



## 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:
<p><b>1. CALL TO ORDER</b></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><b>2. DISCLOSURE OF INTEREST</b></p> <p>None.</p>	
<p><b>3. ADOPTION OF MINUTES</b></p> <p>None.</p>	Striking Committee
<p><b>4. REGULAR BUSINESS ITEMS</b></p> <ul style="list-style-type: none"> <li><b>Street banners</b> <ul style="list-style-type: none"> <li>Ms. Croucher spoke to the time put into banner production, the associated costs and the necessary permits issued by the City.</li> <li>Ms. Croucher informed the Committee that the banners were expected to go up in the very near future, and she</li> </ul> </li> </ul>	

<p>confirmed that the banners were intended to be erected in the summer and removed in the fall.</p>	
<ul style="list-style-type: none"> <li>• <b>Canada Day Arts Fair &amp; Celebration</b> <ul style="list-style-type: none"> <li>○ Ms. Croucher spoke to the plans for the Arts Fair and advised that a call to vendors had just been issued.</li> <li>○ Ms. Croucher spoke to vendor fees and the placement of vendors in the event site.</li> <li>○ Discussion surrounded encouraging business visitation, handing out documents/flyers with open businesses and an email campaign.</li> </ul> </li> <li>• <b>Ouellette Car Cruise</b> <ul style="list-style-type: none"> <li>○ The Ouellette Car Cruise will take place on Friday August 18 from 1pm-9pm at Riverfront Festival Plaza.</li> <li>○ Cruisers will begin rendezvousing at the Plaza at 1pm, and the Cruise will start promptly at 6pm.</li> <li>○ Discussion was held around having food trucks and other vendors at the riverfront for car owners as well as visitors.</li> <li>○ Discussion on sponsorships ensued.</li> </ul> </li> <li>• <b>Northern National</b> <ul style="list-style-type: none"> <li>○ Jeremy Renaud, of Northern National presented the package regarding the upcoming event.</li> <li>○ Northern National is a 3-day hybrid event, that runs from September 29-October 1, 2023.</li> <li>○ The event features a mixture of pop culture and sports. Celebrity guests will be attending.</li> <li>○ Mr. Renaud advised that the concept was to have off-site or hot spots at local businesses in the city centre.</li> <li>○ Northern National requested a partnership/funding agreement with the DWBIA. Motion made by Mr. Agostino to approve <b>“\$750 in kind, \$500 in sponsorship. Opportunity for other partnerships. Sept 29-Oct. 1”</b>.</li> <li>○ The motion was seconded by Ms. Holt, and approved.</li> </ul> </li> </ul>	<p>Striking Committee</p>

<ul style="list-style-type: none"> <li>• <b>Brewing for Comedy Sponsorship Request</b> <ul style="list-style-type: none"> <li>○ Event is a 3-day event, to be held at the Capital Theatre in August 2023.</li> <li>○ Organizers are seeking sponsorship from the DWBIA.</li> <li>○ Discussion on how this would bring secondary and tertiary business to DWBIA members ensued.</li> <li>○ Committee directed Administration to invite organizers to make a presentation at the next Marketing &amp; Events Striking Committee meeting on July 6, 2023.</li> </ul> </li> </ul>	<p>Administration</p>
<ul style="list-style-type: none"> <li>• <b>Pride Fest</b> <ul style="list-style-type: none"> <li>○ Committee reviewed ad rates for annual Pride Fest publication.</li> <li>○ Discussion regarding all of Pride Fest’s events taking place in the Ottawa Street BIA ensued.</li> <li>○ Committee suggested encouraging Pride Fest to host an event downtown.</li> <li>○ Mr. Agostino made a motion to <b>“support Windsor Pride advertising with encouragement to host something downtown.”</b></li> <li>○ Motion was seconded by Ms. Holt, and approved.</li> </ul> </li> </ul>	<p>Striking Committee</p>
<ul style="list-style-type: none"> <li>• <b>Play On! Canada</b> <ul style="list-style-type: none"> <li>○ Play On! Canada is inviting the DWBIA to partner on hiring summer students in 2023 to help plan for next year’s event.</li> <li>○ Play On! Canada is specifically looking to the DWBIA to help to fund the hiring of the students.</li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul>	

<ul style="list-style-type: none"> <li>○ Discussion surrounding the DWBIA's preference for the 2024 Windsor event took place.</li> <li>○ Play On! Canada is seeking a commitment of \$40,000 per year, for a period of 3 years, from the DWBIA.</li> <li>○ Administration advised the Committee that the DWBIA, as a Board of Management of the City, could not enter into multi-year agreements.</li> <li>○ Mr. Agostino made a motion to select the <b>"weekend of May 3, Guarantee \$10,000, Look for funding for additional \$30,000."</b></li> <li>○ The motion was seconded by Mr. Corbett, and approved.</li> </ul>	<p>Striking Committee</p>
<ul style="list-style-type: none"> <li>● <b>Buskers</b> <ul style="list-style-type: none"> <li>○ The Committee discussed programming buskers to perform on downtown street corners on weekends in July and August 2023.</li> <li>○ The programming is believed to liven the downtown, and help change visitor perception.</li> <li>○ Discussion on the types of buskers ensued and included suggestions of living statues, magicians etc., in addition to musicians.</li> <li>○ Performing arts students could be given opportunities.</li> <li>○ The Committee discussed 5-6 potential locations.</li> <li>○ Mr. Corbett made a motion to <b>"approve up to \$8,000 for buskers at street corners through July and August on weekends"</b>.</li> <li>○ The motion was seconded by Mr. Agostino, and approved.</li> </ul> </li> </ul>	<p>Striking Committee</p>
<ul style="list-style-type: none"> <li>● <b>Summer Events</b> <ul style="list-style-type: none"> <li>○ The Committee discussed various methods to attract American consumers back to downtown Windsor.</li> <li>○ Discussions centred on what had worked in the past, changes to society and changes to advertising mediums.</li> <li>○ Mr. Corbett made a motion <b>"to ask the DWBIA admin to prepare a plan to have various community partners to</b></li> </ul> </li> </ul>	

<p><b>match and raise funds to go towards a marketing campaign to attract American customers back downtown”.</b></p> <ul style="list-style-type: none"> <li>○ The motion was seconded by Mr. Agostino, and approved.</li> </ul> <ul style="list-style-type: none"> <li>● <b>Editorial in Rafih Style Magazine</b> <ul style="list-style-type: none"> <li>○ DWBIA has been given an opportunity in the Rafih Style magazine.</li> <li>○ Discussion on the magazine’s target market and what the content of the editorial should be ensued.</li> <li>○ The Committee decided that the editorial should illustrate the DWBIA’s 4-year plan, showcase recent investments, growth, security, and high-end retail and real estate.</li> </ul> </li> <li>● <b>Social Media</b> <ul style="list-style-type: none"> <li>○ The Committee discussed the DWBIA’s social media strategies.</li> <li>○ The Committee directed administration to reduce the number of posts on each platform.</li> <li>○ Expenditures not to exceed \$100 per week.</li> <li>○ Going forward, only events and B2B information to be shared on social media.</li> </ul> </li> </ul>	<p>Striking Committee</p>
<p><b>Meeting adjourned at 7:58 PM</b></p>	