



**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, May 27, 2025

Time: 6:00 PM

Location: DWBIA Offices, 484 Pelissier Street

### **DIRECTORS:**

Professional Services:	Chris MacLeod
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 [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 MINUTES

- Minutes of the Board of Directors meeting held on April 22, 2025.
- Minutes of the Striking Committees meeting held on May 8, 2025

## 4. REGULAR BUSINESS ITEMS

- Beach Bash Volleyball Tournament – update
- Downtown Mission – fencing
- Downtown Lighting - update
- The Squirrel Cage – planter proposal
- Video Wall – motion
- Downtown Events Proposal – update

## 5. NEW BUSINESS

- First impressions Community Exchange Program – collaboration with Downtown London
- Unsanctioned lights in front of downtown businesses
- DWBRA separation

## 6. UPCOMING MEETINGS

**DWBIA Striking Committee Meeting**  
Thursday, June 12, 2025 at 5:30pm

**DWBIA Board of Directors Meeting**  
Tuesday, June 24, 2025 at 5:30pm

**DWBIA Striking Committee Meeting**  
Thursday, July 10, 2025

**DWBIA Board of Directors Meeting**  
Tuesday, July 29, 2025

## ADJOURNMENT

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



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**MINUTES OF THE DWBIA BOARD OF DIRECTORS  
APRIL 22, 2025.**



## MINUTES

**MEETING:** Board of Directors

**DATE:** Tuesday, March 25, 2025

**TIME:** 5:30 PM

**LOCATION:** 484 Pelissier Street

**ATTENDEES:** Chris MacLeod, Ray Blanchard, Sunny Bhatti, Misty Adams, Jennie Atkins, Ron Balla, Olivia Holt, Councillor Renaldo Agostino

**STAFF:** Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<b>CALL TO ORDER</b> Mr. MacLeod opened the meeting at 6:05 pm.  Reading of Land Acknowledgement.  Distributed agenda was adopted by Ms. Holt, seconded by Ms. Adams.	Board of Directors  Administration  Board of Directors
<b>DISCLOSURE OF INTEREST</b>  None	
<b>ADOPTION OF THE MINUTES &amp; MOTIONS</b>  Minutes of the Board of Directors meeting held on February 25, 2025 were moved by Mr. Balla, seconded by Ms. Holt.  Minutes of the Striking Committee meeting held on March 13, 2025 were moved by Mr. Balla, seconded by Ms. Holt.	Board of Directors  Board of Directors

<b>REGULAR BUSINESS ITEMS</b>	
<ul style="list-style-type: none"> <li>• <b>2025 Event Policy - approval</b> <ul style="list-style-type: none"> <li>○ The Board of Directors was presented with the finalized 2025 Event Policy for approval.</li> <li>○ Administration noted that the Policy will be added to the DWBIA website.</li> </ul> </li> </ul>	<p>Board of Directors</p> <p>Administration</p>
<ul style="list-style-type: none"> <li>• <b>2025 Events Calendar – Discussion and approval</b> <ul style="list-style-type: none"> <li>○ The Board of Directors was presented with the 2025 Events Calendar.</li> <li>○ Administration noted that the Ad Hoc Events Committee has met to discuss possible events and dates, which have been added to the 2025 Events Calendar.</li> <li>○ The item has been deferred to the Events Committee for finalization.</li> </ul> </li> </ul>	<p>Board of Directors</p> <p>Administration</p> <p>Administration</p>
<ul style="list-style-type: none"> <li>• <b>Night Markets - TWEPI</b> <ul style="list-style-type: none"> <li>○ Administration noted that this item was brought up at the last Board of Directors meeting.</li> <li>○ Administration asked the Board of Directors for any Night Market dates along with suggestions.</li> <li>○ After discussion and no conclusions, this event was deferred to the Events Committee.</li> </ul> </li> </ul>	<p>Administration</p> <p>Board of Directors</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> <li>• <b>Volleyball League</b> <ul style="list-style-type: none"> <li>○ Administration noted that the Volleyball League will run Monday through Thursday, starting on May 5 to August 28.</li> <li>○ The Board of Directors suggested ideas to persuade teams to register.</li> <li>○ This item was deferred to the Events Committee</li> </ul> </li> </ul>	<p>Administration</p> <p>Board of Directors</p> <p>Administration</p>
<ul style="list-style-type: none"> <li>• <b>Downtown Mission – Cleaning &amp; Fencing</b> <ul style="list-style-type: none"> <li>○ Mr. MacLeod spoke to the continuing trash issues surrounding the Downtown Mission.</li> <li>○ The Board of Directors looked over previous quotes for fencing and adding slats to the fencing.</li> <li>○ Motion made by Mr. Agostino <b>“2500 to spend on mission fence and slats.”</b></li> </ul> </li> </ul>	<p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p>

<ul style="list-style-type: none"> <li>o The Motion was seconded by Mr. MacLeod, and approved.</li> </ul>	Board of Directors
<ul style="list-style-type: none"> <li>• <b>Downtown Lighting</b></li> </ul>	
<ul style="list-style-type: none"> <li>o The Board of Directors was presented with 3 quotes for lighting, not including installation.</li> </ul>	Board of Directors
<ul style="list-style-type: none"> <li>o The Board would like to invite the company owner, with the best price point and completion date, to give a presentation early next month. This would allow the Board to ask any operational, procedural and warranty specific questions.</li> </ul>	Board of Directors
<ul style="list-style-type: none"> <li>o Administration will contact the Company owner to a meeting.</li> </ul>	Administration
<b>NEW BUSINESS</b>	
<ul style="list-style-type: none"> <li>• <b>United Way Grant - update</b></li> </ul>	
<ul style="list-style-type: none"> <li>o Administration spoke to the fact that this grant, if awarded, would enable member businesses to provide school lunches to 4 local schools to help feed underprivileged children.</li> </ul>	Administration
<ul style="list-style-type: none"> <li>o If awarded, the DWBIA would purchase packaging and preparation items to help keep the costs low for the member businesses.</li> </ul>	Administration
<ul style="list-style-type: none"> <li>o The Board of Directors then discussed this initiative, asking if perhaps there might be some Farmers' Market vendors with an interest in helping provide meals.</li> </ul>	Board of Directors
<ul style="list-style-type: none"> <li>• <b>Hanging Baskets and Planters</b></li> </ul>	
<ul style="list-style-type: none"> <li>o Administration noted the DWBIA had just been notified by the City of Windsor that the municipality would be cutting back funding by 50% for the hanging baskets and planters in 2025 and cutting out funding completely in 2026.</li> </ul>	Administration
<ul style="list-style-type: none"> <li>o This is a huge increase in cost for the DWBIA, and not budgeted for as the 2025 budget was finalized at the end of 2024.</li> </ul>	Administration
<ul style="list-style-type: none"> <li>o One option is to cut the number of planters by 50% to ensure there is no additional cost to the DWBIA. Discussion surrounded that the DWBIA ensure where the plants and planters are situated, ensuring the main thoroughfares are covered.</li> </ul>	Board of Directors
<ul style="list-style-type: none"> <li>• <b>Event Promoters – call for submission/expression of interest</b></li> </ul>	
<ul style="list-style-type: none"> <li>o The Board of Directors was presented with a template of a call for submission form. The Board was asked what additional information they felt should be asked for.</li> </ul>	Board of Directors
<ul style="list-style-type: none"> <li>o Once this submission form is complete, the plan is to have a digitized online copy set up for submissions, with the close of submissions mid May.</li> </ul>	Administration

<ul style="list-style-type: none"> <li>• <b>Paint Cleanup</b> <ul style="list-style-type: none"> <li>○ Councillor Agostino has been contacted by a local union who is planning on giving back to the community by having a one-day clean up.</li> <li>○ On April 26, approximately 10 people would spend the day helping to clean and or paint a local agency or not for profit.</li> <li>○ Mr. Agostino asked for suggestions from the Board Members.</li> </ul> </li> <li>• <b>Farmers' Market signage</b> <ul style="list-style-type: none"> <li>○ Administration advised that Mr. MacLeod has agreed to placing a mobile sign in the parking lot at the corner of Wyandotte and Pelissier advertising the Downtown Windsor Farmers' Market.</li> <li>○ The Board of Directors discussed using some type of rectangular FM flags or banners at Pelissier and Park to advertise from the north end of the street.</li> <li>○ The Board of Directors also discussed a large banner sign across Ouellette Avenue, at Tuscarora, advertising the Farmers' Market.</li> </ul> </li> </ul>	<p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Administration</p> <p>Board of Directors</p> <p>Board of Directors</p>
<p><b>UPCOMING MEETING DATES</b></p> <ul style="list-style-type: none"> <li>• <b>DWBIA Striking Committees Meeting</b> Thursday, April 10, 2025 at 5:30pm</li> <li>• <b>DWBIA Board of Directors Meeting</b> Tuesday, April 22, 2025 at 5:30pm</li> </ul> <p><b>ADJOURNMENT</b></p> <p>Meeting adjourned at 8:00 pm.</p>	



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## **MINUTES OF THE STRIKING COMMITTEE MEETING MAY 8, 2025**





## MINUTES

**MEETING:** Striking Committee Meeting

**DATE:** Thursday, May 8, 2025

**TIME:** 5:30 PM

**LOCATION:** 484 Pelissier Street

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

**REGRETS:** Misty Adams

**GUEST:**

**STAFF:** Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<b>CALL TO ORDER</b> Mr. MacLeod opened the meeting at 6:05 pm  Reading of Land Acknowledgement.  Distributed agenda was adopted by Mr. Blanchard, seconded by Ms. Holt.	Striking Committee  Administration  Striking Committee
<b>DISCLOSURE OF INTEREST</b>  None.	
<b>ADOPTION OF THE MINUTES</b>  Minutes of the Striking Committee meeting held on April 10, 2025 were adopted by Mr. Bhatti and seconded by Mr. MacLeod.	Striking Committee

<b>REGULAR BUSINESS ITEMS</b>	
<ul style="list-style-type: none"> <li>• <b>Beach Bash Volleyball - update</b> <ul style="list-style-type: none"> <li>○ Administration noted that the Beach Bash Volleyball Tournament is scheduled to take place on May 30 &amp; 31 at the Khan Courts.</li> <li>○ The tournament will be comprised of Corporate Mixed 6's, Recreational Mixed 6's, Corporate Mixed 4's and Pro Men and Women teams.</li> <li>○ A News Conference will be held at Khan Courts, on Thursday, May 15, at 10:30am with The Councillor Cup taking place immediately after.</li> </ul> </li> </ul>	Administration
	Administration
	Administration
<ul style="list-style-type: none"> <li>• <b>Summer Events - update</b> <ul style="list-style-type: none"> <li>➤ <b>Event Proposals</b> <ul style="list-style-type: none"> <li>○ Administration noted that the DWBIA has currently received between 30-40 event applications.</li> <li>○ The deadline for applications is May 15, 2025.</li> <li>○ After the deadline, the Events Committee will review all applications during a scheduled meeting. Successful applicants can expect to be notified by the end of May.</li> </ul> </li> <li>➤ <b>Summer Events</b> <ul style="list-style-type: none"> <li>○ Discussion surrounded events with dates that are set, such as the Canada Day Arts Fair, Dog Days of Summer and the Ouellette Car Cruise. Other tentative events were discussed.</li> <li>○ Administration noted that the DWBRA was awarded funding from Heritage Canada, in the amount of \$12,000. This money is earmarked for the Canada Day Arts Fair.</li> </ul> </li> </ul> </li> </ul>	Administration
	Administration
	Administration
	Striking Committee
	Administration
<ul style="list-style-type: none"> <li>• <b>Downtown Lighting Investigation</b> <ul style="list-style-type: none"> <li>○ The Striking Committee members received a copy of the Investigative Report completed on April 28, along with two separate quotes reflecting different lighting options.</li> <li>○ Mr. El Lahlali met with the Striking Committee to address any questions that might arise.</li> <li>○ Discussion surrounded costs and options, CSA Approval, size of globes.</li> </ul> </li> </ul>	Striking Committee
	Striking Committee

<ul style="list-style-type: none"> <li>Decision made to defer the item to the Board of Directors meeting.</li> </ul>	Striking Committee
<b>NEW BUSINESS ITEMS</b>	
<ul style="list-style-type: none"> <li><b>The Squirrel Cage - Planter Idea</b> <ul style="list-style-type: none"> <li>Administration noted that the owners of The Squirrel Cage reached out to the DWBIA last year with a proposal for placing planters on a ledge in the alley beside their business. They requested financial assistance from the DWBIA to support this initiative.</li> <li>The discussion focused on whether funding for this initiative aligns with the DWBIA's priorities. There was also talk of obtaining quotes for installing planters not only alongside The Squirrel Cage but also in front of Pozitive Pathways.</li> <li>Decision made to defer the item to the Board of Directors meeting.</li> </ul> </li> </ul>	Administration
	Striking Committee
	Striking Committee
<ul style="list-style-type: none"> <li><b>Scotiabank – Centennial Celebration sponsorship</b> <ul style="list-style-type: none"> <li>Administration noted that 2025 is Scotiabank Centennial Anniversary. A representative from Scotiabank contacted the DWBIA and would like some sponsorship proposals for the downtown.</li> <li>Discussion surrounded proposal ideas, such as Good Greens Food Reclamation Program, Downtown Lighting, 4-way pedestrian cross-walk, among others.</li> </ul> </li> </ul>	Administration
	Striking Committee
<ul style="list-style-type: none"> <li><b>Video Wall - Proposal</b> <ul style="list-style-type: none"> <li>Mr. Agostino proposed an alternative to renting, setting up, and tearing down video walls for viewing parties—purchasing two 75-inch outdoor TVs along with mobile carts.</li> <li>Discussion surrounded the cost, storage of tv's, care during transportation of tv's to locations within the downtown.</li> <li>Motion made by Mr. Bhatti <b>"to purchase (2) 75 inch outdoor tv's w/stands for viewing parties. \$15,000 budget."</b></li> <li>The Motion was seconded by Mr. Blanchard, and approved.</li> </ul> </li> </ul>	Striking Committee
	Striking Committee
	Striking Committee
	Striking Committee

<b>UPCOMING MEETING DATES</b> <ul style="list-style-type: none"><li>• <b>DWBIA Board of Directors Meeting</b> Tuesday, May 27, 2025 @ 5:30pm</li><li>• <b>DWBIA Striking Committees Meeting</b> Thursday, June 12, 2025 @ 5:30pm</li><li>• <b>DWBIA Board of Directors Meeting</b> Tuesday, June 24, 2025 @5:30pm</li></ul>	
<b>ADJOURNMENT</b> <p>Meeting adjourned at <b>7:05pm</b>.</p>	