



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

## **INFRASTRUCTURE & DEVELOPMENT STRIKING COMMITTEE AGENDA**

**Date:** Thursday, September 14, 2023

**Time:** 5:30 PM

**Location:** DWBIA Offices, 484 Pelissier Street

### **COMMITTEE:**

Professional Services:	Chris MacLeod
Bars & Nightclubs:	Andrew Corbett
Commercial Property Owner/Developer:	Ray Blanchard
Restaurants (licensed):	Olivia Holt
Restaurants (unlicensed):	Ron Balla
Ward 3 Councillor:	Renaldo Agostino
DWBIA Executive Director:	Debi Croucher
DWBIA Administrator:	Janice Dyett

### **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 August 9, 2023

### 4. REGULAR BUSINESS ITEMS

- Investor Roundtable - update
- Cigarette Bins - update
- Benches – update
- Red Frogs – update
- Security Cameras - update

### 5. UPCOMING MEETINGS

Marketing & Events Striking Committee  
Thursday, September 21, 2023

DWBIA Board of Directors  
Tuesday September 26, 2023

Marketing & Events Striking Committee  
Thursday, October 5, 2023

Infrastructure & Development Striking Committee  
Thursday, October 12, 2023

DWBIA Board of Directors  
Tuesday, October 24, 2023

### ADJOURNMENT

A quorum of three (3) voting members is required for DWBIA Board Meetings





## MINUTES

**MEETING:** Infrastructure & Development Striking Committee  
**DATE:** Thursday, August 9, 2023  
**TIME:** 5:30 PM  
**LOCATION:** 484 Pelissier Street  
**ATTENDEES:** Andrew Corbett, Chris MacLeod, Olivia Holt, Ray Blanchard, Renaldo Agostino, Ron Balla, Sunny Bhatti  
**REGRETS:**  
**ABSENT:**

**STAFF:** Debi Croucher, Cole Fuerth

Agenda and Discussion	Responsibility of:
<p><b>CALL TO ORDER</b> Mr. MacLeod opened the meeting at 5.37 PM.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Agostino, seconded by Mr. Blanchard.</p>	<p>Striking Committee</p> <p>Administration</p> <p>Striking Committee</p>
<p><b>DISCLOSURE OF INTEREST</b></p> <p>None.</p>	
<p><b>ADOPTION OF THE MINUTES</b></p> <p>Adoption of the Minutes from July 13, 2023 adopted by Mr. Agostino and seconded by Ms. Holt</p>	<p>Striking Committee</p>

REGULAR BUSINESS ITEMS	
<ul style="list-style-type: none"> <li>● <b>Investor Round Table - update</b> <ul style="list-style-type: none"> <li>○ Mr. MacLeod and Ms. Croucher are working on scheduling a meeting with Rakesh Naidu, President &amp; CEO of the Windsor-Essex Regional Chamber of Commerce.</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>● <b>Farmers Market Mats - update</b> <ul style="list-style-type: none"> <li>○ The mat order has been placed with Essex Linen Supply and is expected to arrive mid-August.</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>● <b>Cigarette Bins</b> <ul style="list-style-type: none"> <li>○ Discussion surrounded quotations from local suppliers. Committee directed Administration to order the bins from the UK manufacturer.</li> <li>○ Administration advised that the DWBIA would need to obtain the necessary permits from the City before placing an order.</li> </ul> </li> </ul>	<p>Striking Committee</p> <p>Administration</p>
<ul style="list-style-type: none"> <li>● <b>Benches – update</b> <ul style="list-style-type: none"> <li>○ Discussion surrounded the cost of the arms.</li> <li>○ The Committee directed Administration to start with a pilot of up to 2 benches on Pelissier and up to 4 benches on Ouellette Avenue.</li> </ul> </li> </ul>	<p>Administration</p>
<ul style="list-style-type: none"> <li>● <b>Buskers – update</b> <ul style="list-style-type: none"> <li>○ The launch of the Buskers on the Block has received tremendous coverage from the local media outlets.</li> <li>○ The program has also been well received by local artists, musicians and performers.</li> <li>○ Discussion held to have a sign at each Busker to share videos.</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>● <b>Instagram Weekend</b> <ul style="list-style-type: none"> <li>○ Discussion took place on setting up Instagram moments.</li> <li>○ Committee proposed a large Windsor sign with check-ins at each station.</li> <li>○ Visitors to be awarded prizes for going to each check in station.</li> </ul> </li> </ul>	



## **MOTIONS OF STRIKING COMMITTEES**

### **Infrastructure & Development Striking Committee**

Meeting: August 9, 2023

Motion made by Mr. Corbett with:

- 1. The intent to reimburse the 4 camera monitoring partners up to \$500 per month for a maximum of 4 months, once we get the camera project approved.**

The Motion was seconded by Mr. Agostino, and approved.

# RED FROGS – MEDIA COVERAGE

**August 21, 2023**

**Meet the Red Frogs: They're here to help you sober up**

CBC Windsor

<https://www.cbc.ca/news/canada/windsor/red-frogs-windsor-1.6942855>

**August 17, 2023**

**Red Frogs taking over Downtown**

AM800 CKLW

<https://www.iheartradio.ca/am800/audio/red-frogs-taking-over-the-downtown-1.20138766?mode=Article>

**August 16, 2023**

**Youthful 'Red Frogs' aim to boost safety in downtown Windsor**

Windsor Star

<https://windsorstar.com/news/local-news/youthful-red-frogs-aim-to-boost-safety-in-downtown-windsor>

**August 14, 2023**

**Red Frogs coming to downtown Windsor**

CTV Windsor

<https://windsor.ctvnews.ca/red-frogs-coming-to-downtown-windsor-1.6518923>

**September 2, 2023**

**Red Frogs To Launch Downtown**

windsoriteDOTca

<https://windsorite.ca/2023/09/red-frogs-to-launch-downtown/>



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## NEWS RELEASE

### Red Frogs to launch exciting initiative downtown

September 1, 2023

[Downtown Windsor BIA](#)

Windsor, Ontario – The Downtown Windsor BIA and Red Frogs, a dynamic and community-focused organization, are thrilled to announce the launch of a groundbreaking initiative in the heart of downtown Windsor. This new venture aims to revitalize the city centre, foster community engagement, and create memorable experiences for residents and visitors alike.

A non-profit organization dedicated to enhancing the social fabric of a community through innovative programs and events, Red Frogs was first introduced at the University of Windsor in 2018 and has since played a pivotal role in fostering a safer environment during events such as Welcome Week.

"We recognize the invaluable role that Red Frogs has played in supporting our students," said DWBIA Chair Chris McLeod. "We're so proud to now be a part of their objective to offer a supportive, non-invasive presence for those who may find themselves in challenging situations."

"The Downtown Windsor BIA is committed to creating a vibrant, inclusive, and thriving city centre, and this initiative is a significant step towards achieving that goal," he added.

The new pilot initiative is set to run on select Saturdays in September (2nd, 16th, and 30th) between 10 pm and 3 am, and key highlights include:

- 1. Supportive Volunteers**

Red Frogs volunteers, known for their friendly demeanour and helpful attitude, will be a visible presence on Maiden Lane West. They will provide assistance, guidance, and a listening ear to visitors frequenting the downtown.

- 2. Safe and Inclusive Space**

Working collaboratively with the Downtown Windsor BIA, Red Frogs will establish a safe and inclusive space, a 'Chill Zone', where visitors can unwind, connect with peers, seek support and, if needed, a safe escort service.



3. **Emergency Assistance**

Red Frogs volunteers will be available to respond to emergency situations, providing immediate assistance and support to visitors in need.

4. **Community Building**

Red Frogs will help foster a sense of belonging and community among young adults and downtown visitors, promoting positive social interactions and friendships.

In addition, the Red Frogs will host a 'Hydration Station' on Maiden Lane West. Here, visitors can receive free water and snacks – simple measures to counteract the effects of excessive alcohol consumption.

In emphasizing the collaborative nature of the initiative, Nelly Latchman, Red Frogs program coordinator, noted, "While we work closely with Emergency Medical Services and the Police, we are not a replacement. Our goal is to prevent non-emergencies from escalating, offering relief to our emergency response personnel."

The program's budget is estimated at between \$1,300 to \$1,600 for each event night. The commitment to safeguarding the young community continues to strengthen, ensuring a brighter and safer future for Windsor's young adults. With the combined efforts of the increased police presence, Red Frogs, and other stakeholders, Downtown Windsor is poised to become a safer, more inclusive space for its youth and visitors.

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**Contact:**

Chris MacLeod  
Chair, Downtown Windsor Business Improvement Association  
[windsorrealstate4u@gmail.com](mailto:windsorrealstate4u@gmail.com)

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## 841 OUELLETTE AVE – MEDIA COVERAGE

**September 12, 2023**

**Dilapidated downtown house gets colourful makeover**

Windsor Star

<https://windsorstar.com/news/local-news/dilapidated-downtown-house-gets-colourful-makeover>

**September 11, 2023**

**J.D. Arthur Diezel House gets colourful makeover**

Blackburn Radio News

<https://cknxnewstoday.ca/windsor/news/2023/09/11/jd-arthur-diezel-house-gets-colourful-makeover>

**Downtown eyesore gets full facelift**

CTV News Windsor

<https://windsor.ctvnews.ca/downtown-eyesore-gets-full-facelift-1.6556664>

**September 9, 2023**

**Local And Detroit Artists Transform 841 Ouellette Avenue**

windsoriteDOTca

<https://windsorite.ca/2023/09/local-and-detroit-artists-transform-841-ouellette-avenue/>



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## NEWS RELEASE

# Windsor Landmark Receives Vibrant Makeover Local and Detroit Artists Transform 841 Ouellette Avenue

September 8, 2023

[Downtown Windsor BIA](#)

Windsor, Ontario – It’s an audacious display of talent and creativity.

Local artist and worldwide sensation Daniel Bombardier – known in prominent art circles as Denial – recently partnered with Detroit's enigmatic artist, Ghostbeard, to reimagine and infuse fresh vibrancy into the historic J.D. Arthur Diezel House on Ouellette Avenue.

Alongside project liaison Ryan Eyres, this iconic Queen Anne revival-style property at 841 Ouellette Avenue was metamorphosed by the two remarkable artists into a scintillating palette of colours, and in doing so they have created an irresistible backdrop for social media aficionados.

A once-forgotten structure, 841 Ouellette now “stands as an emblem of how art can reinvigorate and redefine urban landscapes,” said Bombardier. With its vivid hues and ingenious design, it beckons as a beacon of creativity in Windsor.

The transformed façade stands as a testament to the property owner's commitment to innovative aesthetics and community enrichment, a sentiment shared by Ward 3 Councillor and downtown supporter Renaldo Agostino. More than just a visual treat, it stirs a profound sense of local pride and connection.

"Art possesses an innate power to redefine spaces and captivate souls," said Agostino. "We aimed to infuse fresh vibrancy into 841 Ouellette, offering a spectacle that evokes joy and spurs meaningful conversations within our community."

Capturing the indomitable spirit of the Windsor community, the artists’ collaborative masterpiece has already drawn considerable admiration and accolades from both residents and visitors. For Bombardier, “every brushstroke on 841 Ouellette was an ode to Windsor's resilience and spirit. It's more than just a painting. It's a narrative of hope and reinvention."

Chris MacLeod from DWBIA added that "what Denial and Ghostbeard have accomplished here is nothing short of magical. They've turned an old structure into a canvas that tells a story of community, unity, and vibrancy."

Both artists, in a display of generosity and commitment to the community, donated their expertise and time to this transformative endeavour. Significantly, Agostino took on the personal expense for the paint, further emphasizing the collaborative spirit behind this initiative.

The dazzling makeover of 841 Ouellette Avenue has been praised as more than a mere visual delight. It stands as an evocative symbol of hope, resilience, and the transformative power of art.

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**Contact:**

Renaldo Agostino  
Ward 3 Councillor, City of Windsor  
[ragostino@citywindsor.ca](mailto:ragostino@citywindsor.ca)

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### **Photo Op: Calling all tractor enthusiasts, families, and agriculture aficionados!**

Strike a pose with a majestic machine and experience the power, precision and innovation that drives modern farming practices! Our tractor photo station provides the perfect backdrop to capture Instagram-worthy shots. Gather your family and friends for cherished memories amidst the picturesque Farmers' Market.

### **Interactive Hands-On Kids Workshops**

#### **Tractor Painting Fun**

Watch children's eyes light up with joy as they paint their very own mini-tractor! From bold colours to cute designs, the possibilities are endless. Our friendly and experienced instructor will be there every step of the way to guide the kids, and provide helpful tips on creating their masterpiece. We prioritize safety, which is why all the painting materials provided are non-toxic and child-friendly.

#### **Marvelous Mosaics**

Have you ever thought beans could be more than just food? Join us for an exciting and colourful journey of creativity with our Kids' Dried Beans Mosaic Workshop. Learn about different types of beans, discover the unique characteristics they bring to your artwork, and take home your one-of-a-kind creation.