



MINUTES

MEETING: Marketing & Events Striking Committee
DATE: Thursday, October 12, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett, Sunny Bhatti, Misty Adams, Olivia Holt, Ray Blanchard, Councillor Renaldo Agostino
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>1. CALL TO ORDER</p> <p>Mr. Corbett chaired the meeting, and called the meeting to order at 5:44 pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Agostino, seconded by Ms. Adams.</p>	
<p>2. DISCLOSURE OF INTEREST</p> <p>None.</p>	
<p>3. ADOPTION OF MINUTES</p> <p>Mr. Agostino adopted the Minutes of meeting held on September 21, 2023. Seconded by Ms. Holt.</p>	Striking Committee
<p>4. REGULAR BUSINESS ITEMS</p> <ul style="list-style-type: none"><input type="checkbox"/> Beach Bash Rotary Volleyball Tournament – May 24-26 & August 23-25<ul style="list-style-type: none">○ Administration spoke to the success of the event.○ Administration spoke to the dates for 2024. Administration spoke to the plan to have more corporate teams.	Administration

<ul style="list-style-type: none">○ Administration reported that The Windsor Parade Corporation would like to keep the parades together in one location.○ Administration spoke to the fact that sponsorship will be needed and that we may be able to apply for Heritage Funds grants.○ Mr. Corbett made a Motion “to commit \$12,000 to bring the Canada Day parade back to downtown Windsor.”○ Motion seconded by Ms. Holt, and approved. <p>□ Website – quote</p> <ul style="list-style-type: none">○ Administration spoke to a block of hours quote received from Elev8 web studio.○ Administration noted that a large portion of our hours have been used on the events that have taken place over the year.○ Mr. Corbett would like this item tabled to the Board of Directors meeting on October 24, 2023.	<p>Administration</p>
<p>□ My Travelling Backpack – Wandering Wednesdays</p> <ul style="list-style-type: none">○ Administration spoke to the fact that an Instagram influencer had contacted the office requesting information on our members.○ Discussion surrounded options to use influencers to support member businesses, whether the use of multiple influencers, as well as how to gauge our members interest in the type of support.○ Discussion surrounded to look at an influencer for next year and to possibly work with Caesars. Discussion surrounded putting aside \$50,000 from next years budget.○ Decision made to table the item to the Board of Directors meeting on October 24, 2023.	<p>Striking Committee</p>
<p>□ Project Blue Light – update</p> <ul style="list-style-type: none">○ Administration noted that a photo of the banner was in the meeting package.○ Discussion surrounded the types of cameras, the branding of the pilot project, and the fact that we are waiting to hear from the city regarding compatible cameras.	

□ **Biz X Magazine – Parade, Mousseau DeLuca , OCC Nomination**

- Administration noted that Biz X invited the DWBIA to put in 3 ads, specifically the Santa Claus Parade, the 100th Anniversary of Mousseau DeLuca and the nomination of the Ouellette Car Cruise for a lower cost.
- Motion made by Ms. Holt for **“16th page horizontal ad in Biz X Magazine at a cost of \$250.00 for Mousseau DeLuca.”**
- Motion seconded by Mr. Corbett, and approved.

□ **International Portals**

- Mr. Blanchard introduced the Striking Committee to the idea of International Portals with information in the package.
- Administration is to find out prices and report back to Board of Directors.
- Mr. Blanchard suggested the ideas of numerous, smaller portals, perhaps starting with Windsor and Detroit.
- Discussion surrounded the location of these as well as what internet solutions the hosting businesses would require.
- Mr. Agostino would like to bring the idea to TWEPI and to perhaps arrange this with sister cities. Mr. Agostino also stated this could be an International Relations item.

□ **Digital Tours**

- Discussion surrounded the use of digital tours in the downtown core.
- Discussion surrounded the many uses for this, depending upon interest of user.
- Examples mentioned the history of entertainment downtown, types of architecture, eggs hunts, art work, decorated windows at Christmas.
- The digital tours would be available to anyone at anytime with the use of an app.

<p>□ Social Media Reports</p> <ul style="list-style-type: none">○ The Social Media reports were included in the Marketing and Events Striking Committee package for review. <p>□ Signage</p> <ul style="list-style-type: none">○ Mr. Agostino spoke to the condition of the signage at the exit to the Detroit-Windsor tunnel.○ Mr. Agostino mentioned contacting Caesars to see if they would like to contribute to the cost of a new sign as the casino is mentioned on the sign.○ Mr. Agostino made a Motion to “replace tunnel sign that is burnt.”○ Motion seconded by Mr. Corbett, and approved.○ Mr. Corbett discussed the two round poster signs located outside of Fourteen Sky Lounge and the Shoppers Drug Mart. These are owned by the DWBIA. Mr. Corbett is interested in using one or both of these to advertise The Bull & Barrel as well as Disco Inferno.○ Discussion surrounded putting an expression of interest out to businesses to wrap the poles for a certain time frame for a certain price.	
<p>Meeting adjourned at 8:02 PM</p>	