



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</p> <p>Mr. MacLeod opened the meeting at 5:37pm</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Blanchard, seconded by Ms. Adams.</p>	<p>Striking Committee</p> <p>Administration</p> <p>Striking Committee</p>
<p>DISCLOSURE OF INTEREST</p> <p>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 Ouelllette 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</p> <p>Administration</p> <p>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. 	<p>Administration</p> <p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> ● 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. 	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> ● 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. 	<p>Administration</p>
<ul style="list-style-type: none"> ● 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>

<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. 	
<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. 	
<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." 	
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Agostino, and approved. 	
<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. 	
<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. 	

<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>
--	-----------------------

<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>	