



MINUTES

MEETING: Board of Directors
DATE: Thursday, May 4, 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 Bhatt, Ron Balla
REGRETS:
ABSENT:
GUESTS: Vincent Georgie
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER</p> <p>Ms. Croucher opened the meeting at 5:45PM.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Agostino, seconded by Mr. Corbett.</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>Board of Directors</p>

<p>Minutes of the December 15, 2022 meeting were adopted by Mr. Agostino and seconded by Ms. Atkins.</p>	
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<p>NOMINATIONS & VOTING</p> <ul style="list-style-type: none"> <input type="checkbox"/> <u>Nomination for Chair:</u> Chris MacLeod was acclaimed Chair. <input type="checkbox"/> <u>Nominations for Vice-Chair:</u> Andrew Corbett was appointed Vice Chair. <input type="checkbox"/> <u>Nominations for Treasurer:</u> Jennie Atkins was acclaimed Treasurer. 	<p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p>
<p>REPORTS</p> <p>Chris MacLeod takes over chairing the meeting.</p> <p><u>Executive Director Reporting</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> <u>2023 Downtown Windsor Farmers' Market</u> <ul style="list-style-type: none"> ○ Ms. Croucher spoke to the success of the Farmers' Market, the profitability, the budget, the number of vendors, and attendance. ○ Board questioned if there were any downtown merchants who also are vendors at the Farmers' Market. Ms. Croucher responded that there were several including, but not limited, to The Gifting Tree, Whiskeyjack Boutique, Craft Heads Brewery, and COOK-UP. ○ Discussion took place on the impact of the Market on member businesses. ○ The Board discussed the location of vendors relative to member businesses, and hydro access. ○ Mr. Blanchard requested that a DWFM Committee be struck to discuss Market profitability, location, days and hours of operation. ○ Mr. Balla requested that the costs for administration and street closures be added to the Committee's agenda. ○ The DWFM Committee is to be comprised of the following members: <ul style="list-style-type: none"> Mr. Agostino Mr. Balla Mr. Blanchard Ms. Croucher, Administration 	<p>Board of Directors</p>

<p>Mr. Green, Market Manager</p> <ul style="list-style-type: none"> ○ Ms. Croucher spoke about the DWFM’s eligibility for new capital grants. <p>PRESENTATIONS & DELEGATIONS</p> <ul style="list-style-type: none"> □ Vincent Georgie, Windsor International Film Festival-Guest <ul style="list-style-type: none"> ○ Mr. Georgie spoke to WIFF’s origins and its evolution over the years, and its strong relationship with the DWBIA since its inception. ○ Mr. Georgie mentioned that all of WIFF’s programming and activities take place in the city centre, and shared the organization’s 2023 sponsorship proposal with the Board and administration. ○ Mr. Georgie respectfully requested a sponsorship of \$20,000 from the DWBIA in 2023. ○ Ms. Croucher confirmed that the DWBIA has contributed \$15,000 annually to WIFF over the past 4+ years. ○ Mr. Agostino made the motion to move the discussion on WIFF commitment to the May 11 Budget Meeting. Motion was seconded by Mr. Corbett, and adopted. 	<p>Board of Directors</p>
<p>REPORTS</p> <ul style="list-style-type: none"> □ <u>2023 Ouellette Car Cruise</u> <ul style="list-style-type: none"> ○ Ms. Croucher updated the Board on the Experience Ontario grant application and confirmed that in order to be eligible, the DWBIA must demonstrate that the Ouellette Car Cruise was a tourism driver attracting attendance and visitation from 40+km away. Additionally, the Car Cruise would have to be a multi-day event. ○ Mr. Agostino made the motion to strike an Events Committee to discuss annual events. ○ The Events Committee is to be comprised of the following members: <ul style="list-style-type: none"> Mr. Agostino Ms. Atkins Mr. Bhatti Mr. Corbett 	<p>Board of Directors</p>

<p>Ms. Holt Ms. Croucher, Administration</p> <ul style="list-style-type: none"> <input type="checkbox"/> <u>Downtown Windsor Business Revitalization Association (DWBRA)</u> <ul style="list-style-type: none"> ○ Ms. Croucher spoke of the DWBRA’s history and the fact that it can apply for funding that the DWBIA does not qualify for. 	
<ul style="list-style-type: none"> ○ Ms. Croucher provided the Board with a spreadsheet denoting the grants that the DWBRA had applied for over the past 4 years. ○ Ms. Croucher noted that the DWBRA had raised in excess of \$500,000 in funding over the past two years. ○ Ms. Croucher confirmed that she prepares the grant applications. <ul style="list-style-type: none"> <input type="checkbox"/> <u>Social Media Reports for March-April 2023</u> <ul style="list-style-type: none"> ○ Ms. Croucher referenced the social media reports contained in the board package. ○ Ms. Croucher confirmed that the DWBIA’s social media is managed by an external contractor, and the costs associated to social media management were discussed. <input type="checkbox"/> The Board requested that the breakdown of these expenses be provided at the May 11 Budget Meeting. 	<p>Administration</p>
<p>REGULAR BUSINESS ITEMS</p> <ul style="list-style-type: none"> <input type="checkbox"/> <u>Downtown Safety Association</u> <ul style="list-style-type: none"> ○ Mr. Agostino provided an updated on the DSA’s first meeting. ○ Discussion took place with respect to policing. <input type="checkbox"/> <u>Heatseeker Hot Sauce Festival</u> <ul style="list-style-type: none"> ○ The event will take place at the Pelissier Street Parking Garage on Saturday May 13, between 12PM and 8PM. ○ The event will be gated, and expected to be well attended. ○ The challenge is that the third person events need the use of the DWBIA’s hydro, hydro carts, and porta-johns. As such, the DWBIA needs staff onsite during the event to oversee setup and teardown of these units/equipment, along with cleaning of 	

<p>the porta johns following the conclusion of the event.</p> <ul style="list-style-type: none"> ○ Mr. Agostino made a motion “To cover the cost of electrical usage of DWBIA equipment.” Motion seconded by Andrew Corbett, and adopted. <p>□ <u>Summer Policy Event – Request for sponsorship</u></p> <ul style="list-style-type: none"> ○ This event is presented by Munro Strategy and Parallel 42, and will include support from the Centre for Cities, University of Windsor. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> ○ The Guest Speaker is Dr. Owen Waygood, specializing in Urban Planning and Children. ○ The event takes place yearly at Maiden Lane West, with support from A Dog’s Breakfast and Maiden Lane Wine & Spirits. ○ Mr. Balla made a motion to “support up to \$400 for summer policy event.” Motion seconded by Mr. Blanchard, and adopted. <p>□ <u>Open Streets Windsor</u></p> <ul style="list-style-type: none"> ○ Discussion on event deferred and directed to Events Striking Committee. <p>□ <u>Winter Fest 2023</u></p> <ul style="list-style-type: none"> ○ Discussion on event deferred and directed to Events Striking Committee. 	<p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p>
<p>FINANCE</p> <p>□ <u>2023 Budget Deliberations</u></p> <p>Deferred to Board Budget Meeting on Thursday, May 11, 2023</p>	<p>Board of Directors</p>
<p>UPCOMING MEETING DATES</p> <p>□ DWBIA Board of Directors – 2023 Budget Deliberations Thursday May 11, 2023</p> <p>□ DWBIA Board of Directors Tuesday May 23, 2023</p>	

ADJOURNMENT

Meeting adjourned at 9:10PM