



MINUTES

MEETING: Board of Directors
DATE: Tuesday, September 26, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett, Chris MacLeod, Misty Adams, Olivia Holt, Ray Blanchard, Sunny Bhatti, Ron Balla, Jennie Atkins, Councillor Renaldo Agostino
REGRETS:
ABSENT:
GUESTS: Pablo Davidov
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER Mr. MacLeod opened the meeting at 5:33.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Agostino, seconded by Mr. Blanchard.</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>

Minutes of the Board of Directors meeting on July 25, 2023 were adopted by Ms. Adams.
Adoption of the Minutes were seconded by Mr. Blanchard.

Minutes of the Executive Committee meeting on August 21, 2023 were adopted by Ms. Adams.
Adoption of the Minutes were seconded by Mr. Blanchard.

Minutes of the Infrastructure & Development Striking Committee meeting on September 14, 2023 were adopted by Ms. Adams.
Adoption of the Minutes were seconded by Mr. Blanchard.

Minutes of the Marketing & Events Striking Committee meeting on September 21, 2023 were adopted by Ms. Adams.
Adoption of Minutes were seconded by Mr. Blanchard.

Motions of September 14, 2023, Infrastructure & Development Striking Committee and Motions of September 21, Marketing & Events Striking Committee were adopted by Ms. Adams.
Adoption of Motions were seconded by Mr. Blanchard.

REGULAR BUSINESS ITEMS

□ **Santa Claus Parade & Winter Fest 2023**

- Mr. Agostino provided information on meeting to be held with Parade Corporation and the City on Thursday, September 28, 2023 regarding final location of The Santa Claus Parade and the route.
- Contracts are currently out of for signature between the DWBIA and the Windsor Parade Corporation. Included in the contract is a ‘Right of First Refusal.’
- Administration provided an update on a tentative idea for a mini Bright Lights and a weather dependant skating rink to be held at Khan Courts, if the Santa Claus Parade takes place downtown.

Board of Directors

Administration

□ **2023 US Marketing Campaign– Presentation by The Influencer Marketing Factory-Pablo Davidov**

- Mr. Corbett updated the Board on his interest in attracting younger U.S. adults to the downtown core.
- Pablo Davidov from The Influencer Marketing Factory made his presentation to the Board, using a combination of Influencers and paid ads to attract U.S. customers to Downtown Windsor.
- Discussion surrounded cost effective ways to attract U.S. visitors, whether this is partnering with other community groups or advertising.
- Motion made by Mr. Corbett **“for the Marketing Committee and Administration to prepare a plan and list of potential partners to help raise upwards of \$75,000.”**
- The Motion was seconded by Mr. Balla, and approved.

Administration

Administration

□ **Security Cameras - update**

- Administration provided an update on information received about another type of camera.

- Presentation scheduled for Infrastructure & Development Striking Committee meeting on October 4, 2023.
- Motion made by Mr. Agostino **“to start a two week trial of private security in downtown Windsor for up to \$5,000.”**
- The Motion was seconded by Mr. Corbett, and approved.
- Motion made by Mr. Corbett to **“approve a budget of \$5,000 towards branding and website and other necessary expenses to announce and launch program within 14 days.”**
- The Motion was seconded by Mr. Agostino, and approved.

DWBIA & DWBRA HST – update

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Cigarette Bins – update

- Administration provided an update informing the Board that a permit and the locations have been approved.
- Administration provided an update that the hope is to have the Cigarette Bins up by the end of October.
- Discussion surrounded having some Bins designated to a particular media outlet. The media would come up the question. This would help with media coverage.

Benches - update

- Administration provided an update on the status of the bench arms. The arms are currently on order with EW Metal. Time frame for turn around is mid October. The City of Windsor will then need to install the arms on 5 chosen benches. The plan is to have these arms installed by the end of October. If successful, additional arms can be ordered with installation on other benches.

Administration

Administration

□ **Vacancy Rates**

- Administration spoke to the number of vacant properties in the Downtown Windsor BIA boundaries.
- Discussion surrounded doing a vacancy survey of ground floor properties that can then be updated to our website with specifics.
- Motion made by Ms. Sergi **“to direct administration to conduct a vacancy rate survey. Retain our information on CNR and populate with website with content and images.”**
- The Motion was seconded by Mr. Corbett, and approved.

□ **Tunnel Sign**

- Mr. Agostino brought up the poor condition of the Downtown Windsor directional sign that is seen when exiting the Detroit-Windsor Tunnel.
- Motion made by Mr. Agostino to **“fix the sign at the tunnel, look into LED sign.”**
- The Motion was seconded by Ms. Adams, and approved.

□ **Games/Mazes**

- Mr. Blanchard spoke to his visit to Halifax and the games and mazes that were set up along the Boardwalk that children were using.
- Discussion surrounded locations for this type of permanent set up in the downtown area and how well it would be used or received.
- Motion made by Mr. Blanchard **“to install in the downtown core a series of permanent sidewalk painted children’s games/mazes. Up to a total of \$5,000 of BIA funds also, to seek sponsorship or grants for this.”**
- The Motion was seconded by Mr. Agostino, and approved.

PRESENTATIONS & DELEGATIONS

- Pablo Davidov of The Influencer Marketing Factory, met with the Board via Zoom to discuss U.S. Marketing campaigns.

UPCOMING MEETING DATES

- DWBIA Infrastructure & Development Striking Committee
Wednesday, October 4, 2023
- DWBIA Marketing & Events Striking Committee
Thursday, October 12, 2023
- DWBIA Board of Directors
Tuesday, October 24, 2023

ADJOURNMENT

Meeting adjourned at 8:55 PM