



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

DOWNTOWN WINDSOR BIA STRIKING COMMITTEES MEETING AGENDA

Date: Thursday, November 9, 2023

Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

COMMITTEES:

Professional Services:	Chris MacLeod
Bars & Nightclubs:	Andrew Corbett
Commercial Property Owner/Developer:	Ray Blanchard
Hotels/Tourism/Retail:	Sunny Bhatti
Restaurant (licensed):	Olivia Holt
Restaurants (unlicensed):	Ron Balla
Retail:	Misty Adams
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 Infrastructure & Development Striking Committee Meeting of October 4, 2023
- Minutes of Marketing & Events Striking Committee Meeting of October 12, 2023

4. REGULAR BUSINESS ITEMS

- Benches – update
- Cigarette Bins – update
- Good Greens Food Reclamation Program – update
- Buskers on the Block, WIFF Edition – update
- Security Cameras – update
- Santa Claus Parade & Winter Fest – update
- Walking Tours – update
- Winter Fest – window decorations
- Windsor Life Magazine – ad quote
- MusicFest Windsor 2024 – Sponsorship Request

5. UPCOMING MEETINGS

DWBIA Executive Meeting
Tuesday, November 14, 2023 at 5:30pm

DWBRA Board of Directors
Tuesday, November 21, 2023 at 5:30pm

DWBIA Board of Directors
Tuesday, November 21, 2023 at 6:00pm

DWBIA Striking Committees Meeting
Marketing & Events Striking Committee and Infrastructure & Development Committee
Thursday, December 7, 2023 at 5:30pm

DWBIA Board of Directors
Thursday, December 14, 2023 at 5:30pm

ADJOURNMENT

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



MINUTES

MEETING: Infrastructure & Development Striking Committee
DATE: Thursday, October 4, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett, Chris MacLeod, Ray Blanchard, Olivia Holt, Ron Balla, Sunny Bhatti, Renaldo Agostino (remotely)
REGRETS:
ABSENT:

STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
CALL TO ORDER Mr. Corbett opened the meeting at 5.54 PM. Reading of Land Acknowledgement. Distributed agenda was adopted by Ms. Holt, seconded by Mr. Bhatti.	Striking Committee Administration Striking Committee
DISCLOSURE OF INTEREST None.	
ADOPTION OF THE MINUTES Adoption of the Minutes from September 14, 2023 adopted by Mr. MacLeod and seconded by Mr. Agostino	Striking Committee

REGULAR BUSINESS ITEMS

- **Good Greens Food Reclamation Program**
 - Administration advised that Libro would be visiting the DWBIA on October 17 at 2:00pm.
 - Administration advised that the Health Unit would be visiting the DWBIA on October 5 to approve the location for sorting fresh produce.
 - Administration advised that the program would run from October 7, 2023, for the length of the Farmers' Market this season, and start again next spring when the Farmers' Market reopens.
 - Administration advised that left over produce would be purchased at cost from participating vendors, repackaged and distributed to participating community partners.

- **Benches - update**
 - Administration advised that the arms for the benches are in production.
 - Administration advised that the arms should be available by the week end of October 13.
 - Administration also advised that City of Windsor will have to remove the chosen benches, attach the arms and return the benches to their original spot.
 - Administration advised that a quick assessment can be made as to the success of the pilot project. If successful, additional arms can be ordered for manufacture, benches can be removed over the winter and returned.

- **Cigarette Ballot Bins – update**
 - Administration advised that the City of Windsor has issued a permit for Cigarette Ballot Bins.
 - Discussion surrounded giving individual businesses the option to create ballot questions.
 - Discussion surrounded contacting students at the University of Windsor and St. Clair College and using their creative minds to come up with a list of questions for the bins.
 - Discussion surrounded the locations for the bins.

<ul style="list-style-type: none">• Security Cameras – Presentation by Nick Hewitt, AVA & Mike Janisse, CHUBBS<ul style="list-style-type: none">○ Presentation by Nick Hewitt, AVA, and Mike Janisse, CHUBBS, regarding the cloud-based cameras that they offer and the advantages to using this type of camera. No server is required, and the cameras will be made in North America. Mr. Hewitt stated that the cameras the DWBIA was considering using are manufactured in China and could be subject to cyber-attacks.○ After the presentation, discussion surrounded the comparison, cost, suppliers, distributors.○ Discussion held that more information is needed on the type of cameras to purchase but the DWBIA needs to set up online registration for businesses.○ Discussion surrounded how to inform businesses of this initiative. Discussion surrounded having contractors go door to door with information regarding the project.○ Discussion surrounded having a mid-November registration date for businesses who are interested in having a camera installed. • Alley Lighting - update<ul style="list-style-type: none">○ Administration advised that we are waiting on one more business to sign the contract for the alley lighting.○ Administration advised that once the signed contract has been received, a date can be set to have the lighting installed. • Storm Water Fee Implementation<ul style="list-style-type: none">○ Administration discussed Storm Water Fee Implementation. SAG invite sent to all of the BIA's.○ The structure of storm water charges is being changed. The residential costs are being decreased and business costs are now being increased.○ An information session is to be held and two individuals from each BIA are invited to speak. Mr. MacLeod and Mr. Blanchard will be attending on behalf of the DWBIA.○ Administration is to register Mr. MacLeod and Mr. Blanchard to speak at this information session.	<p>Administration</p>
---	-----------------------

<ul style="list-style-type: none">• Convex Safety Mirrors<ul style="list-style-type: none">○ Administration advised that one of the downtown businesses had enquired about having safety mirror affixed to the parking garage at Park Street and the alley, as there is very limited visibility.○ Administration advised that a right of way permit would be required, as well as the city departments were not in favour of this being installed due to issues with damage and neglect.○ Discussion surrounded whether this was a BIA issue or a business matter.	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 8:30 PM</p>	



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"> • 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 spoke to the cost associated with these events and the need to get sponsorship. 	Administration

<ul style="list-style-type: none"> • Cigarette Bins - update <ul style="list-style-type: none"> ○ 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. 	<p>Administration</p>
<ul style="list-style-type: none"> • Good Greens Food Reclamation Program - update <ul style="list-style-type: none"> ○ 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. 	<p>Administration</p>
<ul style="list-style-type: none"> • Buskers on the Block – WIFF Edition - update <ul style="list-style-type: none"> ○ 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. 	
<ul style="list-style-type: none"> • Santa Claus Parade <ul style="list-style-type: none"> ○ Mr. Agostino spoke to the news that the Santa Claus Parade will return to the downtown on December 2, 2023 at 6:00pm. ○ Administration spoke to the need for sponsorship. ○ An announcement is to take place at City Hall on October 18. 	
<ul style="list-style-type: none"> • Canada Day Parade <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>Administration</p>

<ul style="list-style-type: none"> • Website – quote <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. • My Travelling Backpack – Wandering Wednesdays <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. • Project Blue Light – update <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 <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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. 	<p>Striking Committee</p>
--	---------------------------

<ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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. ● Social Media Reports <ul style="list-style-type: none"> ○ The Social Media reports were included in the Marketing and Events Striking Committee package for review. ● Signage <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>	