



MINUTES

MEETING: Marketing & Events Striking Committee
DATE: Thursday, July 6, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett (Chair), Chris MacLeod, Sunny Bhatti, Councillor Renaldo Agostino
REGETS: Jennie Atkins, Olivia Holt
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 5:55pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Corbett, seconded by Mr. Agostino.</p>	
<p>2. DISCLOSURE OF INTEREST</p> <p>None.</p>	
<p>3. ADOPTION OF MINUTES</p> <p>Minutes of meeting on June 1, 2023 adopted by Mr. Agostino and Mr. MacLeod.</p>	Striking Committee
<p>4. REGULAR BUSINESS ITEMS</p> <ul style="list-style-type: none"> • Canada Day Arts Fair & Celebration – update <ul style="list-style-type: none"> ○ Ms. Croucher spoke to the success of the Canada Day Arts Fair. 	

<ul style="list-style-type: none"> ○ Ms. Croucher spoke to the fact that the budget came in under budget, and that the event was funded by a Government of Canada grant. ○ Ms. Croucher informed the Committee that any surplus funds would be used for Open Streets in September. 	
<ul style="list-style-type: none"> ● Ouellette Car Cruise <ul style="list-style-type: none"> ○ The Ouellette Car Cruise will take place on Friday August 18 from 1pm-9pm at Riverfront Festival Plaza. ○ Cruisers will begin rendezvousing at the Plaza at 1pm, and the Cruise will start promptly at 6pm. ○ Discussion on sponsorship ensued and included arranging a meeting with Windsor Police Service and Traffic re: cruise route and street closures. ● Buskers <ul style="list-style-type: none"> ○ Discussion held around having Buskers perform every Saturday night in August. ○ The programming is intended to liven the downtown, and help change visitor perception. ○ Issue put off until next Marketing and Events Striking Committee meeting on Thursday, August 3, 2023. ● Play On! Canada 2024 -update <ul style="list-style-type: none"> ○ Scott from Play On! Canada met with Debi and Renaldo. ○ Letters have been sent to proposed Steering Committee, and Play On! Canada is awaiting responses. ● Beach Volleyball Tournament – update <ul style="list-style-type: none"> ○ Discussion surrounded location or locations for volleyball courts to be set up. ○ Discussion surrounded the date that the tournaments will take place. ● Windsor Symphony Orchestra <ul style="list-style-type: none"> ○ Event is a 3-day event, to be held at the Capital Theatre in August 2023. 	

<ul style="list-style-type: none"> ○ Organizers are seeking sponsorship from the DWBIA. ○ Mr. Agostino made a motion to give “\$275 for ad for Symphony”. ○ Motion was seconded by Mr. Bhatti, and approved. ● Districting <ul style="list-style-type: none"> ○ Discussion held around the difference between Districting and Branding and what would work best for the businesses in the Downtown BIA. ● Marketing Campaign <ul style="list-style-type: none"> ○ Discussion held around marketing campaigns, including the need to market in Michigan. ○ Discussion held around partnering with other agencies for marketing. ● Red Frogs <ul style="list-style-type: none"> ○ The Committee discussed what the Red Frog campaign entails. Discussion surrounded if the Red Frogs are bonded and insured. Discussion surrounded possible days and hours. ○ The campaign would be set up to help with the safety of downtown guests. The Red Frogs would be able to help visitors if they needed a walk to a car, needed to call someone for a ride home, needed a water etc. ○ Mr. Corbett made a motion to “commit to a four-week program in mid or early August towards the Red Frog safety program with an expense of \$1,600 per night.” ○ Motion seconded by Mr. Agostino, and approved. 	<p>Striking Committee</p>
<p>5. PRESENTATIONS & DELEGATIONS</p> <ul style="list-style-type: none"> ● CJAM – Higher Ground Festival – Sponsorship request <ul style="list-style-type: none"> ○ Walter Petrichyn, CJAM Station Manager, met with the Board to discuss the Higher Ground Music Festival, being held on Friday, July 28 through Sunday, July 30, 2023. 	<p>Striking Committee</p>

