



THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION
484 PELISSIER ST., WINDSOR, ONTARIO N9A 4K9
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DOWNTOWN WINDSOR BIA BOARD OF DIRECTORS MEETING AGENDA

Date: Tuesday, November 28, 2023

Time: 6:00 PM

Location: DWBIA Offices, 484 Pelissier Street

DIRECTORS:

Bars & Nightclubs:	Andrew Corbett
Commercial Property Owner/Developer:	Ray Blanchard
Hotel/Tourism/ Retail:	Sikander (Sunny) Bhatti
Member at Large:	Jennie Atkins
Professional Services:	Chris MacLeod
Restaurant (licensed):	Olivia Holt
Restaurant (unlicensed):	Ron Balla
Retail:	Misty Adams
Ward 3:	Councillor Renaldo Agostino

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 Board of Directors meeting held on October 24, 2023
- Minutes of combined Marketing & Events Striking Committee and Infrastructure & Development Striking Committee meeting held on November 9, 2023
- Minutes of Executive Directors meeting held on November 14, 2023

4. REPORTS

5. REGULAR BUSINESS ITEMS

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- Benches – update
 - Cigarette Bins – update
 - Santa Claus Parade – update
 - Winter Fest – update
 - Holiday Giveaway – update
 - Security Cameras – update
 - Windsor Eats Farmers Market application
 - Recycling in BIA's
 - Financial Statements
 - Motions from the Board of Directors meeting held October 24, 2023
 - ▶ Santa Claus Parade – Parade Marshalls
 - ▶ Winter Fest – Light Displays
 - ▶ Security Cameras – 3rd Quote
 - ▶ Website – Block of hours
 - Motions from combined Marketing & Events and Infrastructure & Development Striking Committee meeting held on November 9, 2023
 - ▶ Winter Fest – Window Decorations
 - ▶ Winter Fest – Denomme Decorations

6. NEW BUSINESS

7. UPCOMING MEETINGS

DWBIA combined Marketing & Events Striking Committee and Infrastructure & Development Striking Committee
Thursday, December 7, 2023

DWBIA Board of Directors
Thursday, December 14, 2023

ADJOURNMENT

A quorum of five (5) voting members is required for DWBIA Board Meetings





MINUTES

MEETING: Executive Directors
DATE: Tuesday, November 14, 2023
TIME: 4:00 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Chris MacLeod, Andrew Corbett, Renaldo Agostino, Jennie Atkins (by Zoom @ 4:24)
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER</p> <ul style="list-style-type: none"> • Mr. MacLeod opened the meeting at 4:23 	<p>Administration</p>
<p>DISCLOSURE OF INTEREST</p> <ul style="list-style-type: none"> • None. 	
<p>ADOPTION OF THE DISTRIBUTED AGENDA</p> <ul style="list-style-type: none"> • Mr. Corbett adopted the distributed Agenda, seconded by Mr. Agostino 	<p>Executive Directors</p>
<p>REGULAR BUSINESS ITEMS</p> <ul style="list-style-type: none"> • Santa Claus Parade Programming – Holiday Market <ul style="list-style-type: none"> ○ Administration asked for Direction on the idea of a Holiday Market being held at the Pelissier Street Parking Garage, from 4-8, on December 2, 2023. The Market would run concurrent with the Santa Claus Parade. ○ Administration noted that this is a way to bring a different group of people downtown who may not have come downtown to attend the parade. ○ Discussion surrounded road closures, parking, load in and load out. 	<p>Administration</p>

<ul style="list-style-type: none">○ Discussion then surrounded other holiday themed ideas, namely Breakfast with Santa between 8-10 at A Dog's Breakfast. Other ideas were to have Santa in a Snow Globe at the Holiday Market, face painting, kids holiday crafts at the Holiday Market as well as Santa Claus visiting businesses up and down Ouellette Avenue.● 2024 Budget Deliberations<ul style="list-style-type: none">○ Executive discussed the 2024 budget and proposed changes. Revision to be discussed at next Board Meeting.	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 7:00 PM</p>	



MINUTES

MEETING: Marketing & Events Striking Committee and Infrastructure & Development Striking Committee
DATE: Thursday, November 9, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett, Chris MacLeod, Misty Adams, Ray Blanchard, Sunny Bhatti, Councillor Renaldo Agostino
REGRETS: Olivia Holt, Jennie Atkins
GUESTS:
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER Mr. MacLeod opened the meeting at 5:37pm Reading of Land Acknowledgement. Distributed agenda was adopted by Mr. Blanchard, seconded by Ms. Adams.</p>	<p>Striking Committee Administration Striking Committee</p>
<p>DISCLOSURE OF INTEREST None.</p>	
<p>REGULAR BUSINESS ITEMS</p> <ul style="list-style-type: none"> • Benches - update <ul style="list-style-type: none"> ○ Administration noted that arms have been attached to 6 benches, 3 on Ouellette and 3 on Pelissier. ○ Administration noted the locations of the benches. ○ The benches will be monitored and the Board of Directors will discuss adding arms to the remaining benches at its meeting in November. 	<p>Administration Administration Administration</p>

<ul style="list-style-type: none"> • Cigarette Bins – update <ul style="list-style-type: none"> ○ Administration confirmed that the cigarette bins have been shipped and are awaiting DHL clearance. ○ Administration noted that the city will install the bins. ○ Administration noted that a news conference will take place to coincide with the installation. • Good Greens Food Reclamation Program - update <ul style="list-style-type: none"> ○ Administration spoke to the success of the Good Greens program, and to the fact that 1,987 lbs of produce was purchased at cost over the initial 4-week program. ○ Administration noted that 5 local downtown agencies partnered with us to receive these items. The agencies are the Downtown Windsor Community Collaborative, Feeding Windsor Essex, Salvation Army, Welcome Centre and the Downtown Mission of Windsor. ○ Administration noted that the program has ended for the season and will begin again when the Downtown Windsor Farmers’ Market opens next spring. ○ Administration noted that the hope is to extend the program next season to include baked goods and prepared foods. Administration will also be seeking additional funds to extend the program beyond June 2024. • Buskers on the Block – WIFF Edition <ul style="list-style-type: none"> ○ Administration noted that the Buskers were a huge success with patrons and staff alike. ○ Buskers performed at all 3 locations during prime show times, Thursday through Sunday, both weeks. ○ WIFF has already expressed an interest in partnering with the DWBIA in 2024 to repeat the experience. • Santa Claus Parade <ul style="list-style-type: none"> ○ Administration noted that the Santa Claus Parade has returned to Downtown Windsor on December 2, with the route slightly changed. 	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p>
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<ul style="list-style-type: none"> ○ Administration noted that the Downtown Mission would be setting up a station by the Chrysler Building at Ouellette and Riverside, where they will be selling roasted chestnuts. 	<p>Administration</p>
<ul style="list-style-type: none"> ○ Administration also noted that Realty ONE Group Iconic, Rocket Innovation and Tim Hortons are partnering to set up 2 hot chocolate stations, with the hot chocolate being donated. The locations will be at Maiden Lane and Ouellette and Riverside. 	<p>Administration</p>
<ul style="list-style-type: none"> ○ Administration noted that carolers standing on street corners is always a nice touch and people enjoy hearing people singing carols. 	<p>Administration</p>
<ul style="list-style-type: none"> ○ Administration also noted that the company, Netmon, has contacted the DWBIA regarding having Christmas music piped in throughout the season. Discussion surrounded the free Wi-Fi downtown and whether the signal would be strong enough for this. 	<p>Administration</p>
<ul style="list-style-type: none"> ○ Discussion surrounded the possible locations for the Christmas Decorations that the DWBIA has. 	<p>Administration</p>
<ul style="list-style-type: none"> ● Winter Fest – Window Displays 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ Administration discussed the Holiday window decorating this year. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ Administration noted that we generally have 2-3 artists working on the windows dependant upon individual business preferences. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ Discussion surrounded the cost per window as well as whether the businesses would pay anything toward this. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ Motion made by Mr. Blanchard “to allocate \$2,500.00 to window decoration services for Xmas season. To be taken from the Winterfest budget.” 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Agostino, and approved. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ Discussion surrounded adding to the festive feeling in the Downtown by hiring Jeff Denomme to prepare some wood holiday structures. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ Discussion surrounded the possible locations of the holiday structures. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ Motion made by Mr. Agostino “to spend \$1,000 with Jeff Denomme to do art for Christmas for wooden design for Christmas.” 	<p>Administration</p>
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Balla, and approved. 	<p>Administration</p>

<ul style="list-style-type: none"> ○ Administration gave an update on the Taylor Swift giveaway. Legal is in the process of working on the rules. ○ The hope is to announce this by the week of November 20, 2023, and the give-away would run from December 2-December 24, 2023. ○ Administration noted that the DWBIA owns the domain Shop Downtown Windsor to Win. This can be reactivated and used for the give-away. ○ Discussion surrounded ways to advertise this give-away and drive people to the downtown. ● Windsor Life Magazine – ad quote <ul style="list-style-type: none"> ○ Mr. MacLeod noted that Windsor Life Magazine will be doing an ad on shopping local. He noted that this could be an opportunity for shopping downtown advertisement along with the chance to win Taylor Swift tickets. ○ Discussion surrounded the prices and what DWBIA events this advertising would be better spent on. ○ Administration noted that Windsor Life ads would reach the target audience of the Ouellette Car Cruise. ○ Decision made to revisit Windsor Life Magazine for another ad piece. ● MusicFest Windsor 2024 – Sponsorship request <ul style="list-style-type: none"> ○ Administration noted that we were approached for sponsorship for the event that runs at the Capitol Theatre from March 26-28, 2024. ○ Administration noted that the DWBIA’s sponsorship rules state that there must be tertiary benefits to other neighbouring businesses. This sponsorship request does not support this. ● Walking Tours – update <ul style="list-style-type: none"> ○ Mr. Agostino noted that he had recently met with Parallel 42 regarding creating digital walking tours of the downtown, using QR codes. ○ Discussion surrounded the types of walking tours that could potentially take place in the downtown. Some suggestions were historical, architectural, Art Alley, Murals. ○ Administration noted that the infrastructure to do this is already in place. 	<p>Administration</p>
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<ul style="list-style-type: none"> ○ Discussion surrounded whether this is the right time to proceed with this idea. Decision made to table the idea and apply for grant funding. ● City of Windsor – Stormwater Fee <ul style="list-style-type: none"> ○ Mr. MacLeod and Mr. Blanchard attended the meeting at City Hall on November 7, 2023 on behalf of the DWBIA. ○ Mr. MacLeod and Mr. Blanchard noted that Stormwater Fees will be administered through Enwin utility bills. The amount owing will be dependent upon the amount of water usage vs. impermeable surface areas. ○ Discussion surrounded the BIA Sewer Surcharge Fee Estimate and how this will impact downtown businesses. ○ Mr. MacLeod and Mr. Blanchard noted that there will be a public open house in the winter/spring of 2024. The project is expected to be completed by late 2024 with the beginning of billing expected to occur in 2025. ● Security Cameras - update <ul style="list-style-type: none"> ○ Administration noted that the DWBIA had asked 3 companies to quote on like cameras. ○ Administration noted the one of the companies pulled their quote due to a licensing issue. ○ Administration noted that another of the companies does not carry the type of camera the DWBIA is looking at but gave a quote for comparable cameras. ○ Administration noted that the 3rd companies quote included partnering with another company to do monitoring. ○ Discussion surrounded the cost per month to monitor per camera. ○ Discussion surrounded looking into grants to help with this project. ○ Decision made to defer this item and to discuss further at the Budget meeting on November 14, 2023. 	
<p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none"> ● DWBIA Executive Committee Tuesday, November 14, 2023 at 5:30pm ● DWBRA Board of Directors 	

<p>Tuesday, November 28, 2023 at 5:30pm</p> <ul style="list-style-type: none">• DWBIA Board of Directors Tuesday, November 28, 2023 at 6:00pm• DWBIA Combined Marketing & Events and Infrastructure & Development Committees Thursday, December 7, 2023• DWBIA Board of Directors Thursday, December 14, 2023• Holiday Party Thursday, December 14, 2023	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 8:00 PM</p>	