



## MINUTES

**MEETING:** Combined Striking Committees  
**DATE:** Tuesday, December 5, 2023  
**TIME:** 5:30 PM  
**LOCATION:** 484 Pelissier Street  
**ATTENDEES:** Andrew Corbett, Chris MacLeod, Misty Adams, Ray Blanchard, Sunny Bhatti, Olivia Holt, Councillor Renaldo Agostino  
**REGRETS:** Jennie Atkins, Ron Balla  
**STAFF:** Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p><b>CALL TO ORDER</b>                      Mr. MacLeod opened the meeting at 5:41 pm                      Reading of Land Acknowledgement.                      Distributed agenda was adopted by Ms. Adams, seconded by Mr. Agostino.</p>	<p>Administration                      Administration                      Board of Directors</p>
<p><b>DISCLOSURE OF INTEREST</b>                      None.</p>	
<p><b>ADOPTION OF THE MINUTES</b>                      Adoption of the Minutes of the combined Marketing &amp; Events and Infrastructure &amp; Development Striking committees held on November 9, 2023 was adopted by Mr. Agostino and seconded by Mr. Corbett.</p>	<p>Board of Directors</p>

<b>REGULAR BUSINESS ITEMS</b>	
<ul style="list-style-type: none"> <li>● <b>Benches – update</b> <ul style="list-style-type: none"> <li>○ Administration noted that a motion was made at the November 28, 2023 Board of Directors meeting to approve up to \$7,000 to add arms to the remaining benches.</li> <li>○ Administration noted the hope is to have the arms manufactured by year end and installed early in the new year.</li> </ul> </li> </ul>	<p>Board of Directors</p> <p>Administration</p>
<ul style="list-style-type: none"> <li>● <b>Cigarette Bins – update</b> <ul style="list-style-type: none"> <li>○ Administration noted that the questions have been printed and installed on the Cigarette Ballot Bins.</li> <li>○ Administration noted that the bins are to be installed in six downtown locations on Thursday, December 7 between 6:00-9:00am.</li> <li>○ Administration noted that a news conference will take place on Thursday, December 7 at 10:30am at The Loose Goose.</li> <li>○ Administration noted that there is an area on the DWBIA website where the public can suggest questions to pose on the ballot bins.</li> </ul> </li> </ul>	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> <li>● <b>Santa Claus Parade</b> <ul style="list-style-type: none"> <li>○ Administration noted that there was an excellent turnout for the event and how wonderful it was to see people of all ages downtown enjoying the event.</li> <li>○ Discussion surrounded whether there was a way to determine economic impact during the hours of the parade. Administration noted the only way to make a determination would be to approach each individual business and ask for their stats for that time frame. Administration also noted that many businesses are not open to sharing any information.</li> <li>○ Mr. MacLeod noted that the hot chocolate stands were a huge success, with less people attending the one close to Riverside Drive.</li> </ul> </li> </ul>	<p>Administration</p> <p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> <li>● <b>Winter Fest – Holiday Market</b> <ul style="list-style-type: none"> <li>○ Administration noted that the Holiday Market ran from 3pm to 8pm on December 2.</li> </ul> </li> </ul>	<p>Administration</p>

<ul style="list-style-type: none"> <li>○ Administration noted that it was well attended and the vendors were quite happy with the turnout.</li> <li>○ Discussion surrounded perhaps keeping the market open later if we run it at the same time as a parade.</li> <li>○ Discussion also surrounded putting up signage on the sidewalk at Park Street to announce the market.</li> <li>● <b>Swift-mas Christmas - update</b> <ul style="list-style-type: none"> <li>○ Administration noted that in the 4 days since the launch of the contest, there have been 96 entries, with purchases from 41 different downtown businesses.</li> <li>○ Administration noted that in addition to the entries there have been 2 essay entries.</li> <li>○ Discussion surrounded how the winners will be selected. The winners will be determined by random pick and Elev8 Web Studio, an independent contractor, will select the winners.</li> <li>○ Discussion surrounded making the announcement of the winners on AM-800, Mike &amp; Lisa, in early January 2024.</li> </ul> </li> <li>● <b>Security Cameras Grant</b> <ul style="list-style-type: none"> <li>○ Administration noted that the City of Windsor had brought a potential grant to our attention. The grant could potential be used for capital expenditures, such as the security cameras.</li> <li>○ Administration noted that Grant application is due on December 12, 2023 and the City has asked to see the completed application before it is submitted.</li> <li>○ Administration noted that it is a stretch for the DWBIA to apply for the grant as it deals with youth gun violence and the DWBIA does not in any way deal with this type of issue, nor is it our mandate.</li> <li>○ Administration noted, to complete the Application, 20 to 30 letters of support would be needed from downtown businesses showing how the DWBIA has helped with this type of issue.</li> </ul> </li> </ul>	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Board of Directors</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p>
<p><b>UPCOMING MEETING DATES</b></p> <ul style="list-style-type: none"> <li>● <b>DWBIA Board of Directors</b> Thursday, December 14, 2023</li> <li>● <b>Holiday Party</b> <i>Thursday, December 14, 2023</i></li> </ul>	

<b>UPCOMING MEETING DATES</b> <ul style="list-style-type: none"><li>• DWBIA Board of Directors Thursday, December 14, 2023</li><li>• Holiday Party Thursday, December 14, 2023</li></ul>	
<b>ADJOURNMENT</b> Meeting adjourned at 8:15pm	