

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:
1.	CALL TO ORDER	
	Mr. Corbett chaired the meeting, and called the meeting to order at 5:44 pm.	
	Reading of Land Acknowledgement.	
	Distributed agenda was adopted by Mr. Agostino, seconded by Ms. Adams.	
2.	DISCLOSURE OF INTEREST	
	None.	
3.	ADOPTION OF MINUTES	Striking Committee
	Mr. Agostino adopted the Minutes of meeting held on September 21, 2023. Seconded by Ms. Holt.	
4.	REGULAR BUSINESS ITEMS	
	 Beach Bash Rotary Volleyball Tournament – May 24-26 & August 23-25 	Administration
	o 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. 	

0	Administration spoke to the cost associated with these events and the need to get sponsorship.	

• Cigarette Bins - update

- Administration reported that the Cigarette Bins have been ordered.
- Administration reported that the Cigarette Bins should be delivered within 6 business day and the hope is to have them installed by the end of October 2023.
- The Board was asked to look through a list of questions that could be installed in the Cigarette Bins to vote upon. The Board chose some and suggested some other questions as well. The top 6 were chosen.

Good Greens Food Reclamation Program - update

- Administration reported that Libro Credit Union representatives along with Steve Green, Market Manager, the media and receiving agencies would be attending at the DWBIA offices on October 17 @ 2:00pm, to announce the grant to the DWBIA.
- Administration reported to the success of the first two weeks of the Good Greens Food Reclamation Program, with over 450 pounds of food being purchased at cost and then in turn given to the participating agencies.

Buskers on the Block – WIFF Edition - update

- o Administration spoke to the DWBIA partnership with WIFF.
- Administration reported that A-Frame signs have been ordered from Lacasse Printing. Administration also reported that the DWBIA would arrange for Buskers to perform in front of the 3 locations showing screening during WIFF.

Santa Claus Parade

- o Mr. Agostino spoke to the news that the Santa Claus Parade will return to the downtown on December 2, 2023 at 6:00pm.
- o Administration spoke to the need for sponsorship.
- An announcement is to take place at City Hall on October 18.

Canada Day Parade

Administration

Administration

- 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."
- o Motion seconded by Ms. Holt, and approved.

Website – quote

- 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.

My Travelling Backpack – Wandering Wednesdays

- o 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.

Project Blue Light – update

- 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.

Administration

Striking Committee

• 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 "1\6" 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.
- o 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.

• Social Media Reports

• The Social Media reports were included in the Marketing and Events Striking Committee package for review.

Signage

- 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."
- o 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.

Meeting adjourned at 8:02 PM