



MINUTES

MEETING: Board of Directors

DATE: Thursday, March 26, 2024

TIME: 6:00 PM

LOCATION: 484 Pelissier Street

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

REGRETS: Ron Balla

STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER</p> <p>Mr. Corbett opened the meeting at 6:15 pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Ms. Sergi, seconded by Mr. Agostino.</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 & MOTIONS</p> <p>Minutes of the Board of Directors meeting held on February 27, 2024 moved by Mr. Blanchard, seconded by Mr. Agostino.</p> <p>Minutes of Combined Striking Committee meeting held on March 14, 2024 moved by Mr. Blanchard, seconded by Ms. Sergi.</p>	<p>Board of Directors</p> <p>Board of Directors</p>

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<ul style="list-style-type: none"> • Downtown Safety Association – update <ul style="list-style-type: none"> ○ Mr. Agostino noted that there is progress being made and an announcement will be made within the month. ○ Mr. Agostino noted the success of the warming bus which runs until the end of April 2024. Discussions are ongoing on whether it is feasible to keep the bus running past the April 2024 end date. • Security Cameras – update <ul style="list-style-type: none"> ○ Discussion surrounded extending the camera pilot project for an additional 3 month. At that time, there may be further information on extending the program to other downtown businesses. ○ Motion made by Mr. Agostino to “extend camera pilot program funding for an additional 3 months.” ○ The Motion was seconded by Mr. Bhatti, and approved. • Grants <ul style="list-style-type: none"> ○ My Main Streets Community Activator Grant <ul style="list-style-type: none"> ➤ Administration noted that, if awarded, this grant would be used for light installations downtown, specifically on Ouellette Avenue, between the Great Canadian Flag and Elliott Street. ➤ Administration noted that the grant is due on Sunday, March 31, 2024. ➤ Administration noted that letters of support are needed. ○ May Court Club Grant <ul style="list-style-type: none"> ➤ Administration noted that this grant is worth between \$2,000 and \$5,000. If awarded, the grant would be used for youth volleyball tournaments. ○ Rotary (1918) Grant 	<p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p>
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<ul style="list-style-type: none"> ➤ Administration noted that the application was to be made via a local charity. ➤ Administration also noted that the application must be supported by a Rotary (1918) champion”. ➤ Assuming the DWBIA could apply for this grant, and the application was successful, the funds would be used for Good Greens. 	<p>Administration</p> <p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> ● Registration for Benevity Causes <ul style="list-style-type: none"> ○ Administration noted that the Downtown Windsor Business Improvement Association is now a member of Benevity Causes. ○ The Downtown Windsor Farmers’ Market, Art Alley, Good Greens Food Reclamation Program and Beach Bash Volleyball are the current causes that people can go online and donate to. ○ It was suggested by the Board of Directors that Benevity be added to our website, with links attached for donations. 	<p>Administration</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> ● Cigarette Bins - updated <ul style="list-style-type: none"> ○ Administration noted that three new bins have arrived. We are waiting on the delivery of the new lock mechanisms. ○ Once the lock mechanisms arrive, they will be affixed to the current and new bins, and the bins will be installed on Ouellette Avenue. ○ The Board of Directors chose 6 new questions to be installed in the bins. 	<p>Administration</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> ● NFL Draft <ul style="list-style-type: none"> ○ An announcement will be made by the City of Windsor next week regarding the activities surrounding the NFL Draft. ○ The DWBIA’s part in these activities is the staged event which will take place on Saturday, April 27. 	

<ul style="list-style-type: none"> ○ Discussion surrounded ways to include downtown businesses in this event, including marketing elements. ○ Motion made by Mr. Corbett to “approve a budget of up to \$2500 to go towards print, design, prizing and marketing of a ‘draft week’ promotion in DT.” ○ The Motion was seconded by Mr. Agostino, and approved. 	<p>Board of Directors</p> <p>Board of Directors</p>
<p>NEW BUSINESS</p>	
<ul style="list-style-type: none"> ● Windsor CTS Site – Windsor CTS Advocacy Group 	
<ul style="list-style-type: none"> ○ Administration noted that the DWBIA was contacted by the Windsor CTS Advocacy Group requesting a letter of support. 	<p>Administration</p>
<ul style="list-style-type: none"> ○ Discussion surrounded the fact that the Downtown Windsor Business Improvement Association had previously provided a letter of support to the Windsor Essex County Health Unit. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> ○ Decision made to not provide the letter of support to this group. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> ● Jewish Film Festival – sponsorship request 	
<ul style="list-style-type: none"> ○ Administration noted that the DWBIA has been provided with a sponsorship package to support the Jewish Film Festival. 	<p>Administration</p>
<p>It was noted that the films shown are generally historically educational.</p>	
<ul style="list-style-type: none"> ○ The Jewish Film Festival will be held at the Capitol Theatre from June 17-June 20, 2024. 	
<ul style="list-style-type: none"> ○ Motion made by Mr. Agostino to “support Jewish Film Festival \$500.” 	<p>Board of Directors</p>
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Corbett, and approved. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> ● Windsor Film Centre – “Where Film Meets Art” – sponsorship request 	
<ul style="list-style-type: none"> ○ Sponsorship request was received from Amanda Gelman. 	
<ul style="list-style-type: none"> ○ The event, Where Film Meets Art will take place at 664 Victoria Ave., between April 28-March 3, 2024. 	

<ul style="list-style-type: none"> ○ Motion made by Mr. Blanchard “to support the Windsor Film Festival with a 2024 Donation of \$500.00.” ○ The Motion was seconded by Ms. Atkins, and approved. ● AM 800 Marketing Proposal <ul style="list-style-type: none"> ○ Two proposals have been received from Bell Media / AM800.CKLW. ○ Discussion surrounded the uniqueness of Windsor, with a large percentage of the population listening to AM800’s Morning Show. ○ Discussion surrounded the proposals including cost, time on air, and time of day. ○ Discussion also surrounded if this is the right time to launch a downtown rebranding campaign or whether it is better to wait for upcoming announcements to be made. ○ Further discussion was held on whether there is a way to track an uptick in visitors and spending due to the ads. ○ Direction made for Mr. Agostino and Ms. Croucher to renegotiate with Bell Media/AM800 and come back to the Board with updated proposal. 	<p>Board of Directors</p>
<p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none"> ● Combined Striking Committees Meeting Thursday, April 11, 2024 at 5:30pm ● Board of Directors Meeting Tuesday, April 23, 2024 at 5:30pm ● Combined Striking Committees Meeting Tuesday, May 9, 2024 at 5:30pm ● Board of Directors Meeting Tuesday, May 28, 2024 at 5:30pm 	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 8:00 pm.</p>	