



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, March 26, 2024

Time: 6:00 PM

Location: DWBIA Offices, 484 Pelissier Street

DIRECTORS:

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

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 MOTIONS & MINUTES

- Minutes of Board of Directors meeting held on February 27, 2024
- Minutes of Combined Striking Committees meeting held on March 14, 2024

Motions

- Volleyball – approved
- My Main Streets Community Activator Grant – approved
- Heatseeker Hot Sauce Festival 2 – Expenses & Sponsorship – approved
- Good Greens Food Reclamation Program – Merchandising – approved
- NHL Draft - approved

4. REGULAR BUSINESS ITEMS

- Downtown Safety Association – update
- Security Cameras– update
- Grants
- My Main Streets Community Activator Grant – update
- May Court Club & Rotary (1918)
- Municipal Garbage Bins, Sensors & Commercial Bulk Item Collection – update
- NFL Draft – update

5. PRESENTATIONS & DELEGATIONS

- Vincent Georgie – Executive Director – Windsor International Film Festival

6. NEW BUSINESS

- Windsor CTS – request letter of support
- Jewish Film Festival – sponsorship request
- Windsor Film Centre, “Where Film Meets Art” – sponsorship request

7. UPCOMING MEETINGS

- **Striking Committee Meeting**
Thursday, April 11, 2024 at 5:30 pm
- **Board of Directors Meeting**
Tuesday, April 23 at 5:30pm

ADJOURNMENT

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

MINUTES OF BOARD OF DIRECTORS MEETING

FEBRUARY 2024



THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION
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DOWNTOWN WINDSOR BIA BOARD OF DIRECTORS MEETING AGENDA

Date: Tuesday, February 27, 2024

Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

DIRECTORS:

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
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DWBIA Administrator:	Janice Dyett

1. 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

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



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 <ul style="list-style-type: none"> Experience Ontario 2024 – update <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. Hydro One’s Energizing Life Community Fund . <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>	



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 <ul style="list-style-type: none">• Reading of Land Acknowledgement.
ADOPTION OF THE DISTRIBUTED AGENDA <ul style="list-style-type: none">• Agenda adopted by Mr. Agostino and seconded by Mr. Blanchard
OPENING REMARKS & YEAR IN REVIEW <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• Kevin Macchio, Senior Manager, Audit, KPMG LLP<ul style="list-style-type: none">○ 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.”**
 - 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:
<p>CALL TO ORDER</p> <p>Mr. MacLeod opened the meeting at 5:45 pm</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Agostino, seconded by Mr. Blanchard.</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>Minutes of the combined Striking Committees meeting held on January 18, 2024 were adopted by Mr. Agostino and seconded by Mr. Corbett.</p>	<p>Striking Committees</p>

REGULAR BUSINESS ITEMS	
<ul style="list-style-type: none"> ● DWBIA Budget meeting – update <ul style="list-style-type: none"> ○ Mr. MacLeod noted that the meeting went well, with minimal membership attending. The Financial Statements and 2024 Budget were unanimously approved by membership. ○ Administration noted that the approved budget would be submitted to the City of Windsor, along with the meeting minutes. 	<p>Striking Committees</p> <p>Administration</p>
<ul style="list-style-type: none"> ● COW Budget 2024, Sidewalk Cafes & Parklets – update <ul style="list-style-type: none"> ○ Mr. Agostino noted that the City approved funding for downtown projects/initiatives in the amount of \$1 million in the capital budget. ○ Mr. Agostino noted that the City will leave metered parking at 6pm, but also noted that other ideas are being discussed. ○ 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. 	<p>Striking Committees</p> <p>Striking Committees</p>
<ul style="list-style-type: none"> ● Downtown Safety & Security Roundtable – update <ul style="list-style-type: none"> ○ Mr. Agostino noted that the most recent meeting went smoothly. ○ Mr. Agostino noted that there are some upcoming announcements, where concrete supports will be put in place for vulnerable citizens. 	<p>Striking Committees</p> <p>Striking Committees</p>
<ul style="list-style-type: none"> ● Influencer Marketing – update <ul style="list-style-type: none"> ○ 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. ○ Administration noted that the FedDev Tourism Growth grant, due February 29, 2024, would be a source of funding for these projects. 	<p>Striking Committees</p> <p>Administration</p>
<ul style="list-style-type: none"> ● Grants – update <ul style="list-style-type: none"> ○ 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. 	<p>Administration</p>

<ul style="list-style-type: none"> • Cigarette Bins – update <ul style="list-style-type: none"> ○ Administration noted that there are 2 cigarette bins that have been vandalised, specifically in front of Lefty’s and The Bull & Barrel. ○ Administration noted that the manufacturer has been contacted and that we are looking into the cost of replacement parts compared to new bins. ○ Discussion to continue at Board of Directors meeting on February 27, 2024. 	<p>Administration</p> <p>Administration</p> <p>Striking Committees</p>
<ul style="list-style-type: none"> • Shane Peters – Good Greens Food Reclamation Program <ul style="list-style-type: none"> ○ Mr. Peters attended the meeting to present the Interim Report for the Good Greens Food Reclamation Program. ○ 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. ○ 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.” ○ The Motion was seconded by Ms. Holt, and approved. 	<p>Administration</p> <p>Administration</p> <p>Striking Committees</p>
<p>NEW BUSINESS ITEMS</p>	
<ul style="list-style-type: none"> • Jennifer Matotek, Executive Director – Art Windsor-Essex <ul style="list-style-type: none"> ○ 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. 	<p>Striking Committees</p>
<ul style="list-style-type: none"> • Rose City Clean Sweep <ul style="list-style-type: none"> ○ 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. 	<p>Administration</p>

<ul style="list-style-type: none"> ○ 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
<ul style="list-style-type: none"> ○ This item is tabled for discussion at the Board of Directors meeting on February 27, 2024. 	Striking Committees
<ul style="list-style-type: none"> ● Municipal Garbage Bin Sensors & Commercial Bulk Item Collection 	Striking Committees
<ul style="list-style-type: none"> ○ 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
<ul style="list-style-type: none"> ○ Discussion surrounded the cost of the sensors as well as the cost to monitor the sensors. 	Striking Committees
<ul style="list-style-type: none"> ○ 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
<ul style="list-style-type: none"> ○ 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
<ul style="list-style-type: none"> ○ This item is tabled for discussion at the Board of Directors meeting on February 27, 2024. 	Striking Committees
<ul style="list-style-type: none"> ● Battle 519 Event 2024 	
<ul style="list-style-type: none"> ○ Administration spoke about Battle 519, which is a basketball tournament taking place the first weekend of September 2024 at Riverfront Festival Plaza 	Administration
<ul style="list-style-type: none"> ○ 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
<ul style="list-style-type: none"> ● Accessible Parking on University West, between Pelissier & Victoria 	Administration
<ul style="list-style-type: none"> ○ 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. 	
<ul style="list-style-type: none"> ○ The City has also proposed an alternative in converting commercial loading spots to commercial/accessible spots in front of the Capitol Theatre. 	

<ul style="list-style-type: none"> ○ Motion made by Mr. Agostino “to convert commercial parking in front of WSO/Capitol to commercial/accessible parking.” ○ The Motion was seconded by Mr. Corbett, and approved. 	<p>Striking Committees</p>
<ul style="list-style-type: none"> ● Chamber of Commerce – event <ul style="list-style-type: none"> ○ 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. ○ Mr. MacLeod asked the Committee if any other members were interested in attending. Messrs. Agostino, Blanchard, MacLeod and Bhatti expressed interest in attending. 	<p>Striking Committees</p> <p>Striking Committees</p>
<ul style="list-style-type: none"> ● Metropolitan Building – Banners <ul style="list-style-type: none"> ○ 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. ○ Discussion surrounded using DWBIA’s insurance to cover liability insurance requirements of member businesses attempting to beautify their buildings. ○ 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.” ○ The Motion was seconded by Ms. Holt, and approved. 	<p>Striking Committees</p> <p>Striking Committees</p>
<ul style="list-style-type: none"> ● Volleyball Courts <ul style="list-style-type: none"> ○ Administration noted that there is exciting news to share regarding the Volleyball Courts. ○ 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. ○ The DWBIA would need staff to clean before and after games. The time needed for this would be minimal. ○ The Committee approved Administration proceeding with this project. 	<p>Administration</p> <p>Administration</p>

MINUTES OF STRIKING COMMITTEE MEETING

MARCH 2024



MINUTES

MEETING: Striking Committee

DATE: Thursday, March 14, 2024

TIME: 5:30 PM

LOCATION: 484 Pelissier Street

ATTENDEES: Chris MacLeod, Andrew Corbett, Ray Blanchard, Sunny Bhatti, Olivia Holt, Misty Adams, Ron Balla, Councillor Renaldo Agostino

REGRETS: Olivia Holt

STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER</p> <p>Mr. MacLeod opened the meeting at 5:45 pm</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>Striking Committee</p>
<p>DISCLOSURE OF INTEREST</p> <p>None.</p>	
<p>ADOPTION OF THE MINUTES</p> <p>Minutes of the combined Striking Committees meeting held on February 15, 202 were adopted by Mr. Blanchard, seconded by Mr. Corbett and approved by the Committee</p>	<p>Striking Committee</p>

REGULAR BUSINESS ITEMS	
<ul style="list-style-type: none"> • Downtown Safety Association – update <ul style="list-style-type: none"> ○ Mr. Agostino noted that the warming bus pilot project, which started on February 24 and has been operating throughout the city, has met with great success. ○ Mr. Agostino noted that funding for this project has been approved through to the end of April. He also noted that he will be bringing a request to City Council to prolong the project. 	<p>Striking Committee</p> <p>Striking Committee</p>
<ul style="list-style-type: none"> • Cigarette Bins – update <ul style="list-style-type: none"> ○ Administration noted that the bins had been shipped from the United Kingdom and were expected to be delivered within the week. ○ Once received, the bins will be rekeyed, the damaged bins will be replaced, and the remaining bins will be removed, rekeyed, and rehung. 	<p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> • Garbage containers <ul style="list-style-type: none"> ○ Administration noted that the City of Windsor’s Environmental Services Department is interested in chain link boxes for businesses to store their garbage. ○ Administration noted that it was waiting on quotes and specifications. 	<p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> • Garbage Bin Sensors – update <ul style="list-style-type: none"> ○ Administration noted that 10 sensors have been ordered and the DWBIA will be able to select the areas of greatest need. ○ Administration also noted that there are 174 bins located within the DWBIA’s business district, with 3 or 4 different models. As infrastructure is replaced, the plan is to have consistency with the models. 	<p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> • Volleyball – update <ul style="list-style-type: none"> ○ Administration noted that plans for the volleyball leagues are coming along nicely, with registration going well. 	<p>Administration</p>

<ul style="list-style-type: none"> ○ Administration noted that it was seeking sponsors for the 2024 tournaments, and that it will be asking the City’s Parking Enforcement Department to consider waiving fees at Municipal Lot 15 weeknights, between 6pm-10pm, while play is ongoing. 	Administration
<ul style="list-style-type: none"> ○ Administration noted that it had received 4 quotes for the installation of lighting and outdoor GFIs at the Khan Courts. 	Striking Committee
<ul style="list-style-type: none"> ○ Motion made by Mr. Corbett “to approve a budget of up to \$8500 for the electrical required for the volleyball courts.” 	Striking Committee
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Agostino, and approved. 	Striking Committee
<ul style="list-style-type: none"> ● My Main Streets Community Activator Grant – update 	
<ul style="list-style-type: none"> ○ It was noted that the Windsor Fire Department will not permit lighting to be strung across Pelissier Street. 	Striking Committee
<ul style="list-style-type: none"> ○ Administration noted that the City of Windsor has agreed to lights being installed from pole to pole along Ouellette Avenue, to encompass the Great Canadian Flag to Elliott Street. 	Striking Committee
<ul style="list-style-type: none"> ○ In order to receive a CAO Report permitting the project along with the necessary permit(s), the DWBIA needs to provide the municipality with architectural drawings. 	Administration
<ul style="list-style-type: none"> ○ Motion made by Mr. Agostino to “spend up to 5K from the BRA for lighting drawings.” 	Striking Committee
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Bhatti, and approved. 	Administration
<ul style="list-style-type: none"> ● Grants 	
<ul style="list-style-type: none"> ○ May Court Club 	
<ul style="list-style-type: none"> ➤ Administration noted that if awarded, this Grant could be put towards Volleyball as the grant focuses on youth, wellness and physical activity 	Administration
<ul style="list-style-type: none"> ○ Rotary Club (1918) 	
<ul style="list-style-type: none"> ➤ Administration noted that if awarded, the funding would go towards the Good Greens Food Reclamation Program, as the Grant is to help with food insecurity. 	Administration
<ul style="list-style-type: none"> ➤ Administration also noted that the Application for the Grant must be brought forth by a Rotary (1918) member. 	Administration

<ul style="list-style-type: none"> • Canada Day Parade <ul style="list-style-type: none"> ○ The announcement for the Canada Day Parade was made on March 13, with great media coverage. ○ Conversation surrounded who should Marshall the parade, Mr. Agostino to discuss the position with some known media personalities. ○ Discussion surrounded other activation ideas, specifically a Fan Zone on Freedom Way, Buskers, a Canada Day Arts Fair, and a pop-up market. 	<p>Administration</p> <p>Striking Committee</p> <p>Administration</p> <p>Striking Committees</p>
<p>NEW BUSINESS ITEMS</p>	
<ul style="list-style-type: none"> • Heatseeker Hot Sauce Festival 2 – expenses and partnership <ul style="list-style-type: none"> ○ Administration noted that the DWBIA had been contacted by Jeff and Christie Denomme, who are planning to bring the Heatseeker Hot Sauce Festival 2 back to the Pelissier Street. Parking Garage on Saturday, May 11. ○ Administration noted that the event will coincide and overlap with the Downtown Windsor Farmers’ Market. ○ Administration noted that costs will run around \$1300 and that the organizers have requested sponsorship from the DWBIA. ○ The Striking Committee agreed to support the festival but instructed Administration to negotiate the use of the DWBIA’s logo on print and digital materials, as well as to garner complimentary tickets to the event. Further, Administration is to ask the Organizers to encourage visitors to frequent and support member businesses. ○ Motion made by Mr. Agostino for “\$1300 for heat seekers festival.” ○ The Motion was seconded by Mr. Bhatti, and approved. 	<p>Striking Committees</p> <p>Administration</p> <p>Administration</p> <p>Striking Committee Administration</p> <p>Striking Committee</p> <p>Striking Committee</p>
<ul style="list-style-type: none"> • Good Greens Food Reclamation Program - merchandising <ul style="list-style-type: none"> ○ Administration noted that the DWBIA will be setting up a pop-up booth at the Downtown Windsor Farmers’ Markets to educate the public about the project. ○ Promotional items need to be purchased, namely reuseable shopping bags, pens, and mugs. ○ 	<p>Administration</p> <p>Striking Committee</p>

<ul style="list-style-type: none"> ○ The DWBIA will also be accepting donations at the booth and, dependent on the size of donation, supporters will be awarded a tote bag, pen, mug etc. 	<p>Administration</p>
<ul style="list-style-type: none"> ○ Monies received will first go to offsetting the cost of promotional items and all other proceeds will be used to extending the program to the end of market season. 	<p>Administration</p>
<ul style="list-style-type: none"> ○ Motion made by Mr. Agostino to spend “\$2300 for Good Greens merchandise. Report back on what we make/recover.” 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Bhatti, and approved. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ● Rainbow Registered Program (2SLGBTQI + Tourism) 	
<ul style="list-style-type: none"> ○ Administration noted that TWEPI had approached the DWBIA to gauge its interest in becoming certified as LGBTQ+ friendly, which is done through the Rainbow Registered Accreditation Program. 	<p>Administration</p>
<ul style="list-style-type: none"> ○ Administration will be setting up a meeting with Canada's 2SLGBTQI+ Chamber of Commerce to learn more. 	<p>Administration</p>
<ul style="list-style-type: none"> ● Festival of Holi – event 	
<ul style="list-style-type: none"> ○ Administration noted that it had been contacted by one of its members regarding the upcoming Festival of Holt event. The business had originally been contacted by a University of Windsor Student Group who are looking to stage the event in Art Alley. 	<p>Administration</p>
<ul style="list-style-type: none"> ○ The event organizers intend throwing colour powder, similar to the product used at the Color Run, and there as serious concerns about the use of these materials in Art Alley where thousands of art installations could be damaged. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ The Committee discussed other locations that may be better suited to the event. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ● NFL Draft 	
<ul style="list-style-type: none"> ○ The NFL Draft will take place at Campus Martius Park, in Detroit, from Thursday, April 25 to Saturday, April 27. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ The hotels in Detroit and surrounding areas are fully booked, and Windsor is encouraging football fans to stay and eat in the city. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ The City of Windsor has negotiated the use of the rights from the NFL for this event. 	<p>Striking Committee</p>

<ul style="list-style-type: none"> ○ Rectangular NFL flags will be hung along Ouellette Avenue to celebrate this event. ○ A local Windsor youth is in the draft, and the City of Windsor would like to show support to him and his family. ○ There will be a football clinic at City Hall, the Downtown Windsor Farmers' Market will be football-themed, and a street party, with live entertainment and stage, will take place on the 300 block of Ouellette Avenue on Saturday evening, April 27. ○ Motion made by Mr. Corbett "to invest \$10,000 into a street closure and concert on Ouellette Avenue for Draft weekend." ○ Mr. Agostino declared a conflict. ○ The Motion was seconded by Ms. Adams, and approved. ● 519 Day <ul style="list-style-type: none"> ○ Administration noted that Detroit had just celebrated 313 Day on March 13, with some restaurants selling foods and appetizers for \$3.13. ○ Administration suggested that the DWBIA could present a 519 Day this year, and a 226 and 519 Day in 2025. ○ It was noted that 5-19 (May 19) is a Sunday with many of our local downtown businesses closed. ○ Suggestion made to wait till 2025 with more time to contact businesses who may want to a participate and advertise. ○ It was resolved that Administration would begin working on a 519 Day event for 2024, and report back on the feasibility of doing an event in 2024 at the Striking Committee Meeting in April. 	<p>Striking Committee</p> <p>Striking Committee</p> <p>Striking Committee</p> <p>Striking Committee</p> <p>Striking Committee</p> <p>Striking Committee</p> <p>Striking Committee</p> <p>Striking Committee</p> <p>Administration</p> <p>Administration</p> <p>Striking Committee</p> <p>Administration</p>
<p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none"> ● DWBRA Board of Directors meeting Tuesday, March 26, 2024 at 5:30pm ● DWBIA Board of Directors meeting Tuesday, March 26, 2024 at 6:00pm ● Combined Striking Committees meeting Thursday, April 11, 2024 at 5:30pm 	

<ul style="list-style-type: none">• Board of Directors meeting Tuesday, April 23, 2024 at 5:30pm	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 7:45pm</p>	