

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, February 27, 2024

Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

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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

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 MOTIONS & MINUTES

- Minutes of the Board of Directors Meeting held on January 23, 2024
 - Motions
 - ➢ Biz X Magazine Ad approved
 - Windsor Essex Community Foundation approved
 - Canada Day Parade & Santa Claus Parade approved
 - Detroit Lions approved
- Minutes of the DWBIA Annual General Meeting held on February 1, 2024
- Minutes of the Striking Committees Meeting held on February 15, 2024
 - Motions
 - Accessible Parking University Ave. W approved
 - Metropolitan Building banners approved
 - Good Greens Food Reclamation Program approved

4. REGULAR BUSINESS ITEMS

- Sidewalk Cafes & Parklets update
- Grants
 - Tourism Growth Program closes February 29, 2024
 - My Main Streets closed March 31, 2024
 - Farmers' Market Ontario April 2024
- Cigarette Bins update
- Art Windsor-Essex Night Light Proposal
- Rose City Clean Sweep
- Municipal Garbage Bin Sensors & Commercial Bulk Item Collection

5. UPCOMING MEETINGS

- Combined Striking Committees Meeting Thursday, March 14, 2024 at 5:30 pm
- Board of Directors Meeting Tuesday, March 26 at 5:30pm

ADJOURNMENT



MINUTES

MEETING: Board of Directors

DATE: Tuesday, January 23, 2024

TIME: 5:30 PM

LOCATION: 484 Pelissier Street

ATTENDEES: Chris MacLeod, Andrew Corbett, Misty Adams, Olivia Holt, Ray Blanchard, Sunny

Bhatti, Jennie Atkins, Councillor Renaldo Agostino

REGRETS: Ron Balla, Jason Toner – Tourism Windsor Essex Pelee Island

STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
CALL TO ORDER	
Mr. MacLeod opened the meeting at 5:45pm.	Administration
Reading of Land Acknowledgement.	Administration
Distributed agenda was adopted by Mr. Agostino, seconded by Mr. Bhatti.	Board of Directors
DISCLOSURE OF INTEREST	
None.	
ADOPTION OF THE MINUTES	
Minutes of the Board of Directors meeting held on December 14 2023, and the Minutes of the Joint Striking Committees meeting on January 18, 2024, were adopted by Mr. Corbett, seconded by Mr. Blanchard. Approved by all.	Board of Directors

•	Со	uncil Budget Meeting	
	0	Mr. MacLeod and Ms. Croucher attended the Council Budget Meeting on January 22, 2024, to speak against the proposed changes to extend the parking meter payment times as well as to request that fees for parklets, patios and sidewalk cafes be waived again in 2024.	Administration
	0	Administration noted the number of patios, parklets and sidewalk cafes in the downtown.	Administration
	0	Administration noted that the Downtown Windsor BIA has been helping member businesses complete the application process and submit the application on behalf of downtown businesses for 4 years now.	Administration
	0	Administration will contact City Administration to determine what the implications are of fees proposed for 2024.	Administration
•	So	cial Media Influencer Marketing	
	0	Jason Toner, Director of Marketing & Communications, TWEPI sent his regrets, and was unable to attend the meeting.	
	0	Administration noted that Mr. Toner has been invited to the next Infrastructure meeting to be held on February 15, 2024.	Administration
	0	Discussion surrounded marketing ideas in the interim.	Administration
•	Gra	ants	
	Ex	perience Ontario 2024 – update	
	0	The Grant submission has been completed and submitted.	
	0	If awarded, the grant would be used for the expansion of the Ouellette Car Cruise to include the Walter P. Chrysler Car Show as well as two road tours. These tours, in order to be eligible, must include sites/locations in the county.	Administration
	Ну	dro One's Energizing Life Community Fund .	
	0	Administration noted that the grant submission is due on January 31, 2024.	Administration
	0	Administration noted that if awarded, this grant would be used for the continuation of the Good Greens' Food Reclamation Program, beyond June 2024.	Administration
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Му	Main	Streets
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 Administration noted that this Grant launches on February 15, 2024. Administration

 Administration noted that this grant is intended to support "the stabilization and revitalization of main streets and neighbourhoods that continue to attract people to southern Ontario's communities" Administration

Administration noted that the grant includes the Community Activator stream, supporting "high-impact placemaking projects that seek to revitalize neighborhoods and reimagine public spaces including main streets, downtown strips and plazas as vibrant and inclusive places that work for everyone." Administration

Tourism Growth Program

 Administration noted that the grant application closes on February 29, 2024. Administration

 Administration noted that this grant must "support economic, environmental and cultural sustainability, support active outdoor experiences, and/or extend the tourism season (e.g., new or expanded tourism offerings outside of the traditional high season)." This would be a good funding stream for cross border marketing initiatives. Administration

- A Sub-Committee was struck to concentrate on the My Main Street and the Tourism Growth Program Grants.
- Volunteers for the Sub-Committee are Chris MacLeod, Andrew Corbett, Sunny Bhatti and Renaldo Agostino.

Special Olympics

Administration noted that as a thank you for support, the Downtown Windsor BIA received 20 free tickets to the NHL Alumni benefit hockey game in Essex on Sunday, January 28, 2024.

Administration

Tickets were distributed to Board of Directors for distribution.

Board of Directors

Biz X Magazine – Patti France

Administration noted that the DWBIA was approached to place an advertisement in Biz X magazine to honour Patti France, President of St. Clair College, on her accomplishments and upcoming retirement.

Administration

0

Discussion surrounded the advertising rates. 0 **Board of Directors** Motion made by Ms. Sergi "to spend up to \$650 in St. Clair Magazine (Biz X Magazine) to honour Patti France." The Motion was seconded by Mr. Agostino, and approved. Windsor Essex Community Foundation Administration Administration noted that the DWBIA had been invited to sponsor the 2024 Vital Signs Survey. **Board of Directors** Motion made by Mr. Blanchard "to commit \$1,000.00 for a sponsorship for the annual Vital Signs survey conducted by Windsor Essex Community Foundation. The Motion was seconded by Ms. Sergi, and approved. Canada Day Parade Administration Administration noted that the DWBIA had been invited to sponsor the 2024 Canada Day Parade. Discussion ensued as to whether or not the DWBIA should enter into an agreement with the Windsor Parade Corporation to host both the 2024 Canada Day Parade as well as the 2024 Santa Claus Parade. **Board of Directors** Motion made by Mr. Agostino to "approve 24K for this year's 2024 Santa Claus Parade and Canada Day Parade." o The Motion was seconded by Mr. MacLeod, and approved. **Detroit Lions** Mr. Agostino noted that there were 1 million hits mentioning Windsor, Ontario, surrounding the flag raising and the Detroit Lions vs. Tampa Bay game on January 21, 2024. Mr. Agostino would like to try to replicate that by raising a larger flag at Windsor City Hall and inviting the U.S. media. Discussion surrounded other options, including using an inflatable Lion with a Detroit Lions banner demonstrating Windsor's support of its neighbouring city, Detroit, and the Lions. Motion made by Mr. Agostino to "spend up to \$1500 to get a **Board of Directors** 45-foot Lion at City Hall." The Motion was seconded by Mr. Holt, and approved.

Membership Budget Meeting February 1, 2024 at 6pm Combined Marketing and Events Striking Committee and Infrastructure & Development Striking Committee Meeting February 15, 2024 at 5:30pm Board of Directors Meeting February 27, 2024 at 5:30pm ADJOURNMENT Meeting adjourned at 7:30pm



MINUTES

MEETING: 2024 DWBIA Annual General Meeting

DATE: Thursday, February 1, 2024

TIME: 6:00 PM

LOCATION: Realty ONE Group Iconic, 101-531 Pelissier St., Windsor

Agenda and Discussion

CALL TO ORDER

Reading of Land Acknowledgement.

ADOPTION OF THE DISTRIBUTED AGENDA

Agenda adopted by Mr. Agostino and seconded by Mr. Blanchard

OPENING REMARKS & YEAR IN REVIEW

 Chris MacLeod, Chair, Downtown Windsor BIA, welcomed everyone and spoke to the accomplishments over 2023 and the plans for 2024.

PRESENTATION OF 2022 CONSOLIDATED FINANCIAL STATEMENTS

- Kevin Macchio, Senior Manager, Audit, KPMG LLP
 - o Mr. Macchio, presented the 2022 Consolidated Financial Statements.
 - Motion "To accept the Downtown Windsor Business Improvement Association's 2022 Consolidated Financial Statement as presented."
 - Motion moved by Ms. Atkins, seconded by Mr. Blanchard, and unanimously approved.

PRESENTATION OF 2024 BUDGET

- Jennie Atkins, Treasurer, Downtown Windsor BIA
 - Ms. Atkins presented the 2024 Administration and Communication budgets, and fielded questions.
- Andrew Corbett, Vice Chair, Downtown Windsor BIA
 - Mr. Corbett presented the 2024 Marketing, Infrastructure, Development, Business Recruitment and Clean and Safe budgets, and fielded questions.
 - Motion "To accept the Downtown Windsor Business Improvement Association's 2024 Total Operating Budget as presented."
 - o Motion moved by Ms. Atkins, seconded by Mr. Corbett, and unanimously approved.

CLOSING REMARKS

- Councillor Renaldo Agostino, Ward 3, City of Windsor
 - Mr. Agostino presented the closing remarks.

ADJOURNMENT

Meeting adjourned at 7:00pm



MINUTES

MEETING: Striking Committees

DATE: Thursday, February 15, 2024

TIME: 5:30 PM

LOCATION: 484 Pelissier Street

ATTENDEES: Chris MacLeod, Andrew Corbett, Ray Blanchard, Sunny Bhatti, Olivia Holt,

Councillor Renaldo Agostino

REGRETS: Misty Adams, Ron Balla

GUEST: Jennifer Matotek, Executive Director, Art Windsor-Essex; and Shane Peters,

Good Greens' Food Reclamation Program

STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
CALL TO ORDER	
Mr. MacLeod opened the meeting at 5:45 pm	Administration
Reading of Land Acknowledgement.	Administration
Distributed agenda was adopted by Mr. Agostino, seconded by Mr. Blanchard.	Striking Committees
DISCLOSURE OF INTEREST	
None.	
ADOPTION OF THE MINUTES	
Minutes of the combined Striking Committees meeting held on January 18, 2024 were adopted by Mr. Agostino and seconded by Mr. Corbett.	Striking Committees

RE	GUL/	AR BUSINESS ITEMS	
•	DW	/BIA Budget meeting – update	
	0	Mr. MacLeod noted that the meeting went well, with minimal membership attending. The Financial Statements and 2024 Budget were unanimously approved by membership.	Striking Committees
	0	Administration noted that the approved budget would be submitted to the City of Windsor, along with the meeting minutes.	Administration
•	СО	W Budget 2024, Sidewalk Cafes & Parklets – update	
	0	Mr. Agostino noted that the City approved funding for downtown projects/initiatives in the amount of \$1 million in the capital budget.	Striking Committees
	0	Mr. Agostino noted that the City will leave metered parking at 6pm, but also noted that other ideas are being discussed.	Striking Committees
	0	Mr. Agostino noted that the City has continued to waive the fees for sidewalk cafes and parklets, but that we should expect the fees to be reinstated in 2025.	
•	Do	wntown Safety & Security Roundtable – update	
	0	Mr. Agostino noted that the most recent meeting went smoothly.	Striking Committees
	0	Mr. Agostino noted that there are some upcoming announcements, where concrete supports will be put in place for vulnerable citizens.	Striking Committees
•	Infl	uencer Marketing – update	
	0	Discussion surrounded keeping the Downtown Destination Committee small for the time being, with key stakeholders being invited. Once funding has been secured, additional tourism and marketing stakeholders will be invited to join.	Striking Committees
	0	Administration noted that the FedDev Tourism Growth grant, due February 29, 2024, would be a source of funding for these projects.	Administration
•	Gra	ants – update	
	0	Administration noted that there are 2 grants which the DWBIA/DWBRA will be applying for; notably the CUI My Main Streets Applicator and the Tourism Growth grant.	Administration

• Cigarette Bins – update

 Administration noted that there are 2 cigarette bins that have been vandalised, specifically in front of Lefty's and The Bull & Barrel. Administration

 Administration noted that the manufacturer has been contacted and that we are looking into the cost of replacement parts compared to new bins. Administration

 Discussion to continue at Board of Directors meeting on February 27, 2024. **Striking Committees**

Shane Peters – Good Greens Food Reclamation Program

 Mr. Peters attended the meeting to present the Interim Report for the Good Greens Food Reclamation Program. Administration

 Administration noted that the funding received from Libro Credit Union will enable the program to continue until June 2024. Further funding will be necessary to continue the program until the end of the Market season in October 2024.

Administration

 Motion made by Mr. Blanchard noting "The DWBIA will fund the Good Greens' Food Reclamation Program for the entire Farmers' Market season in 2024 if there is any shortfall in fund raising up to \$10,000.00."

Striking Committees

• The Motion was seconded by Ms. Holt, and approved.

NEW BUSINESS ITEMS

• Jennifer Matotek, Executive Director – Art Windsor-Essex

- Ms. Matotek pitched the idea of the Night Light Festival, with different sponsorship levels.
- Ms. Matotek noted there is no set date for the presentation of the first pilot project. She also noted the Arts Windsor-Essex is open to working alongside other established events.
- Discussion tabled until February 27, 2024 Board of Directors meeting.

Striking Committees

Rose City Clean Sweep

- Administration noted that the City of Windsor would be happy to support this initiative by providing garbage bags and gloves, and arranging for refuse collection.
- Mr. MacLeod noted that he would like a meeting set up with the United Way as a way of coordinating all efforts.

Administration

	0	The question was brought forward about removing old "Adopt this Street" signage noting that certain streets or areas were previously adopted by local businesses.	Striking Committees
	0	This item is tabled for discussion at the Board of Directors meeting on February 27, 2024.	Striking Committees
			Striking Committees
•		nicipal Garbage Bin Sensors & Commercial Bulk Item lection	
	0	Administration noted that the City of Windsor has started a pilot project, whereby sensors have been installed on 20 garbage bins. These sensors will note when a bin is 75% full and the bin can then be emptied before it reaches capacity.	Administration
	0	Discussion surrounded the cost of the sensors as well as the cost to monitor the sensors.	Striking Committees
	0	Discussion surrounded whether the DWBIA could work in partnership with the City of Windsor to have sensors located in bins in certain problem areas.	Striking Committees
	0	Discussion surrounded residential bulk item pick up and whether an agreement could be reached with the City to offer these services to commercial businesses too. Mr. Agostino to raise the issue as a Council Question.	Striking Committees
	0	This item is tabled for discussion at the Board of Directors meeting on February 27, 2024.	Striking Committees
•	Batt	tle 519 Event 2024	
	0	Administration spoke about Battle 519, which is a basketball tournament taking place the first weekend of September 2024 at Riverfront Festival Plaza	Administration
	0	The event organizers noted that they are not seeking financial support from the DWBIA, but that they are rather seeking the DWBIA's help in promotion, marketing, food and retail vendors.	Administration
•	Acc Vict	essible Parking on University West, between Pelissier & oria	Administration
	0	Administration noted that the City of Windsor is proposing to convert 2 on-street meters in the 100-block of University Avenue West into accessible parking spaces.	
	0	The City has also proposed an alternative in converting commercial loading spots to commercial/accessible spots in front of the Capitol Theatre.	

	0	Motion made by Mr. Agostino "to convert commercial parking in front of WSO/Capitol to commercial/accessible parking."	Striking Committees
	0	The Motion was seconded by Mr. Corbett, and approved.	
•	Cha	amber of Commerce – event	
	0	Mr. MacLeod noted that the Chamber of Commerce is holding its Economic Outlook Luncheon on Tuesday, March 5. As a Member, the DWBIA is eligible to redeem one free ticket.	Striking Committees
	0	Mr. MacLeod asked the Committee if any other members were interested in attending. Messrs. Agostino, Blanchard, MacLeod and Bhatti expressed interest in attending.	Striking Committees
•	Me	tropolitan Building – Banners	
	0	Ms. Cosco has reinvigorated the Metropolitan Building on University West and recently added small, tasteful banners to the façade of the building. She was contacted by the City to obtain a permit but must carry a minimum of \$5 million in liability insurance.	
	0	Discussion surrounded using DWBIA's insurance to cover liability insurance requirements of member businesses attempting to beautify their buildings.	Striking Committees
	0	Motion made by Mr. Agostino "to ensure up to \$5 million dollars for sidewalk insurance in regards to signs for downtown businesses. This would all depend on insurance premiums."	Striking Committees
	0	The Motion was seconded by Ms. Holt, and approved.	
•	Vol	leyball Courts	
	0	Administration noted that there is exciting news to share regarding the Volleyball Courts.	Administration
	0	The Riverside Volleyball Club would like to enter into an agreement with The Bull & Barrel and the DWBIA wherein they will run a volleyball league at the Khan Courts from May 1 to September 1, Sunday through Friday.	
	0	The DWBIA would need staff to clean before and after games. The time needed for this would be minimal.	
	0	The Committee approved Administration proceeding with this project.	Administration

•	Ca	rnival For Kids	Striking Committees
	0	Mr. Agostino would like to bring a carnival-type event to the downtown where different areas of the downtown could be activated with events for children, or children at heart.	
	0	These events could be partnered with Canada Day and would be presented by an external event organizer.	Administration
	0	Mr. Blanchard asked what would be required, or who would have to be contacted to gain permission to paint a permanent or semi-permanent hopscotch game in front of the Bitcoin Building. Administration to look into this request.	
UP	CO	MING MEETING DATES	
DWBIA Board of Directors meeting Tuesday, February 27, 2024 at 5:30pm			
Combined Striking Committees meeting Thursday, March 14, 2024 at 5:30pm			
•		oard of Directors meeting uesday, March 26, 2024 at 5:30pm	
AD	JOI	URNMENT	
	M	leeting adjourned at 7:16pm	