



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, April 23, 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
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 MINUTES

- Minutes of Board of Directors Meeting held on March 26, 2024
- Minutes of Striking Committee Meeting held on April 11, 2024

4. REGULAR BUSINESS ITEMS

- Our Downtown Campaign
- NFL Draft Block Party - update
- Beach Bash Volleyball Tournament – update
- Grants
 - Hydro One
 - Canada Summer Jobs
- Cigarette Bins – update
- Benches – update
- Downtown Windsor Farmers' Market – update
- Good Greens Food Reclamation Program - update

5. NEW BUSINESS

6. UPCOMING MEETINGS

Combined Striking Committees meeting
Thursday, May 9, 2024 at 5:30 pm

Board of Directors meeting
Tuesday, May 28 at 5:30pm

ADJOURNMENT

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

**MINUTES OF BOARD OF DIRECTORS MEETING
HELD MARCH 26, 2024**



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. 	Board of Directors
<ul style="list-style-type: none"> ○ 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. 	Board of Directors
<ul style="list-style-type: none"> • 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. 	Board of Directors
<ul style="list-style-type: none"> ○ Motion made by Mr. Agostino to “extend camera pilot program funding for an additional 3 months.” 	Board of Directors
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Bhatti, and approved. 	Board of Directors
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> ➤ Administration noted that the grant is due on Sunday, March 31, 2024. 	Administration
<ul style="list-style-type: none"> ➤ Administration noted that letters of support are needed. 	Administration
<ul style="list-style-type: none"> ○ 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. 	Administration
<ul style="list-style-type: none"> ○ Rotary (1918) Grant 	

<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. ○ Discussion surrounded ways to include downtown businesses in this event, including marketing elements. 	

<ul style="list-style-type: none"> ○ 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>NEW BUSINESS</p>	<p>Board of Directors</p>
<ul style="list-style-type: none"> ● Windsor CTS Site – Windsor CTS Advocacy Group 	<p>Board of Directors</p>
<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 	<p>Board of Directors</p>
<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>	<p>Administration</p>
<ul style="list-style-type: none"> ○ The Jewish Film Festival will be held at the Capitol Theatre from June 17-June 20, 2024. 	<p>Board of Directors</p>
<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 	<p>Board of Directors</p>
<ul style="list-style-type: none"> ○ Sponsorship request was received from Amanda Gelman. 	<p>Board of Directors</p>
<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. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> ○ Motion made by Mr. Blanchard “to support the Windsor Film Festival with a 2024 Donation of \$500.00.” 	<p>Board of Directors</p>

<ul style="list-style-type: none"> ○ 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>	

**MINUTES OF STRIKING COMMITTEE MEETING
HELD APRIL 11, 2024**



MINUTES

MEETING: Combined Striking Committees
DATE: Thursday, April 11, 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:
GUEST:
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER</p> <p>Mr. MacLeod opened the meeting at 5:10 pm</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Corbett, seconded by Mr. Blanchard.</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 March 14, 202 were adopted by Mr. Blanchard and seconded by Mr. Corbett.</p>	<p>Striking Committee</p>

REGULAR BUSINESS ITEMS	
<ul style="list-style-type: none"> • NFL - update <ul style="list-style-type: none"> ○ Mr. Agostino noted that the roster of musicians had been finalized. The performance will be from Windsor and Detroit, keeping in line with the Windsor-Detroit vibe. ○ Administration spoke about the Farmers’ Market and the football theme surrounding the Market on April 27. Vendors are encouraged to wear their favourite team jerseys. Face painting, temporary tattoos, as well as a roving caricaturist will be on site, amongst others. ○ Discussion surrounded downtown businesses and how to get them involved, as well as the costs associated with the concert downtown. ○ Motion made by Mr. Agostino “to create up to \$10,000 budget, if necessary, for NFL Draft. Spending to be approved by Marketing Committee.” ○ The Motion was seconded by Mr. Corbett, and approved. 	<p>Striking Committee</p> <p>Administration</p> <p>Striking Committee</p> <p>Striking Committee</p> <p>Striking Committee</p>
<ul style="list-style-type: none"> • Benches - update <ul style="list-style-type: none"> ○ Administration noted that the arms previously ordered had been installed. ○ An additional 80 arms need to be ordered. It was noted that the City of Windsor may reimburse us for the cost of these arms under the new Strengthen the Core - Downtown Windsor Revitalization Plan. ○ Motion made by Mr. Corbett to “approve a budget of \$8,000 for bench arms.” ○ The Motion was seconded by Ms. Adams, and approved. 	<p>Administration</p> <p>Administration</p> <p>Striking Committee</p> <p>Striking Committee</p>
<ul style="list-style-type: none"> • Cigarette Bins <ul style="list-style-type: none"> ○ Administration noted that the cigarette bins have arrived with updated questions in place. ○ Administration noted that we are hoping to have the bins installed next week. A news release announcing the new bins will be issued as well. 	<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 noted that the Good Greens program has been running for 2 weeks, alongside with the Farmers' Market. ○ Administration stated that baked goods are also being included this season. ○ Administration advised that its Hydro One grant application had been successful, and that we would be awarded \$25,000 that would cover program costs through to June 2025. • Farmers' Market By-Law Violation <ul style="list-style-type: none"> ○ Administration noted that a member business had been putting out tables with religious reading materials and had been soliciting visitors for the past 2 weeks of the Farmers' Market. ○ Administration noted that the business had been contacted by email after each incident, and has been encouraged to contact the City of Windsor regarding by-laws. ○ If these infractions continue to occur, Administration will contact the City of Windsor By-Law Officers and ask them to get involved. • Steel Garbage Enclosures – update <ul style="list-style-type: none"> ○ Administration noted that the prices for metal cage garbage enclosures run between \$2,500 and \$3,000. Each enclosure holds 3 bins. ○ Discussion surrounded having a student contact local businesses to find out the level of interest, perhaps having a program such as the broken window program, whereby the DWBIA pays a portion of the cost for each enclosure. <p>NEW BUSINESS ITEMS</p> <ul style="list-style-type: none"> • OMCA Conference 	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Striking Committee</p>
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<ul style="list-style-type: none"> ○ Administration noted that OMCA (Ontario Motor Coach Association) will be holding a conference at Caesars Windsor on November 4-6, 2024. 	<p>Administration</p>
<ul style="list-style-type: none"> ○ Discussion surrounded the number of tour operators that would be attending this conference and whether the DWBIA is interested in participating in this conference with the goal of highlighting downtown Windsor. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ It was mentioned that to do this properly, it will take a lot of work from the Marketing Committee. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ Decision to bring this back to the next Striking Committee for further discussion. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ Motion made by Mr. Corbett to “approve a budget of up to \$1000 for the OMCA Conference”. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Agostino, and approved. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ● Vincent Georgie, WIFF - sponsorship 	
<ul style="list-style-type: none"> ○ Mr. Georgie met with the Striking Committee, with the announcement that this is WIFF’s 20th anniversary. He made note of plans for the upcoming year including, but not limited, the continuation of the WIFF Presents series. 	
<ul style="list-style-type: none"> ○ Mr. Georgie presented WIFF 20 sponsorship package. 	
<ul style="list-style-type: none"> ○ Motion made by Mr. MacLeod to “sponsor WIFF \$20,000.” 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ The Motion was seconded by Ms. Holt, and approved. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ● Dartis Willis, Windsor Express Basketball 	
<ul style="list-style-type: none"> ○ Mr. Willis met with the Striking Committee to inform them of the continued interest in moving Windsor Express to the former Windsor Arena, downtown. 	<p>Striking Committees</p>
<ul style="list-style-type: none"> ● Spinning Stories - sponsorship 	
<ul style="list-style-type: none"> ○ Administration presented a sponsorship proposal from Syx Langemanm regarding the screening of his docu-series Spinning Stories. The screening will be held at the Capitol Theatre on Saturday, April 20, 2024. 	<p>Administration</p>

<ul style="list-style-type: none"> ○ The event coincides with Record Store Day and features local collectors, record store owners and musicians. ○ Motion made by Mr. Agostino to “support spinning stories. Promote event come to Dr. Disc. \$500.” ○ The Motion was seconded by Mr. Balla, and approved. <p>• Peter Tran – Downtown BIA grant for small business</p> <ul style="list-style-type: none"> ○ Mr. Tran, along with Mr. Hyung Sook (Robin) Kim, presented the Striking Committee with a completed Commercial Rent Subsidy Program Application for a sushi restaurant opening up in June in the 500 block of Pelissier Street ○ Mr. Tran spoke on behalf of Mr. Kim as there was a language barrier. ○ The Striking Committee asked some questions regarding previous restaurant experience as well as plans for the business. ○ Discussion ensued, following the departure of Mr. Tran and Mr. Kim, and the Striking Committee did not approve the application for funding at this time. <p>• WBIAAC Canada Day giveaway</p> <ul style="list-style-type: none"> ○ Administration noted that the County BIAs are interested in a Canada Day giveaway, where each of the participating BIA’s put together a basket of local items, valued at \$300. The giveaways would be cross-promoted and awarded on one another’s Facebook pages. ○ The Striking Committee approved the expenditure. 	<p>Administration</p> <p>Striking Committee</p> <p>Striking Committee</p> <p>Administration</p> <p>Striking Committee</p> <p>Striking Committee</p> <p>Administration</p> <p>Administration</p>
<p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none"> • DWBIA Board of Directors meeting Tuesday, April 23, 2024 at 5:30pm • Combined Striking Committees meeting Thursday, May 9, 2024 at 5:30pm 	

<ul style="list-style-type: none">• Board of Directors meeting Tuesday, May 28, 2024 at 5:30pm	
ADJOURNMENT Meeting adjourned at 6:45pm.	