



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

DOWNTOWN WINDSOR BIA BOARD OF DIRECTORS MEETING AGENDA

Date: Tuesday, January 23, 2024

Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

DIRECTORS:

Professional Services:	Chris MacLeod
Bars & Nightclubs:	Andrew Corbett
Member at Large:	Jennie Atkins
Commercial Property Owner/Developer:	Ray Blanchard
Hotel/Tourism/ Retail:	Sikander (Sunny) Bhatti
Restaurant (licensed):	Olivia Holt
Restaurant (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 [!] 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 December 14, 2023
- Minutes of Joint Striking Committees meeting held on January 18, 2024

4. REGULAR BUSINESS ITEMS

- Council Budget meeting
- Social Media Influencer Marketing
 - Jason Toner, Director of Marketing & Communications, Tourism Windsor Essex Pelee Island
- Grants
 - Experience Ontario 2024 – update
 - Hydro One’s Energizing Life Community Fund – closes January 31
 - My Main Streets – launches February 15, 2024
 - Tourism Growth Program – closed February 29, 2024
- Special Olympics/The Alumni/Law Enforcement Torch Run – complimentary tickets
- Biz X Magazine – Patti France advertising rates

5. NEW BUSINESS

6. UPCOMING MEETINGS

Membership Budget meeting
Thursday, February 1, 2024 at 6:00pm

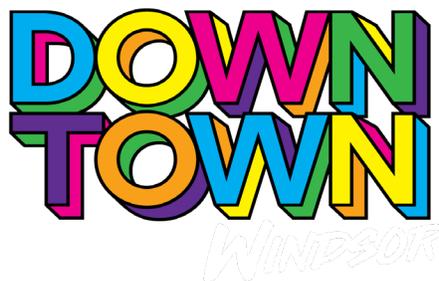
Marketing & Events Striking Committee meeting
Thursday, February 8, 2024 at 5:30 pm

Infrastructure & Development Striking Committee meeting
Thursday, February 15, 2024 at 5:30pm

Board of Directors meeting
Tuesday, February 27 at 5:30pm

ADJOURNMENT

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



MINUTES

MEETING: Board of Directors

DATE: Thursday, December 14, 2023

TIME: 5:30 PM

LOCATION: 484 Pelissier Street

ATTENDEES: Andrew Corbett, Chris MacLeod, Misty Adams, Olivia Holt, Ray Blanchard, Sunny Bhatti, Ron Balla, Councillor Renaldo Agostino

REGRETS: Jennie Atkins

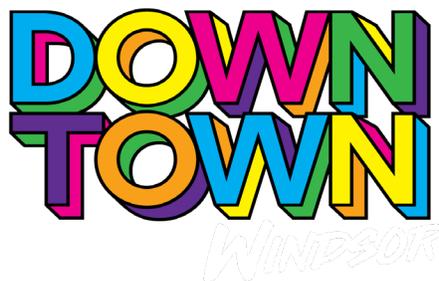
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER</p> <p>Mr. MacLeod opened the meeting at 5:38pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Ms. Holt, seconded by Mr. Corbett.</p>	<p>Administration</p> <p>Administration</p> <p>Board of Directors</p>
<p>DISCLOSURE OF INTEREST</p> <p>None.</p>	
<p>ADOPTION OF THE MINUTES</p> <p>Minutes of the Board of Directors meeting held on November 28, 2023, and the Minutes of the Striking Committees meeting on December 5, 2023 were adopted by Ms. Holt, seconded by Mr. Blanchard. Approved by all.</p>	<p>Board of Directors</p>

<ul style="list-style-type: none"> • Benches - update <ul style="list-style-type: none"> ○ Administration noted that the quote from EW Metal to manufacture 89 additional bench is \$8,700.00. The Board previously made a Motion to approve up to \$7,000.00 for the arms. An additional \$1,700 is needed to complete all benches.. ○ Administration noted that once the arms are received, the City has generously agreed to install them at no cost to the DWBIA. ○ Administration also noted that the City has agreed to having the benches painted by summer students in the spring. ○ Motion made by Mr. Balla to approve “\$1,700 from Programming & Support for bench upgrades.” ○ The Motion was seconded by Mr. Blanchard, and approved. • 2024 Membership Budget Meeting <ul style="list-style-type: none"> ○ Administration noted that a 21 working days Membership Meeting notice must be given electronically, as well as sent by mail. ○ Administration noted that the 2024 budget will be presented to the membership. The auditors will speak to the DWBIA’s 2022 financial statements, a speaker could be invited to present, and questions and concerns can be addressed by the membership. ○ Discussion surrounded the date for this meeting as well as the location. Meeting to be held on Thursday, February 1, 2024 at 6:00pm at Realty ONE Iconic Group, 531 Pelissier Street. • Holiday Giveaway - updated <ul style="list-style-type: none"> ○ Administration noted the success of the Swift-mas giveaway to this date. ○ Administration noted from the start of the contest to 5pm on December 14, there have been a total of 502 entries, from 133 downtown businesses, with a total of \$21,179 spent. ○ Mr. Corbett suggested some type of recognition for the top 5 businesses who are promoting the give-away. • Grants 	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Board of Directors</p> <p>Administration</p> <p>Administration</p> <p>Board of Directors</p> <p>Administration</p> <p>Administration</p> <p>Board of Directors</p>
---	---

<ul style="list-style-type: none"> ○ Administration noted there are 3 grants that the DWBIA is eligible for. The first is the Reconnect Grant, which is due mid January 2024. The second is the Canada Summer Jobs Grant, which is due early January 2024. The third is the Canadian Heritage Grant for Canada Day Celebrations 2024. 	Administration
<ul style="list-style-type: none"> ○ Administration noted that the DWBIA did not meet the eligibility requirements for the BSCF grant. 	Administration
<ul style="list-style-type: none"> ● Masonic Temple – 100th Anniversary 	
<ul style="list-style-type: none"> ○ Administration noted that the DWBIA was invited to attend the 100th Anniversary, Open House on Saturday, January 20, 2024 from 11-1 pm. 	Board of Directors
<ul style="list-style-type: none"> ○ Ray Blanchard, Olivia Holt, Sunny Bhatti and Chris MacLeod have accepted the invitation to attend. 	Administration
<ul style="list-style-type: none"> ● OBIAA Membership 	Administration
<ul style="list-style-type: none"> ○ Administration noted that OBIAA membership is up for renewal at a cost of around \$2,000. 	
<ul style="list-style-type: none"> ○ Discussion surrounded what use the DWBIA receives from the membership and whether the money could be better utilized elsewhere. 	
<ul style="list-style-type: none"> ○ Motion made by Mr. MacLeod “not to renew our membership with the OBIAA for 2024.” 	Board of Directors
<ul style="list-style-type: none"> ○ The Motion was seconded by Ms. Holt, and approved. 	
<ul style="list-style-type: none"> ● Security Cameras 	
<ul style="list-style-type: none"> ○ Administration noted that meetings have taken place between the DWBIA and the City Solicitor, Dana Paladino, regarding security cameras. 	Administration
<ul style="list-style-type: none"> ● Outside Committee Members – Striking Committees 	
<ul style="list-style-type: none"> ○ Mr. Blanchard questioned the usefulness of adding members to subcommittees. 	Board of Directors
<ul style="list-style-type: none"> ○ Discussion surrounded one positive to having subcommittee members is for succession for Board changes. 	Board of Directors
<ul style="list-style-type: none"> ○ Mr. Blanchard would like to start a Business Development Committee. 	Board of Directors

<p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none">• Marketing & Events Striking Committee January 11, 2024 at 5:30pm• Infrastructure & Development Striking Committee January 18, 2024 at 5:30pm• Board Meeting January 23, 2024 at 5:30pm• Membership Budget Meeting February 1, 2024 at 6pm	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 7:38pm</p>	



MINUTES

MEETING: Combined Striking Committees
DATE: Thursday, January 18, 2024
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Chris MacLeod, Andrew Corbett, Misty Adams, Ray Blanchard, Sunny Bhatti, Ron Balla, Councillor Renaldo Agostino
REGRETS: Olivia Holt
GUEST: Tal Czudner, Chief Executive Officer, Windsor Detroit Tunnel Corporation
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER</p> <p>Mr. MacLeod opened the meeting at 6:15 pm</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Balla, seconded by Mr. Corbett.</p>	<p>Administration</p> <p>Administration</p> <p>Striking Committees</p>
<p>DISCLOSURE OF INTEREST</p> <p>None.</p>	
<p>ADOPTION OF THE MINUTES</p> <p>Adoption of the Minutes of the combined Marketing & Events and Infrastructure & Development Striking Committees held on December 5, 2023. Adopted by Mr. Blanchard and seconded by Mr. Corbett.</p>	<p>Striking Committees</p>

REGULAR BUSINESS ITEMS	
<ul style="list-style-type: none"> ● Tal Czudner, Chief Executive Officer, Windsor Detroit Tunnel Corporation <ul style="list-style-type: none"> ○ Mr. Czudner introduced himself, spoke to the changes happening at the Tunnel, spoke of the hope to partner and promote the ease of using the Tunnel, as well as marketing the downtown. ○ Mr. Czudner spoke of the use of Social Influencers for marketing, free toll in certain circumstances. He noted that the U.S. Border would also advertise. 	
<ul style="list-style-type: none"> ● Marketing <ul style="list-style-type: none"> ○ Mr. Agostino noted that there are marketing opportunities to bring a younger crowd over from the States, and bring a more established crowd to Chatham Street. ○ Administration noted that there is a Tourism Growth Program in southern Ontario that is open for applications. ○ Motion made by Mr. MacLeod ‘to direct ED to prepare a Grant submission to FedDev Ontario’s Tourism Growth Program. By February 29, 2024. And prepare a list of regional stakeholders to support increasing tourism to downtown Windsor.’ ○ The Motion was seconded by Mr. Corbett, and approved. ○ Motion made by Mr. Agostino to ‘create a marketing committee to specifically market Downtown Windsor.’ ○ The Motion was seconded by Mr. Bhatti, and approved. 	<p>Administration</p> <p>Striking Committees</p> <p>Striking Committees</p> <p>Striking Committees</p> <p>Striking Committees</p>
<ul style="list-style-type: none"> ● Swift-mas Christmas Contest – update <ul style="list-style-type: none"> ○ Administration spoke to the fact that the contest was well received with over 1,500 entries, over \$55,000 being spent at over 60+ downtown businesses. ○ The Draw will be held live on AM800’s Morning Drive with Mike Kakuk & Lisa Williams on Friday, February 12. 	<p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> ● Canada Day Parade <ul style="list-style-type: none"> ○ Discussion surrounded contacting the Windsor Parade Corporation to discuss having the 2024 Canada Day Parade as well as the 2024 Santa Claus Parade held in downtown 	

<p>Windsor.</p> <ul style="list-style-type: none"> ○ Administration directed to get a solid price for both and bring this information forward to the Board of Directors meeting on January 23, 2024. ○ Motion made by Mr. Balla to spend 'up to \$20,000 from Marketing budget towards Canada Day Parade. ○ The Motion was seconded by Mr. Agostino, and approved. <ul style="list-style-type: none"> ● Benches – update <ul style="list-style-type: none"> ○ Administration noted that there are 95 benches in the downtown, and that arms should be installed by the springtime. ○ Administration noted that all arms are black and that the arms will not match the brown benches on Pelissier Street. However, the DWBIA is working with the City to have the benches painted in the spring/summer. ● Cigarette Bins – update <ul style="list-style-type: none"> ○ Administration noted that there has been damage done to one of the ballot bins. ○ Discussion surrounded contacting the company to find out the cost to replace the front of damaged bin, if this is covered by warranty. ○ Discussion surrounded finding out if these bins are doing what they were intended to do, keep cigarette butts off the ground, if they are a good spend for the money, before purchasing more. ● Downtown Safety & Security Roundtable - discussion & website <ul style="list-style-type: none"> ○ Discussion surrounded if hosting the Roundtable should be continued. Overwhelming support to continue with Roundtable. ○ Next meeting to be held on Thursday February 15, 2024. Administration to contact Rocket Mortgage to determine if they would be willing to host the meeting. 	<p>Administration</p> <p>Striking Committees</p> <p>Striking Committees</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p>
--	---

<ul style="list-style-type: none"> • Security – update & discussion on System Rebate Application <ul style="list-style-type: none"> ○ Administration noted that another downtown business owner was interested in joining the project and looking for funding. ○ Motion made by Mr. Balla stating that the “BIA supports camera surveillance program for member businesses by subsidizing all monitoring costs for 4 months. Members to be made aware that the programs may change at that time.” ○ The Motion was seconded by Mr. Corbett, and defeated. ○ Motion made by Mr. MacLeod to “continue subsidizing existing camera pilot project participants for additional 3 months to a maximum of \$500/month.” ○ The Motion was seconded by Mr. Bala, and adopted. • Best of Windsor-Essex Awards Nomination <ul style="list-style-type: none"> ○ Administration noted that nominations for the Best of Windsor-Essex are open. ○ It was noted that Downtown Windsor Farmers’ Market has already been nominated. • Snow Removal <ul style="list-style-type: none"> ○ Mr. Blanchard noted that the sidewalks on either side of the Volleyball Courts, on Ouellette and Pelissier St. have not been cleaned. ○ Mr. Blanchard questioned who was responsible for the cleaning of the sidewalks. ○ Ms. Croucher to contact Essex County Maintenance regarding the cleaning of these areas. 	<p>Administration</p> <p>Striking Committees</p> <p>Striking Committees</p> <p>Striking Committees</p> <p>Striking Committees</p> <p>Administration</p> <p>Administration</p>
<p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none"> • DWBIA Budget meeting Thursday, February 1, 2024 at 6:00pm • Marketing and Events Striking Committee meeting Thursday, February 8, 2024 at 5:30pm • Infrastructure and Development Striking Committee meeting Thursday, February 15, 2024 at 5:30pm 	

<ul style="list-style-type: none">• Board of Directors meeting Tuesday, February 27, 2024	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 9:08pm</p>	