



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, February 15, 2024

Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

COMMITTEE:

Professional Services:	Chris MacLeod
Bars & Nightclubs:	Andrew Corbett
Commercial Property Owner: Developer:	Ray Blanchard
Hotels/Tourism/Retail:	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 Combined Striking Committee meeting of January 18, 2023

4. REGULAR BUSINESS ITEMS

- DWBIA Budget Meeting – update
- COW Budget 2024, Sidewalk Cafes & Parklets – update
- Downtown Safety & Security Roundtable – update
- Influencer Marketing – update
- Grants – update
- Cigarette Bins – update
- Shane Peters – Good Greens Food Reclamation Program

5. NEW BUSINESS

- Jennifer Matotek, Executive Director, Art Windsor-Essex – Night Light Proposal
- Rose City Clean Sweep
- Municipal Garbage Bin Sensors & Commercial Bulk Item Collection
- Battle 519 Event 2024
- Accessible parking on University West, between Pelissier & Victoria

6. UPCOMING MEETINGS

Board of Directors Meeting
Tuesday, February 27, 2024 at 5:30pm

Combined Striking Committees meeting
Thursday, March 14, 2024 at 5:30pm

Board of Directors meeting
Tuesday, March 26, 2024 at 5:30pm

ADJOURNMENT

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



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>
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<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>	