



MINUTES

MEETING: Board of Directors

DATE: Tuesday, May 27, 2025

TIME: 5:30 PM

LOCATION: 484 Pelissier Street

ATTENDEES: Chris MacLeod, Sunny Bhatti, Misty Adams, Jennie Atkins, Councillor Renaldo Agostino

REGRETS: Ron Balla, Ray Blanchard, Olivia Holt

STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER</p> <p>Mr. MacLeod opened the meeting at 6:03 pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Ms. Atkins, seconded by Mr. Bhatti.</p>	<p>Board of Directors</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 April 22, 2025 were moved by Ms. Adams, seconded by Mr. Agostino.</p> <p>Minutes of the Striking Committee meeting held on May 8, 2025 were moved by Ms. Adams, seconded by Mr. Agostino.</p>	<p>Board of Directors</p> <p>Board of Directors</p>

REGULAR BUSINESS ITEMS	
<ul style="list-style-type: none"> Beach Bash Volleyball Tournament - update <ul style="list-style-type: none"> Administration informed the Board that the Beach Bash Tournament scheduled for May 30-31 has been rescheduled to Saturday, September 13, 2025. Administration noted low team registration, which prompted the date change. The discussion focused on expenses incurred for the cancelled May tournament and the anticipated costs associated with the rescheduled September event. Administration noted that all tournament proceeds are designated for the Good Greens Food Reclamation Program. 	<p>Administration</p> <p>Administration</p> <p>Board of Directors</p> <p>Administration</p>
<ul style="list-style-type: none"> Downtown Mission - Fencing <ul style="list-style-type: none"> Administration shared quotes from two different fencing companies to fence around the garbage bins at the Downtown Mission. The discussion focused on the cleanliness of the Mission property, particularly the area around the bins, and whether it is an appropriate use of funds at this time. Alternative options were also explored. The Board of Directors deferred the decision to fence the garbage bins to the next Board of Directors meeting, being held on June 24. Motion made by Mr. Agostino to "pay 13000 for plastic slats for the fence at the Mission." The Motion was seconded by Mr. MacLeod, and approved. 	<p>Administration</p> <p>Administration</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> Downtown Lighting - update <ul style="list-style-type: none"> Administration noted that Elite Lighting will be providing a formal quote for the larger light spheres, as well as a separate quote specific to the 300 block of Ouellette. It was also mentioned that a downtown member business, currently celebrating its centennial, is interested in sponsoring a meaningful community project and that lighting may well be a consideration. The discussion focused on the current condition of the lights and the various options available to complete the project. Motion made by Mr. MacLeod "to authorize full lighting project from the Canada Flag to Elliott. Up to \$170,000 + HST 50% in 2025 upon completion 50% in May 2026." 	<p>Administration</p> <p>Board of Directors</p> <p>Board of Directors</p>

<p>Contract to be reviewed by Executive before execution. Admin to develop a plan for ongoing operation and maintenance in 2026 budget."</p>	<p>Board of Directors</p>
<ul style="list-style-type: none"> o The Motion was seconded by Mr. Agostino, and approved. 	
<ul style="list-style-type: none"> • The Squirrel Cage – planter proposal 	<p>Administration</p>
<ul style="list-style-type: none"> o Administration noted that the owners of The Squirrel Cage initially approached the DWBIA with a proposal to install planters in the alley adjacent to their business. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> o The owners have since amended their planter proposal idea and resubmitted to the DWBIA. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> o Decision made the Board "to fund 50% of the project cost up to \$1500.00." 	<p>Board of Directors</p>
<ul style="list-style-type: none"> • Video Wall – Motion 	<p>Administration</p>
<ul style="list-style-type: none"> o Administration noted the two 75" TV's have been purchased, based on the Motion made at the Striking Committee meeting, dated May 8, 2025. 	
<ul style="list-style-type: none"> o The DWBIA will use the TVs at numerous events throughout the summer, resulting in reduced costs for equipment rentals, staffing, and road closures. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> o Discussion surrounded possible upcoming events and locations. Discussion also surrounded that a rental policy must be in place before the TV's can be loaned out. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> • Downtown Events Proposal – update 	
<p>Administration noted that the Events Committee convened on May 22, 2025, to finalize the shortlist of proposed events.</p>	<p>Administration</p>
<ul style="list-style-type: none"> o The Events Committee will be reaching out to proponents as part of the process to further narrow down the list of selected events. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> o The discussion also surrounded event submissions. 	<p>Board of Directors</p>
<ul style="list-style-type: none"> o This matter will be brought forward to the Striking Committee meeting being held on June 12, 2025. 	<p>Board of Directors</p>
<p>NEW BUSINESS</p>	
<ul style="list-style-type: none"> • First Impressions Community Exchange Program - collaboration with the Downtown London BIA 	<p>Administration</p>

<ul style="list-style-type: none"> o The DWBIA was approached by the Downtown London BIA with an invitation to collaborate on a "secret shopper"-style initiative. o Administration noted that there would be no cost to the DWBIA other than staff time and travel, approximated at \$500. o The Downtown London BIA would send people to the Downtown Windsor BIA to visit stores, restaurants, establishments and vice-versa. o At the conclusion of the collaboration, reports will be prepared detailing visitors' impressions of their experiences. o Discussion surrounded whether this was something that the DWBIA would like to take part in. o The Board of Directors has decided that this is an initiative the DWBIA is keen to participate in. 	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Board of Directors</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> • Unsanctioned Lights in front of Downtown Businesses <ul style="list-style-type: none"> o Administration noted that there are a couple of downtown businesses that have strung lights from building face to the trees in front of their businesses, and across municipal right-of-way. o Administration noted that these lights were unsanctioned and asked for direction. o The Board of Directors noted that this is a By-Law enforcement issue and the Downtown By-Law officer should be notified of this issue. 	<p>Administration</p> <p>Administration</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> • Contribution to United Way – Downtown Cleanup <ul style="list-style-type: none"> o Mr. MacLeod noted that Rocket Mortgage would be arranging the yearly United Way cleanup for the downtown, taking place on June 4, 2025. o Breakfast will be donated to the participants and the Hustle 507 will provide lunch. Rocket Mortgage is requesting that the DWBIA share the cost of the food, estimated to be in the range of \$1,800.00. o Mr. Agostino indicated that he would cover half of the cost using ward funds, provided the DWBIA funds the remaining half. o Motion made by Mr. Agostino to pay "\$900 to Rocket for clean up." o The Motion was seconded by Mr. Bhatti, and approved. 	<p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p>
<p>UPCOMING MEETING DATES</p>	

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| <ul style="list-style-type: none">• DWBIA Striking Committees Meeting
Thursday, June 12 2025 at 5:30pm• DWBIA Board of Directors Meeting
Tuesday, June 24, 2025 at 5:30pm• DWBIA Striking Committees Meeting
Tuesday, July 10, 2025 at 5:30pm• DWBIA Board of Directors Meeting
Thursday, July 29, 2025 at 5:30pm <p>ADJOURNMENT</p> <p>Meeting adjourned at 7:50 pm.</p> | |
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