



## MINUTES

- MEETING:** Board of Directors Meeting
- DATE:** Wednesday, April 28, 2021
- TIME:** 5:30PM
- LOCATION:** Virtual Meeting
- ATTENDEES:** Brian Yeomans, Pat Papadeas, Jeff Patterson, Rino Bortolin, Bobby Russon, Geoff Zanetti
- REGRETS:**
- ABSENT:** Stephanie Clark, Larry Horwitz, Sam Katzman, Spencer Dawson
- GUESTS:** Lauren Hedges
- STAFF:** Debi Croucher, Austin DiPietro

Agenda and Discussion	Responsibility of:
<ul style="list-style-type: none"> <li>Mr. Yeomans opened the meeting at 5:45pm.</li> </ul>	
<ul style="list-style-type: none"> <li>Adoption of the Agenda</li> <li>Ms. Croucher requested that the following items be added to distributed Agenda:                             <ul style="list-style-type: none"> <li><b>Crowdfunding Platform – update</b></li> <li><b>La Vern’s Market</b></li> <li><b>Vaccination Clinic Sandwich Boards</b></li> <li><b>Windsor Ticket Fighters</b></li> <li></li> </ul> </li> <li>Distributed Agenda with above additions was adopted.</li> </ul>	<b>Board of Directors</b>
<ul style="list-style-type: none"> <li>Disclosure of Interest – Mr. Bortolin declared ‘Conflict of Interest’ in regards to e-Commerce. Ms. Papadeas declared ‘Conflict of Interest’ in regards to WIFF.</li> </ul>	
<ul style="list-style-type: none"> <li>Adoption of Minutes</li> </ul>	

<ul style="list-style-type: none"> <li>• <b>Minutes of Meeting held March 24, 2021 were adopted by Mr. Bortolin, seconded by Mr. Zanetti.</b></li> </ul>	<p><b>Board of Directors</b></p>
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<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 provided an update on DWBIA Membership meeting and advised that the DWBIA Budget would be tabled at the May 3, 2021 Council Meeting.</li> <li>• Mr. Yeomans requested more consistent attendance from DWBIA Board Members at DWBIA meetings going forward.</li> </ul> <p><b><u>Executive Director Reporting</u></b></p> <p><b><u>2021 Reconnect Festivals &amp; Events Grant</u></b></p> <ul style="list-style-type: none"> <li>• Ms. Croucher advised that Reconnect Festival &amp; Events grant had been submitted noting that prior funding had been received for Winter Fest 2020. Ms. Croucher noted that if successful, the 2021 grant funding would help offset the costs of Winter Fest 2021 with the addition of lighting installations.</li> </ul> <p><b><u>Farmers’ Market - Policies</u></b></p> <ul style="list-style-type: none"> <li>• Ms. Croucher provided information on new Farmers’ Market Policies requesting Board approval to have DWBIA law student review policies.</li> </ul> <p><b><u>DWFM e-Commerce – Parallel 42 Systems (Lauren Hedges)</u></b></p> <ul style="list-style-type: none"> <li>• Ms. Hedges discussed the DWFM e-Commerce platform providing a live demonstration to Board Members on the test site. Ms. Hedges advised that documentation and online training videos would be provided to vendors explaining/demonstrating how to use platform.</li> <li>• Discussion took place on presentation and e-commerce sites for both DWBIA members and Farmer’s Market vendors. Further discussion to take place at future meeting.</li> <li>• Mr. Yeomans thanked Ms. Hedges for attending the meeting.</li> </ul> <p><b><u>Farmers’ Market Incubator – update</u></b></p> <ul style="list-style-type: none"> <li>• Ms. Croucher spoke on amendment to be made to the Investment Readiness grant application, amending the scope of the project and extending the deadline to June 1, 2021.</li> </ul> <p><b><u>Crowdfunding Platform – update</u></b></p>	
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- The City of Windsor’s Horticulture Division generously agree to source and install the plant materials, and water those located on parklets.

**Mr. Zanetti declared ‘Conflict of Interest’**

- Motion was made by Mr. Patterson **‘to work with individual members to subsidize 50% of patio boxes. First come first serve with Parklets getting priority. Maximum of \$3,000’.** Motion was seconded by Mr. Bortolin. Motion was adopted.

**Board of Directors**

**Finance Committee**

**Committee of the Whole – Marketing & Development/Infrastructure**

**Motions**

- Administration provided an overview of Committee of the Whole – Marketing & Development/Infrastructure motions attached to meeting package.
- Mr. Patterson made the motion **‘to approve Committee of the Whole – Marketing & Development/Infrastructure motions as presented’.** Motion was seconded by Mr. Zanetti. Motion was adopted.

**Board of Directors**

**New Business**

**DWBIA & WIFF Under the Stars**

- Administration provided information on sponsorship request made by WIFF Under the Stars in the amount of \$15,000.
- Discussion took place as to WIFF expanding programming and safety measures, adding more nights to programming, along with encouraging patrons to visit downtown restaurants.
- Motion was made by Mr. Zanetti to **‘approve \$15,000 sponsorship request made by WIFF Under the Stars’.** Motion was seconded by Mr. Russon. Motion was adopted.

**Board of Directors**

**2021 Come Out & Play Guide**

- DWBIA invited to advertising in Windsor Pride’s 2021 Come Out & Play Guide.
- Administration advised that the DWBIA had taken a ½ page ad in this publication in prior years.

