



MINUTES

- MEETING:** Board of Directors Meeting
- DATE:** Wednesday, January 27, 2021
- TIME:** 5:30PM
- LOCATION:** Virtual Meeting
- ATTENDEES:** Brian Yeomans, Pat Papadeas, Rino Bortolin, Bobby Russon, Geoff Zanetti, Sam Katzman, Larry Horwitz (L), Spencer Dawson, Stephanie Clark
- REGRETS:** Jeffrey Patterson
- ABSENT:**
- GUESTS:**
- STAFF:** Debi Croucher, Pauline Sorokopas

Agenda and Discussion	Responsibility of:
<ul style="list-style-type: none"> • Mr. Yeomans opened the meeting at 5:30PM 	
<ul style="list-style-type: none"> • Adoption of the Agenda • Ms. Croucher requested that 'Shop2Win' and 'Business Excellence Awards' be added to the Agenda. • Mr. Yeomans requested that 'Board Composition' be added to Agenda. • Distributed Agenda with above additions, was adopted by Mr. Dawson, seconded by Mr. Bortolin. 	<p>Board of Directors</p>
<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 December 2, 2020 were adopted. 	<p>Board of Directors</p>

<p><u>Communications Items and Reports</u></p> <p><u>Executive Director Reporting</u></p> <p><u>DWBIA office relocation</u></p> <ul style="list-style-type: none">Ms. Croucher spoke on DWBIA office move which took place week of January 18, 2020 with information provided on graphic design being discussed to be placed on interior office wall space. <p><u>Taco Bell</u></p> <ul style="list-style-type: none">Ms. Croucher advised that the DWBIA had been contacted by Taco Bell requesting information on resources/support available to new restaurant owners considering opening up within the downtown.Administration responded to Taco Bell providing information on DWBIA programs and resources provided to its members. <p><u>Finance Committee</u></p> <ul style="list-style-type: none">Board Members were advised that Mr. Patterson had accepted position of Treasurer and Executive Member of DWBIA Board, due to Mr. Datoc's approved requested leave of absence.2021 Budget meeting to be discussed at special Board Meeting.	<p>Board of Directors</p>
<p><u>New Business</u></p> <p><u>Podcasts</u></p> <ul style="list-style-type: none">University of Windsor and St. Clair College placement student's researching and reaching out to other BIA's and agencies regarding podcasts with a report to be made available at March Board meeting. <p><u>Shop2Win (added to Agenda)</u></p> <ul style="list-style-type: none">Ms. Croucher spoke on Shop2Win campaign encouraging people to shop downtown and receive gift basket in return for supporting local businesses.Administration requested direction from Board as to whether there was interest to utilize campaign for days such as Valentine's Day, Easter, Mother's Day.Discussion took place on amounts of prizes and incentives.Ms. Papadeas made the motion 'to put \$1,000 towards initiative for program for Valentine's Day'. Motion was seconded by Mr. Katzman. Motion carried. <p><u>Business Excellence Awards (added to Agenda)</u></p>	<p>Administration</p> <p>Board of Directors</p>

