



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

## **DOWNTOWN WINDSOR BIA MARKETING & EVENTS STRIKING COMMITTEE AGENDA**

**Date:** Thursday, October 12, 2023

**Time:** 5:30 PM

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

### **COMMITTEE:**

Professional Services:	Chris MacLeod
Bars & Nightclubs:	Andrew Corbett
Hotels/Tourism/Retail:	Sunny Bhatti
Retail:	Misty Adams
Restaurant (licensed):	Olivia Holt
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 Meeting of September 21, 2023

### 4. REGULAR BUSINESS ITEMS

- Beach Bash Rotary Volleyball Tournament – May 24-26, 2024 & August 23-25, 2024
- Cigarette Bins – update
- Good Greens Food Reclamation Program - update
- Buskers on the Block – WIFF Edition – update
- Santa Claus Parade – update
- Canada Day Parade
- Digital Advertising – quote
- My Travelling Backpack – Wandering Wednesday
- Project Blue Light – update
- Social Media Reports

### 5. UPCOMING MEETINGS

DWBIA Board of Directors  
Tuesday October 24, 2023

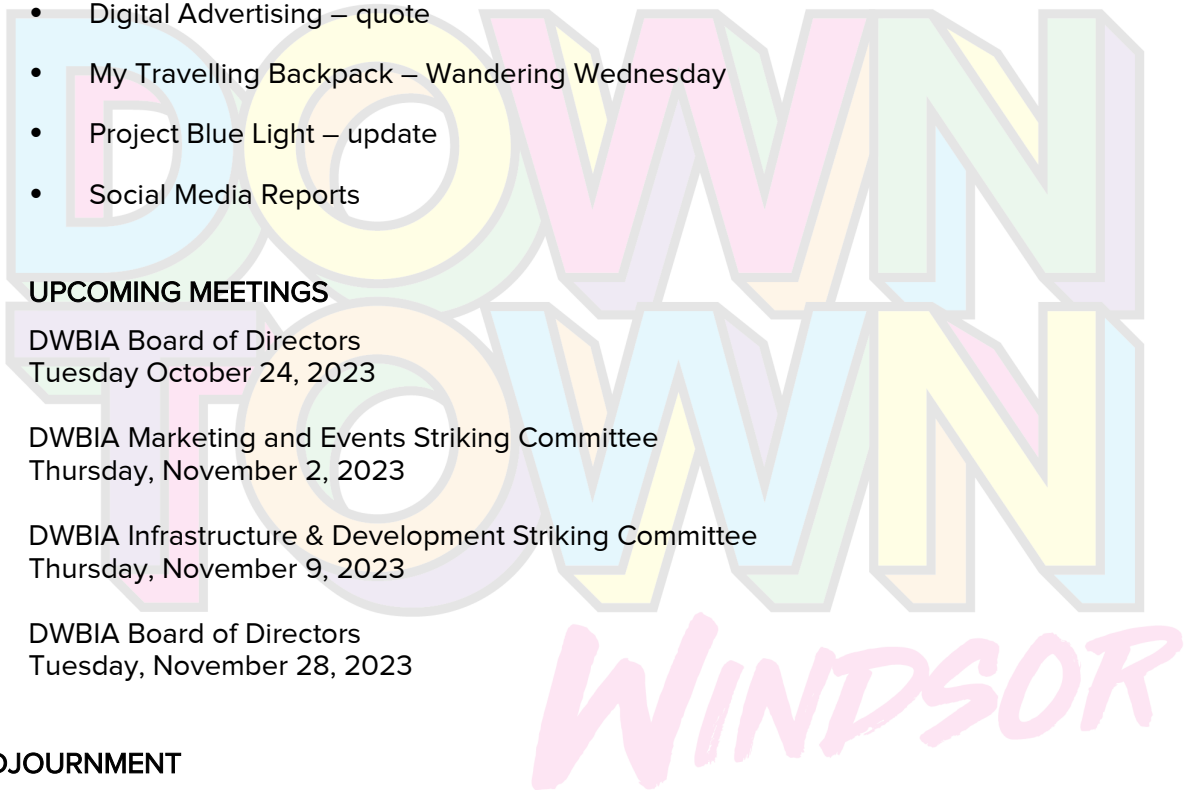
DWBIA Marketing and Events Striking Committee  
Thursday, November 2, 2023

DWBIA Infrastructure & Development Striking Committee  
Thursday, November 9, 2023

DWBIA Board of Directors  
Tuesday, November 28, 2023

### ADJOURNMENT

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





# MINUTES

**MEETING:** Marketing & Events Striking Committee  
**DATE:** Thursday, September 21, 2023  
**TIME:** 5:30 PM  
**LOCATION:** 484 Pelissier Street  
**ATTENDEES:** Chris MacLeod, Andrew Corbett, Sunny Bhatti, Olivia Holt, Misty Sergi, Councillor Renaldo Agostino  
**STAFF:** Debi Croucher, Janice Dyett

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 5:58 pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. MacLeod, seconded by Ms. Holt.</p>	
<p><b>2. DISCLOSURE OF INTEREST</b></p> <p>None.</p>	
<p><b>3. ADOPTION OF MINUTES</b></p> <p>Mr. Agostino adopted the Minutes of meeting held on August 3, 2023. Seconded by Mr. MacLeod.</p>	Striking Committee
<p><b>4. REGULAR BUSINESS ITEMS</b></p> <ul style="list-style-type: none"> <li>• <b>Ouellette Car Cruise</b> <ul style="list-style-type: none"> <li>○ Administration spoke to the success of the event.</li> <li>○ Administration spoke to the dates for 2024. Considering the dates of August 8-10, 2024.</li> </ul> </li> </ul>	

- Administration noted that the Walter P Chrysler Club will be holding their annual National Meet on August 6-10, 2024. The WPC Club is comprised of owners of all Chrysler vehicles and could attract 200-500 participants.
- WIDA Fest is also looking at the August 8-10, 2024 weekend. Mr. Agostino will speak with the organizers to see if they would consider changing the dates of their festival.

Striking Committee

- **Buskers**

- Administration spoke to the success of Buskers on the Block. Over the 6-week period, there were 29 artists, and 62 performances.
- The DWBIA has received a proposal from WIFF to support Buskers on the Block, WIFF Edition. The purpose of this is to have buskers perform outside the WIFF’s 3 main venues – The Capitol Theatre, the Armouries and the Chrysler Theatre.
- WIFF would like to partner with the DWBIA and have asked the DWBIA to consider a sponsorship of \$2,400, to book the artists, and to coordinate scheduling and locations. WIFF will coordinate power requirements and on-the-ground assistance to performers.
- Ms. Holt made a Motion “to sponsor \$2,400 for Buskers on the Block, and to negotiate with WIFF to get a free full-page promotion, that the DWBIA has signage and promotional material-based on the success of the Buskers on the Block event.”
- Motion seconded by Mr. MacLeod, and approved.

Striking Committee

- **Beach Bash Volleyball**

- Administration spoke to the success of Beach Bash Volleyball at Khan Courts. The event featured a total of 16 Pro Men teams, 8 Pro Women’s teams, Mixed 6’s, Recreational Mixed 6’s, and Under 14 Boys & Girls teams.
- Administration noted that there are 2 dates set for Beach Bash Volleyball Tournaments in 2024, namely the weekends of May 24-26 and August 23-25.
- There was talk about activating the courts for other events, including a mini-Winter Fest.

- **Social Media Reports**

- Administration supplied the Steering Committee with copies of the DWBIA’s social media reports.

