



THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION
484 PELISSIER ST., WINDSOR, ONTARIO N9A 4K9
DWBIA@DOWNTOWNWINDSOR.CA
DOWNTOWNWINDSOR.CA
519-252-5723

DOWNTOWN WINDSOR BIA BOARD OF DIRECTORS MEETING AGENDA

Date: Tuesday, June 27, 2023

Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

DIRECTORS:

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|--------------------------------------|-----------------------------|
| Bars & Nightclubs: | Andrew Corbett |
| Commercial Property Owner/Developer: | Ray Blanchard |
| Hotel/Tourism/ Retail: | Sikander (Sunny) Bhatti |
| Member at Large: | Jennie Atkins |
| Professional Services: | Chris MacLeod |
| Restaurant (licensed): | Olivia Holt |
| Restaurant (unlicensed): | Ron Balla |
| Retail: | Misty Adams |
| Ward 3: | Councillor Renaldo Agostino |

1. CALL TO ORDER

- Reading of Land Acknowledgement

We [I] would like to begin by acknowledging that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. The City of Windsor honours all First Nations, Inuit and Métis peoples and their valuable past and present contributions to this land.

- Adoption of the distributed agenda

2. DISCLOSURE OF PERCUNIARY INTEREST

3. ADOPTION OF THE MINUTES

- Minutes of Board of Directors meeting held on May 25, 2023
- Minutes of Marketing & Events Striking Committee meeting held on June 1, 2023
- Minutes of Infrastructure & Development Striking Committee held on June 8, 2023

4. REPORTS

- Executive Director Reporting
 - Libro Credit Union Grant
 - Local Food Infrastructure Grant
 - Ontario Trillium Foundation Grant

5. REGULAR BUSINESS ITEMS

- **Downtown Investor Roundtable** – update
- **Marketing**
 - Canada Day Arts Fair & Celebration
 - Owen Waygood Event on Maiden Lane – July 19, 2023
 - Marketing Campaign 2023
 - Play On! Canada 2024 – update
 - Motions for the Marketing & Events Striking Committee meeting held June 1, 2023
 - ▶ Northern National
 - ▶ Windsor Pride Fest advertising
 - ▶ Play On! Canada
 - ▶ Buskers
 - ▶ Prepare a plan for Marketing campaign to entice U.S. visitors
- **Infrastructure & Development**
 - Cigarette Bins – update
 - Benches – update
 - Security Cameras & Surveillance – update
 - Konecki x Denial Mural Repair – update
 - Motions from Infrastructure & Development Striking Committee meeting held on June 8, 2023
 - ▶ Budget for mats for Farmers' Market with possible other uses
 - ▶ Print and laminate information placards re: parking in garage

6. NEW BUSINESS

- ADS Media Solutions Advertising – Hotels in Downtown Windsor
- Beach Bash Volleyball Tournament – September 2-4, 2023
- Executive Committee Powers

7. UPCOMING MEETINGS

DWBIA Marketing & Events Striking Committee
Thursday, July 6, 2023

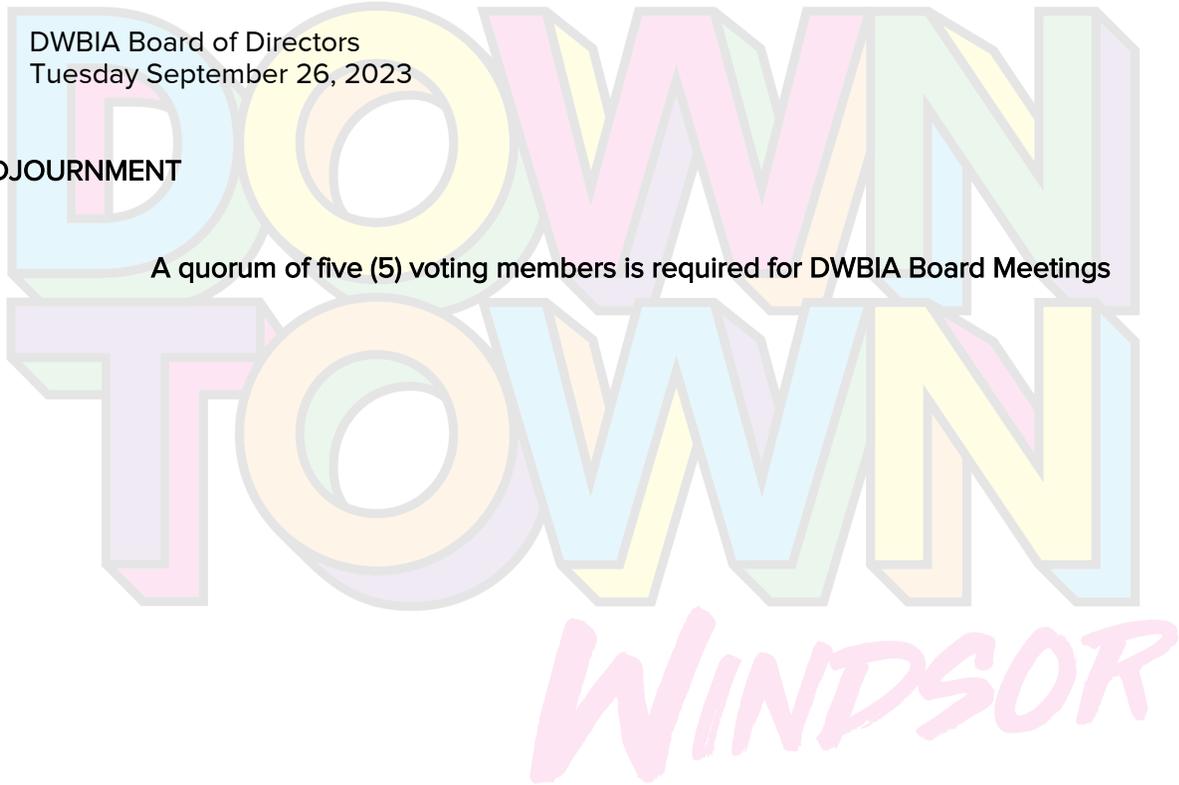
DWBIA Infrastructure & Development Striking Committee
Thursday, July 13, 2023

DWBIA Board of Directors
Tuesday July 25, 2023

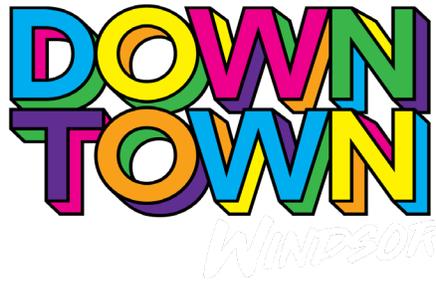
DWBIA Board of Directors
Tuesday September 26, 2023

ADJOURNMENT

A quorum of five (5) voting members is required for DWBIA Board Meetings



**MINUTES OF BOARD OF DIRECTORS MEETING
MAY 25, 2023**



MINUTES

MEETING: Board of Directors
DATE: Tuesday, May 23, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett, Chris MacLeod, Jennie Atkins, Misty Adams, Olivia Holt, Ray Blanchard, Renaldo Agostino, Sunny Bhatti
REGRETS:
ABSENT: Ron Balla
GUESTS: Valerie Dawn
STAFF: Debi Croucher, Janice Dyett

| Agenda and Discussion | Responsibility of: |
|---|---|
| <p>CALL TO ORDER Ms. Croucher opened the meeting at 5:34PM.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Agostino, seconded by Ms. Adams.</p> | <p>Administration</p> <p>Administration</p> <p>Board of Directors</p> |
| <p>DISCLOSURE OF INTEREST</p> <p>None.</p> | |
| <p>ADOPTION OF THE MINUTES</p> <p>Minutes of the May 4, 2023 meeting were adopted by Mr. Blanchard and seconded by Ms. Holt.</p> | <p>Board of Directors</p> |

REPORTS

Executive Director Reporting

• **Art Alley - Living Art Mural**

- Ms. Croucher asked for direction from the Board with respect to finding another location for the commissioned mural art installation scheduled for the back of 484 Pelissier.
- The Board directed Administration to seek another location within the DWBIA business district.
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- The Board also asked Administration to request a quote from the muralist to restore and repair the existing mural, and to have it coated with anti-graffiti paint to mitigate any tagging.

Administration

Administration

○ **Grant Applications**

• **Community Services Recovery Fund**

- Ms. Croucher advised the Board that the DWBRA had been awarded the CSRF grant. This grant is for the creation and development of a digital asset management solution for the DWBIA, in collaboration with the Windsor Symphony and Art Windsor-Essex.

• **Libro Credit Union**

- Ms. Croucher relayed information about the upcoming Libro Credit Union grant, and discussions surrounding potential projects ensued.
- This grant could be used to support Farmers' Market activities, and it was decided that the DWBRA would apply for funding

• **Local Food Infrastructure Fund (Sustain Ontario)**

- Ms. Croucher advised that the DWBRA would be eligible to apply for this grant to support the infrastructure needs of the Farmers' Market.
- Ms. Croucher suggested applying for 2 new electrical service connections, hydro- boxes and carts so that the west side of Pelissier St. could be activated with vendors requiring hydro.
- Mr. Corbett asked about the purchase of a food truck whereby different downtown businesses could promote their businesses at the Farmers Market.

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| <ul style="list-style-type: none"> • <u>Ontario Trillium Foundation – Capital Grant</u> <ul style="list-style-type: none"> ○ Ms. Croucher advised that the DWBIA was writing a grant on behalf of the Downtown Mission of Windsor for an outdoor courtyard at their headquarters, located at 875 Ouellette Ave. ○ Grant is due June 14. | |
| <p>PRESENTATIONS & DELEGATIONS</p> <ul style="list-style-type: none"> • <u>Valerie Dawn, Glos Arch + Eng, Windsor Civic Esplanade</u> <ul style="list-style-type: none"> ○ Ms. Glos spoke to the direction of the previous DWBIA Board regarding the importance of moving people through the downtown core and how food trucks may impact downtown restaurants. ○ Ms. Glos went over the Windsor Civic Esplanade plans and addressed any questions. ○ Ms. Glos stated that the plans would be presented to Windsor City Council on Monday, May 29, 2023. ○ Ms. Glos respectfully requested a letter of support from the DWBIA with respect to the Windsor Civic Esplanade plans. ○ Mr. Blanchard made the Motion “to approve the written support of the BIA for the proposed lighted pathway concept of the Civic Esplanade and the support to get it all completed at once.” Motion was seconded by Mr. Corbett, and adopted. ○ Ms. Croucher to speak to City Council at the meeting on Monday, May 29, 2023, in support of the Civic Esplanade. | <p>Board of Directors</p> |
| <p>REGULAR BUSINESS ITEMS</p> <ul style="list-style-type: none"> • <u>Downtown Investor Roundtable</u> <ul style="list-style-type: none"> ○ Mr. MacLeod spoke about hosting a Downtown Investor Roundtable a couple times a year to discuss investment in the downtown core. Other downtown companies could be invited as a guest or partner. ○ Mr. Agostino made the motion “to set up an Investor Roundtable to discuss current and future investment in downtown Windsor.” Motion was seconded by Mr. Corbett, and adopted. • <u>Marketing</u> | <p>Board of Directors</p> |

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| <ul style="list-style-type: none"> • <u>Tourism Windsor Essex Pelee Island AGM</u> <ul style="list-style-type: none"> ○ The AGM is to be held at the LaSalle Event Centre of Thursday, June 15 from 11:30-2pm. ○ Board was asked if they are interested in attending. ○ Mr. Agostino expressed interest in attending. | <p>Administration</p> |
| <p>FINANCE</p> <ul style="list-style-type: none"> • <u>2023 Budget Submission</u> <ul style="list-style-type: none"> ○ Budget submitted to the City on Monday, May 22, 2023 | |
| <p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none"> • DWBIA Marketing & Events Striking Committee Thursday June 1, 2023 • DWBIA Infrastructure & Development Striking Committee Thursday, June 8, 2023 • DWBIA Board of Directors Tuesday, June 27, 2023 DWBIA Board of Directors Tuesday, July 25, 2023 DWBIA Board of Directors • Tuesday, September 26, 2023 | |
| <p>ADJOURNMENT</p> <p>Meeting adjourned at 7:50PM</p> | |

MINUTES
MARKETING & EVENTS STEERING COMMITTEE MEETING
JUNE 1, 2023



MINUTES

MEETING: Marketing & Events Striking Committee
DATE: Thursday, June 1, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett (Chair), Sunny Bhatti, Olivia Holt, Councillor Renaldo Agostino
STAFF: Debi Croucher, Cole Fuerth

| Agenda and Discussion | Responsibility of: |
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| <p>1. CALL TO ORDER</p> <p>Mr. Corbett chaired the meeting, and called the meeting to order at 5:44pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Corbett, seconded by Mr. Agostino.</p> | |
| <p>2. DISCLOSURE OF INTEREST</p> <p>None.</p> | |
| <p>3. ADOPTION OF MINUTES</p> <p>None.</p> | Striking Committee |
| <p>4. REGULAR BUSINESS ITEMS</p> <ul style="list-style-type: none"> • Street banners <ul style="list-style-type: none"> ○ Ms. Croucher spoke to the time put into banner production, the associated costs and the necessary permits issued by the City. ○ Ms. Croucher informed the Committee that the banners were expected to go up in the very near future, and she confirmed that the banners were intended to be erected in the summer and removed in the fall. | |

- **Canada Day Arts Fair & Celebration**
 - Ms. Croucher spoke to the plans for the Arts Fair and advised that a call to vendors had just been issued.
 - Ms. Croucher spoke to vendor fees and the placement of vendors in the event site.
 - Discussion surrounded encouraging business visitation, handing out documents/flyers with open businesses and an email campaign.

- **Ouellette Car Cruise**
 - The Ouellette Car Cruise will take place on Friday August 18 from 1pm-9pm at Riverfront Festival Plaza.
 - Cruisers will begin rendezvousing at the Plaza at 1pm, and the Cruise will start promptly at 6pm.
 - Discussion was held around having food trucks and other vendors at the riverfront for car owners as well as visitors.
 - Discussion on sponsorships ensued.

- **Northern National**
 - Jeremy Renaud, of Northern National presented the package regarding the upcoming event.
 - Northern National is a 3-day hybrid event, that runs from September 29-October 1, 2023.
 - The event features a mixture of pop culture and sports. Celebrity guests will be attending.
 - Mr. Renaud advised that the concept was to have off-site or hot spots at local businesses in the city centre.
 - Northern National requested a partnership/funding agreement with the DWBIA. Motion made by Mr. Agostino to approve **“\$750 in kind, \$500 in sponsorship. Opportunity for other partnerships. Sept 29-Oct. 1”**.
 - The motion was seconded by Ms. Holt, and approved.

- **Brewing for Comedy Sponsorship Request**
 - Event is a 3-day event, to be held at the Capital Theatre in August 2023.
 - Organizers are seeking sponsorship from the DWBIA.
 - Discussion on how this would bring secondary and tertiary business to DWBIA members ensued.

Striking Committee

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| <ul style="list-style-type: none"> ○ Committee directed Administration to invite organizers to make a presentation at the next Marketing & Events Striking Committee meeting on July 6, 2023. | Administration |
| <ul style="list-style-type: none"> ● Pride Fest <ul style="list-style-type: none"> ○ Committee reviewed ad rates for annual Pride Fest publication. ○ Discussion regarding all of Pride Fest’s events taking place in the Ottawa Street BIA ensued. ○ Committee suggested encouraging Pride Fest to host an event downtown. ○ Mr. Agostino made a motion to “support Windsor Pride advertising with encouragement to host something downtown.” ○ Motion was seconded by Ms. Holt, and approved. | Striking Committee |
| <ul style="list-style-type: none"> ● Play On! Canada <ul style="list-style-type: none"> ○ Play On! Canada is inviting the DWBIA to partner on hiring summer students in 2023 to help plan for next year’s event. ○ Play On! Canada is specifically looking to the DWBIA to help to fund the hiring of the students. ○ The DWBIA is agreeable provided that it can select one of the two students, and that both students would work simultaneously on DWBIA events during the course of the summer too. ○ The partnership would run between June 19 and August 18, 2023. The DWBIA would extend the placement timeframe to include the week of August 21-August 25, at the DWBIA’s expenses provided the students worked solely on the Ouellette Car Cruise the week of August 10-18, 2023. ○ Discussion surrounding the DWBIA’s preference for the 2024 Windsor event took place. ○ Play On! Canada is seeking a commitment of \$40,000 per year, for a period of 3 years, from the DWBIA. ○ Administration advised the Committee that the DWBIA, as a Board of Management of the City, could not enter into multi-year agreements. | Striking Committee |
| <ul style="list-style-type: none"> ○ Mr. Agostino made a motion to select the “weekend of May 3, Guarantee \$10,000, Look for funding for additional \$30,000. | Striking Committee |

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| <ul style="list-style-type: none">• Social Media<ul style="list-style-type: none">○ The Committee discussed the DWBIA's social media strategies.○ The Committee directed administration to reduce the number of posts on each platform.○ Expenditures not to exceed \$100 per week.○ Going forward, only events and B2B information to be shared on social media. | |
| <p>Meeting adjourned at 7:58 PM</p> | |

MINUTES
INFRASTRUCTURE & DEVELOPMENT
STEERING COMMITTEE MEETING
JUNE 8, 2023



MINUTES

MEETING: Infrastructure and Development Striking Committee
DATE: Thursday, June 8, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Chris MacLeod (Chair), Andrew Corbett, Ray Blanchard, Ron Balla, Councillor Renaldo Agostino
STAFF: Debi Croucher, Janice Dyett

| Agenda and Discussion | Responsibility of: |
|---|--------------------|
| <p>1. CALL TO ORDER</p> <p>Mr. Agostino chaired the meeting and called the meeting to order at 5:36pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Balla, seconded by Mr. MacLeod.</p> | |
| <p>2. DISCLOSURE OF INTEREST</p> <p>None.</p> | |
| <p>3. ADOPTION OF MINUTES</p> <p>None.</p> | |
| <p>4. REGULAR BUSINESS ITEMS</p> <ul style="list-style-type: none"> • Street banners <ul style="list-style-type: none"> ○ Discussion was had regarding the banners that have been installed on Ouellette Avenue. Board members are happy with the look of them. ○ Discussion was had regarding adding more, possible locations and cost associated with this. ○ Decision made to table this discussion until a later date. | |

- **Farmers Market – Mats**
 - Discussion surrounded the quote received for mats.
 - Discussion surrounded whether it is better to have mats printed with the BIA logo and we own them or is it better to rent mats where they can be picked up and cleaned as need be.

- **Farmers Market – Directional signage**
 - Discussion surrounded the quotes received for directional signage and if it was necessary considering the size of the Market.
 - Decision made to not proceed with the directional signage.

- **Farmers Market – parking Meter Signage**
 - Discussion surrounded the current status of bagging meters, ticketing and free parking being offered in the north side of the parking garage on Friday evenings.
 - Discussion surrounded the DWBIA having personnel bag the meters on Friday evenings as well as also designing something that can be given to downtown businesses as well as attached to the bagged parking meters informing people of the free parking being offered in the garage.
 - Mr. MacLeod made a motion to **“budget \$3,800.00 for mats either purchased or rental. To have the BIA logo. Budget to come from the Farmers’ Market budget”**.

and to **“print and laminate information placards informing patrons of downtown businesses of closed parking spots and available garage parking. Give them to downtown businesses and zip tie them to parking meter bags. \$500.00 budget to come from Farmers’ Market budget.**
 - Motion was seconded by Mr. Balla, and approved.

- **Cigarette Bins**
 - Discussion surrounded the purchase of cigarette bins, with interchangeable signs to help maintain cleanliness. Cigarette bins were deemed a ‘fun’ way to have people discard their butts rather than discarding them on the ground.
 - Discussion surrounded needing the City of Windsor approval to install these bins.
 - Discussion surrounded who would clean these bins and it was decided that the DWBIA’s street cleaning team could do so on an as needed basis.

Striking Committee

Striking Committee

