



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:
<p>CALL TO ORDER</p> <p>Mr. MacLeod opened the meeting at 5:45pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Agostino, seconded by Mr. Bhatti.</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 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.</p>	<p>Board of Directors</p>

<ul style="list-style-type: none"> • Council Budget Meeting <ul style="list-style-type: none"> ○ 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 noted the number of patios, parklets and sidewalk cafes in the downtown. ○ 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 will contact City Administration to determine what the implications are of fees proposed for 2024. 	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> • Social Media Influencer Marketing <ul style="list-style-type: none"> ○ Jason Toner, Director of Marketing & Communications, TWEPI sent his regrets, and was unable to attend the meeting. ○ Administration noted that Mr. Toner has been invited to the next Infrastructure meeting to be held on February 15, 2024. ○ Discussion surrounded marketing ideas in the interim. 	<p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> • Grants <p>Experience Ontario 2024 – update</p> <ul style="list-style-type: none"> ○ The Grant submission has been completed and submitted. ○ 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. <p>Hydro One’s Energizing Life Community Fund .</p> <ul style="list-style-type: none"> ○ Administration noted that the grant submission is due on January 31, 2024. ○ Administration noted that if awarded, this grant would be used for the continuation of the Good Greens’ Food Reclamation Program, beyond June 2024. 	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p>

<p>My Main Streets</p> <ul style="list-style-type: none"> ○ Administration noted that this Grant launches on February 15, 2024. ○ 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 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.” 	<p>Administration</p> <p>Administration</p> <p>Administration</p>
<p>Tourism Growth Program</p> <ul style="list-style-type: none"> ○ Administration noted that the grant application closes on February 29, 2024. ○ 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. ○ 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. 	<p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> ● Special Olympics <ul style="list-style-type: none"> ○ 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. ○ Tickets were distributed to Board of Directors for distribution. 	<p>Administration</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> ● Biz X Magazine – Patti France <ul style="list-style-type: none"> ○ 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. ○ ○ 	<p>Administration</p>

<ul style="list-style-type: none"> ○ Discussion surrounded the advertising rates. ○ 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. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> ● Windsor Essex Community Foundation <ul style="list-style-type: none"> ○ Administration noted that the DWBIA had been invited to sponsor the 2024 Vital Signs Survey. ○ 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. 	<p>Administration</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> ● Canada Day Parade <ul style="list-style-type: none"> ○ 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. ○ Motion made by Mr. Agostino to “approve 24K for this year’s 2024 Santa Claus Parade and Canada Day Parade.” ○ The Motion was seconded by Mr. MacLeod, and approved. 	<p>Administration</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> ● Detroit Lions <ul style="list-style-type: none"> ○ 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 45-foot Lion at City Hall.” ○ The Motion was seconded by Mr. Holt, and approved. 	<p>Board of Directors</p>

<p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none">• 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	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 7:30pm</p>	

