



MINUTES

MEETING: Board of Directors
DATE: Tuesday, June 27, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett, Chris MacLeod, Misty Adams, Olivia Holt, Ray Blanchard, Renaldo Agostino, Sunny Bhatti, Ron Balla
REGRETS:
ABSENT: Jennie Atkins
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>1. CALL TO ORDER</p> <p>Mr. MacLeod opened the meeting at 5:39PM.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Balla, seconded by Mr. Blanchard.</p>	<p>Administration</p> <p>Administration</p> <p>Board of Directors</p>
<p>2. DISCLOSURE OF INTEREST</p> <p>None.</p>	
<p>3. ADOPTION OF THE MINUTES</p> <ul style="list-style-type: none"> • Minutes of the Board of Directors meeting on May 25, 2023 meeting were adopted by Mr. Agostino, seconded by Mr. Blanchard. • Minutes of the Marketing & Events Striking Committee meeting on June 1, 2023 were adopted by Mr. Agostino, seconded by Mr. Blanchard. 	<p>Board of Directors</p>

<ul style="list-style-type: none"> Minutes of the Infrastructure & Development Striking Committee meeting on June 8, 2023 were adopted by Mr. Agostino, seconded by Mr. Blanchard. 	
<p>4. REPORTS</p> <p><u>Executive Director Reporting</u></p> <ul style="list-style-type: none"> <u>Grant Applications</u> <ul style="list-style-type: none"> <u>Libro Credit Union</u> <ul style="list-style-type: none"> Ms. Croucher relayed information about the Libro Credit Union grant, and discussions surrounding potential projects ensued. This grant could be used to support Farmers' Market activities, and it was decided that the DWBRA would apply for funding If awarded, this grant would be available in late August or in September 2023. <u>Local Food Infrastructure Fund (Sustain Ontario)</u> <ul style="list-style-type: none"> Ms. Croucher advised that the DWBRA has applied for the grant to support the infrastructure needs of the Farmers' Market. Ms. Croucher advised that the DWBRA had applied for 2 new electrical service connections, hydro-boxes and carts so that the west side of Pelissier St. could be activated with vendors requiring hydro. <u>Ontario Trillium Foundation – Capital Grant</u> <ul style="list-style-type: none"> Ms. Croucher advised that the DWBIA has written a grant on behalf of the Downtown Mission of Windsor for an outdoor courtyard at their headquarters, located at 875 Ouellette Ave. 	

5. REGULAR BUSINESS ITEMS

- **Downtown Investor Roundtable Marketing**
 - Mr. MacLeod spoke about hosting a Downtown Investor Roundtable meeting.
 - Discussion surrounded which groups to invite and the best way to build contacts and build solid support systems.
 - Meeting date set for July 5, 2023 to go over ideas and form a plan.

- **Marketing**
 - **Canada Day Arts Fair & Celebration**
 - Administration provided an update on activities planned for the event taking place on July 1, 2023.
 - Event funded by the Department of Canadian Heritage.

 - **Owen Waygood Event on Maiden Lane – July 19, 2023**
 - Administration provided an update and details of the event.
 - Councillor Agostino generously agreed to provide the equipment and sound for the event.

 - **Marketing Campaign 2023**
 - Administration provided an update on progress to date.
 - Consultations have been held with municipalities and tourism entities in Sarnia, London, Niagara and Michigan.
 - Proposed tactics to be presented at the next Board Meeting.

 - **Play On! Canada 2024 – update**
 - Administration provided an update on progress to date.

Administration

- **Security Cameras & Surveillance – update**
 - Administration presented the Board with quotes received from suppliers.
 - Discussion on the implementation of security cameras and surveillance ensued.
 - Administration directed to obtain a legal opinion from Dana Young, Willis Business Law.
 - Matter deferred to the Infrastructure & Development Striking Committee.
- **Konecki x Denial Mural Repair – update**
 - Administration provided an update on the quote received for the mural restoration.
 - The Board agreed not to provide with the restoration at this time.
- **Motions from Infrastructure & Development Striking Committee meeting held on June 8, 2023.**
 - Budget for mats for Farmers’ Market with possible other uses.
 - Print and laminate information placards re: parking in garage.
 -
 - Motions unanimously approved.

6. NEW BUSINESS

- **ADS Media Solutions Advertising – Hotels in Downtown Windsor**
 - Board discussed briefly and requested additional information and for the matter to be referred to the Marketing & Events Striking Committee.
- **Beach Bash Volleyball**
 - The Board expressed interest in hosting a volleyball tournament late summer/early fall, and directed Administration to proceed to with executing the event.
 - Motion made by Mr. Corbett “to allocate \$15,000 from events budget to put towards the Beach Bash and raise additional \$20,000 in sponsorship.”

Board of Directors

<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Agostino, and approved. ● Executive Powers <ul style="list-style-type: none"> ○ Motion made by Mr. Agostino “to authorize the Executive to act on behalf of the Board on projects that already have been discussed at a Board Meeting to a maximum expense of \$5,000. ○ The Motion was seconded by Mr. Blanchard, and approved. 	<p>Board of Directors</p>
<p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none"> ● DWBIA Marketing & Events Striking Committee Thursday, July 6, 2023 ● DWBIA Infrastructure & Development Striking Committee Thursday, July 13, 2023 ● DWBIA Board of Directors Tuesday, July 25, 2023 	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 8:35PM</p>	