



MINUTES

MEETING: Board of Directors

DATE: Tuesday, December 14, 2021

TIME: 5:30PM

LOCATION: 484 Pelissier Street

ATTENDEES: Brian Yeomans, Pat Papadeas, Spencer Dawson, Jeff Patterson, Stephanie Clark, Larry Horwitz (Late), Rino Bortolin

REGRETS:

ABSENT: Geoff Zanetti, Bobby Russon, Sam Katzman,

GUESTS:

STAFF: Debi Croucher, Austin Di Pietro

Agenda and Discussion	Responsibility of:
1. Mr. Yeomans opened the meeting at 7:01pm	
2. Adoption of the Agenda. Ms. Croucher requested that 'Emerson Supply Co.' be added under New Business. Mr. Yeomans requested that 'Street Cleaners' be added under New Business. Distributed Agenda with above additions was adopted.	Board of Directors
3. Disclosure of Interest Mr. Patterson declared a conflict of interest on 'Cook-Up Inc. – business incentive grant'	
4. Adoption of Minutes dated November 9, 2021. Minutes were adopted.	Board of Directors
<u>Communications Items and Reports</u>	

Chair Reporting

- Mr. Yeomans spoke on the achievements attained by the DWBIA during COVID times, and the challenges faced by member businesses.
- Mr. Yeomans thanked Mr. Bortolin for his help with facilitating various DWBIA initiatives with City of Windsor staff during the past year.

Executive Director Reporting

Night Market – Update

- Administration discussed the successes and challenges of the 2021 Night Markets and recommended to continue organizing Night Markets into 2022, once a month from April to October, with a slight increase in cost for vendor booths.
- Discussion took place on the possibility of using an indoor venue, or outfitting the parking garage with heaters and garage doors to combat cold weather, with administration being directed to consider more options and present at a future meeting.

Winter Fest – Update

- Update provided by administration with regard to all aspects of the Winter Fest 2021 programming, sponsors, funding, and a complaint from a member business about locations of lighting displays.
- Discussion took place, suggested changing the location of lighting displays for next year to cover a greater area.

E-Commerce Platform – update (domain name)

- Update provided by Administration with regard to status of DWBIA e-commerce platform, which is slated to be launched on February 1, 2022. Direction was requested from the board of directors to purchase a domain name for the site.
- Discussion took place on the domain name shopdowntown.ca available for purchase on GoDaddy. It was suggested that the cost of the domain could be covered by the fees paid by non-members to use the platform over 5 years.
- Mr. Dawson made the motion to ‘purchase the domain name shopdowntown.ca for \$2,500 USD’. Motion was seconded by Ms. Clark. Motion was adopted.

Farmers Market Incubator

Administration

Board of Directors

<p>Windsor Essex County Health Unit has asked the DWBIA to either send a delegate to the meeting to show support, or send a letter of support.</p> <ul style="list-style-type: none"> • Direction given to Administration to advise the WECHU that the DWBIA will not be sending a delegate to the City Council meeting, but will instead prepare a letter of support with terms/expectations. <p><i>Windsor Star LED Promotion</i></p> <ul style="list-style-type: none"> • Administration provided details of a promotional opportunity offered to the DWBIA by the Windsor Star, which would include 4,000 ad spots a month on their large LED screen at the corner of Ouellette and University – a cost of \$500 to the DWBIA. • Discussion took place on the fact that the screen is not regularly updated, currently since November 2019. • Direction given to Administration to send letter to Windsor Star requesting that their sign be updated. <p><i>Emerson Supply Co. (Added to Agenda)</i></p> <ul style="list-style-type: none"> • Ms. Croucher provided information on new business recently opened at 419 Pelissier, Emerson Supply Co. who will be applying for the Business Incentive Program. • Direction given to Administration to defer decision regarding application to Executive with online vote due to date of next DWBIA Board meeting. <p><i>Street Cleaners (Added to Agenda)</i></p> <ul style="list-style-type: none"> • Discussion took place on cost of units and ease of use for GNS. • Administration requested to provide more information on outdoor vacuum street cleaners and pricing before next budget meeting 	<p style="text-align: center;">Administration</p> <p style="text-align: center;">Administration</p> <p style="text-align: center;">Administration</p>
<p>Meeting adjourned at 9:20pm Next scheduled meeting to be determined.</p>	