



MINUTES

MEETING: Board of Directors Meeting
DATE: Wednesday, February 24, 2021
TIME: 5:30PM
LOCATION: Virtual Meeting
ATTENDEES: Brian Yeomans, Pat Papadeas, Rino Bortolin, Sam Katzman, Larry Horwitz (L), Stephanie Clark
REGRETS: Geoff Zanetti
ABSENT: Bobby Russon, Spencer Dawson
GUESTS:
STAFF: Debi Croucher, Pauline Sorokopas

Agenda and Discussion	Responsibility of:
<ul style="list-style-type: none"> Mr. Yeomans opened the meeting at 5:55PM 	
<ul style="list-style-type: none"> Adoption of the Agenda Distributed Agenda was adopted by Mr. Bortolin, seconded by Mr. Patterson 	Board of Directors
<ul style="list-style-type: none"> Disclosure of Interest – None at this time 	
<ul style="list-style-type: none"> Adoption of Minutes Minutes of Meeting held January 27, 2021 were adopted by Mr. Bortolin, seconded by Ms. Clark. 	Board of Directors
<u>Communications Items and Reports</u>	

Chair Reporting

- Mr. Yeomans spoke on City Council’s waiving of fees associated with sidewalk patio permits and parklets and thanked Mr. Bortolin for his support in this matter.
- Mr. Yeomans and Ms. Croucher appeared as delegates at City budget meeting on behalf of the DWBIA.

Mr. Horwitz joined the meeting at 6:02PM

Executive Director Reporting

Consumption & Treatment Centre Site - update

- Information was provided in regards to DWBIA being approached by WECHU regarding RFP issued for Consumption & Treatment Centre Site.
- Administration reached out to Downtown Yonge BIA to participate in consultation and site visit with DWBIA. Downtown Yonge BIA advised they were unable to attend.
- Ms. Croucher, Mr. Bortolin and Mr. Horrobin of WPS conducted a site visit, followed by a meeting of DWBIA Executive to discuss possible locations.
- WECHU public meeting to take place regarding location.

Shop2Win – update & St. Patrick’s Day Promotion

- Ms. Croucher spoke on the success of the Shop2Win campaign which ran for Valentine’s Day, requesting direction from Board of Directors as to whether to run campaign again for St. Patrick’s Day.
- Discussion took place on campaign with Ms. Papadeas making the motion **‘spend \$1,000 on Shop2Win campaign for 2 events, St. Patrick’s Day and Early Spring Promotion’.** **Motion was seconded by Mr. Bortolin and adopted.**

Podcasts - update

- Discussion took place on proposal attached to meeting package in regards to podcast expenses and formats.
- Administration requested direction on how to proceed.

Mr. Horwitz left the meeting at 6:27PM

- Ms. Papadeas made the motion to **‘approve funding in principle with budget amount of \$5,000. Sub-Committee to be**

Board of Directors

Board of Directors

<p>formed to work out details and specific model'. Motion was seconded by Mr. Patterson. Motion was adopted.</p> <p>Mr. Horwitz joined the meeting at 6:33PM</p> <p><i>Farmers' Market Incubator – update</i></p> <ul style="list-style-type: none"> • Discussion took place on funding received from Investment Readiness Program grant application for Farmers' Market Incubator. • Administration discussed several potential locations under consideration. • Mr. Yeomans thanked Ms. Croucher for work done on grant writing for various projects. <p><i>Social Media Tracking</i></p> <ul style="list-style-type: none"> • Administration to provide report on Social Media Tracking to Board of Directors on a monthly basis. • January report emailed to the Board. <p><i>Aphasia Friendly Training</i></p> <ul style="list-style-type: none"> • Administration requested direction from Board of Directors in regards to e-mail from Aphasia Friendly Canada to share free on-line training session with DWBIA membership to improve public awareness. • Administration directed to make members aware of on-line training sessions. 	<p>Administration</p> <p>Administration</p>
<p><u>Committee of the Whole – Marketing & Development/Infrastructure</u></p> <p><i>Civic Esplanade</i></p> <ul style="list-style-type: none"> • DWBIA to share survey with membership put out by City of Windsor with respect to design plan, highlighting questions that pertain to downtown. <p><i>Motions</i></p> <ul style="list-style-type: none"> • Administration provided an overview of Committee of the Whole – Marketing & Development/Infrastructure motions attached to meeting package. <p>Mr. Patterson made the motion 'to approve Committee of the Whole – Marketing & Development/Infrastructure motions as presented'. Mr. Katzman seconded the motion. Motion was adopted.</p>	<p>Administration</p> <p>Board of Directors</p>

New Business

2021 Budget

- Review and discussion took place on proposed budget prepared by Administration with Board agreeing to zero increase from 2020.

2021 BUDGET

Administration - Salaries & Wages

Salaries & Wages	170,000
TOTAL Administration - Salaries & Wages	170,000

Administration – Other

Rent & Contingencies	30,000
Storage/Maintenance	3,000
Office Supplies Expense	6,000
Office Equipment/Furniture/Maintenance	12,000
Strategic Plan	500
Legal	15,000
Audit	7,000
Insurance	6,000
Telephone	3,600
Bank Charges	1,500
Postage/Courier Service	700
TOTAL Administration - Other	85,300

Communications

General Meeting Expense	2,000
Board/Committee Meeting Expense	5,000
Budget Meeting Expense	500
Business Meeting Expense	800
Conference Expense	3,000
Travel Expense (Mileage)	500
Internet/Website	1,000

Member Services (Parking Tokens)	500
Memberships/Subscriptions/Newsletter	4,500
Public Relations/Liaison	2,000
TOTAL Communications	19,800

Marketing

Events	40,000
Arts Fairs/WIFF	15,000
Digital/Print Advertising / Website / Brand Refresh	33,700
Graphic Design	5,000
Festival Tent Maintenance	0
Our Students. Our Future Campaign	1,000
Rebranding/Districting	5,000
Seasonal Advertising	6,000
TOTAL Marketing	105,700

Infrastructure

Decorative Lighting	10,000
Seasonal Decorations	27,000
Wrought Iron Planters	0
Floral Beautification Program	4,000
Alley Enhancement / Security / Beautification	5,000
Trees/Plant Materials/Floral	3,000
TOTAL	49,000

Streetscape

Repayments - Streetscaping/Levy Retroactive	0
TOTAL	0

Development

WIFI	12,000
Farmers Market	45,000
Night Market	0

CRM	2,000	
Grant Writing	5,000	
Downtown Windsor BRA / Other Promotions	1,250	
TOTAL	65,250	
<u>Business Recruitment</u>		
Rent Subsidies	25,000	
Business Development Contractor	40,000	
Property Standard Incentives	10,000	
Programming and Support	15,000	
SCC/University	5,000	
TOTAL	95,000	
<u>Clean & Safe</u>		
Street/Alley Cleaning Program Contract	38,000	
Power Washing	10,000	
Window Cleaning Initiative	2,000	
Snow Removal	20,000	
Needle Collection	5,000	
Broken Windows	2,500	
TOTAL Clean and Safe	77,500	
TOTAL BUDGET	667,550	
<ul style="list-style-type: none"> Ms. Papadeas made the motion 'to approve 2021 budget as discussed and present to City of Windsor'. Motion was seconded by Mr. Katzman. Motion was adopted. <p>Mr. Horwitz left the meeting 7:50PM</p> <ul style="list-style-type: none"> DWBIA Membership meeting to be held March 25th at 5:30PM. <p>Mr. Horwitz joined the meeting at 8:00PM</p>		Board of Directors
<p>Meeting adjourned at 8:00PM. Next scheduled Board of Directors meeting to be determined.</p>		Board of Directors/ Administration