - update**

- Administration advised that revisions to lease had been submitted to landlord with anticipated move to take place in January 2021.

**Winter Farmers' Market – update**

- Administration requested direction/approval for the go-ahead of extending the Downtown Windsor Farmers' Market 6 weeks, from November 7 to December 12, between the hours of 10am – 2pm, at a projected cost of \$7,000. Market to be held on lower level of Pelissier Street Parking Garage with ± 30 vendors each week.
- Discussion took place with Ms. Papadeas making the motion '**to approve going ahead with extending Downtown Windsor Farmers' Market 6 weeks.**' **Motion was seconded by Mr. Bortolin. Motion was adopted.**

**Digital Screen-update**

- Administration spoke on 2 proposals forwarded with meeting package in regards to Digital Screen project.
- Discussion took place on proposals submitted and costs/fees associated with same. Project was deferred.
- Administration requested to research other options.

**Grants/Awards**

- Ms. Croucher provided information on Grants/Awards applied for by DWBIA during COVID-19 as follows:
  - Red Cross – offset costs associated with PPE required at Farmers' Market
  - WECHU Healthy Workplaces – applied for award related to community preparedness
  - Investment Readiness Program – year-round Farmers' Market costs associated to mercantile occupancy
  - Celebrate Canada – 2021 Canada Day celebrations, activities and street closures
  - Reconnect Festival & Event Program – funding requests for holiday programming/lighting

**Board of Directors**

**Administration**

<p><b><u>Finance Committee</u></b></p> <p><b><u>Expenditure Report</u></b></p> <ul style="list-style-type: none"> <li>Mr. Datoc and Ms. Croucher provided information on Expenditure Report attached to meeting package.</li> <li>Request was made to make reference, at bottom of each page of Expenditure Report, if money has been re-directed and from which line items.</li> <li><b>Motion to approve Expenditure Report as presented was adopted by the Board of Directors.</b></li> </ul>	<p><b>Administration</b></p> <p><b>Board of Directors</b></p>
<p><b><u>New Business</u></b></p> <p><b><u>Holiday Lighting and Holiday Programming</u></b></p> <ul style="list-style-type: none"> <li>Discussion took place in regards to costs associated with Holiday Lighting and Holiday Programming within the DWBIA boundary, and which line items funds would be taken from. Ms. Croucher provided a breakdown of suggested Holiday Programming.</li> <li><b>Ms. Papadeas made the motion ‘to approve budget for Holiday Lighting and Holiday Programming costs of \$80,000’. Motion was seconded by Mr. Katzman. Motion was adopted.</b></li> </ul> <p><b><u>Rebranding</u></b></p> <ul style="list-style-type: none"> <li>Three options were presented to Board of Directors in regards to DWBIA rebranding/logo. Discussion took place on options presented.</li> <li>Administration requested approval and direction.</li> <li><b>Mr. Zanetti made the motion ‘approve new re-branding logo’. Motion was seconded by Mr. Datoc. Motion was adopted.</b></li> </ul> <p><b><u>Business Incentive Program – Bearbacks</u></b></p> <ul style="list-style-type: none"> <li>Discussion took place on Business Incentive Program application and business plan received from Bearbacks.</li> <li><b>Ms. Papadeas made the motion ‘to approve application for 6 month period at a rate of \$275 per month’. Motion was seconded by Mr. Datoc. Motion was adopted.</b></li> <li>Administration directed to advise applicant that at the end of 6 month subsidy period they would be eligible to apply for a second term of funding.</li> </ul>	<p><b>Board of Directors</b></p> <p><b>Board of Directors</b></p> <p><b>Board of Directors</b></p> <p><b>Administration</b></p>

<b>Mr. Patterson joined the meeting at 7:50PM</b>	
<b>Meeting adjourned at 8:00PM</b> <b>Next scheduled Board of Directors meeting to be determined.</b>	<b>Board of Directors/ Administration</b>