



## MINUTES

**MEETING:** Board of Directors

**DATE:** Monday, February 23, 2026

**TIME:** 5:30 PM

**LOCATION:** 484 Pelissier Street

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

**REGRETS:** Misty Adams, Ron Balla

**STAFF:** Janice Dyett, Shane Peters

**GUEST:**

| Agenda and Discussion                                                                                                                                                                                                                                                                                                       | Responsibility of:                       |
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| <b>CALL TO ORDER</b><br>Mr. MacLeod opened the meeting at 5:45 pm.<br><br>Reading of Land Acknowledgement.                                                                                                                                                                                                                  | Board of Directors<br><br>Administration |
| <b>DISCLOSURE OF INTEREST</b><br><br>None                                                                                                                                                                                                                                                                                   |                                          |
| <b>ADOPTION OF THE MINUTES &amp; MOTIONS</b><br><br>Minutes from the Board of Directors meeting held on January 27, 2026 were moved by Mr. Blanchard and seconded by Mr. Bhatti.<br><br>Meeting Notes from the Striking Committee meeting held on February 12, 2026 were moved by Mr. Blanchard and seconded by Mr. Bhatti. | Board of Directors                       |

**ADOPTION OF THE AGENDA**

Modified Agenda was accepted by Ms. Atkins and seconded by Ms. Holt, and approved.

Board of Directors

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| <b>REGULAR BUSINESS ITEMS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                               |
| <ul style="list-style-type: none"> <li>• <b>Quotes – 401 Ouellette - renovations</b> <ul style="list-style-type: none"> <li>o Three renovation quotes were presented to the Board of Directors.</li> <li>o After discussion pertaining the to quotes, a Motion was made by Mr. MacLeod to <b>"approve the new BIA office renovation quote from Maxl Paramonov and release the deposit of \$8,500.00."</b></li> <li>o The Motion was seconded by Ms. Holt, and approved. It should be noted that Mr. Blanchard abstained from voting.</li> <li>o Renovation work to begin at the new location by weeks end.</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>Garbage Bins – 200 block of Ouellette</b> <ul style="list-style-type: none"> <li>o Mr. Agostino spoke to the ongoing issues with litter and cardboard debris in and around the 200 block of Ouellette.</li> <li>o It was noted that the alley is a private property, not large enough for a truck to travel, which means the property owners or staff must move bins from alley to curb for pick up and return.</li> <li>o It was also noted that these businesses have been offered lockable bins in the past with little to no interest.</li> <li>o Closed garbage container options were discussed for this specific area. Discussion to be tabled to next Board of Directors meeting.</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>• <b>Farmers' Market banner design</b> <ul style="list-style-type: none"> <li>o The Board of Directors was presented with Farmers' Market banner options, completed by Sarah Johnson.</li> <li>o Board discussion consisted of removing dates, removing the Downtown Windsor logo, adding the new Logo, in multiple colours.</li> <li>o Once the updated banners are received, send to the Board for approval.</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                 | <p>Board of Directors</p> <p>Board of Directors</p>                           |
| <ul style="list-style-type: none"> <li>• <b>Farmers' Market washrooms</b> <ul style="list-style-type: none"> <li>o The City of Windsor has generously loaned the NIU washroom unit to the Farmers' Market for a one-year pilot project.</li> <li>o This unit is an upgrade to the standard portapottys. Arrangements will need to take place for electrical hookup. The potable and waste water will need to be serviced.</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                             | <p>Board of Directors</p>                                                     |

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| <ul style="list-style-type: none"> <li>• <b>Farmers' Market Hydro Carts</b></li> </ul>                                                                                                                                                                                                      | Administration     |
| <ul style="list-style-type: none"> <li>o Mr. Peters stated that Vollmer came out to inspect the Farmers' Market hydro carts before market begins.</li> </ul>                                                                                                                                |                    |
| <ul style="list-style-type: none"> <li>o The carts are in good working order but the LAG in the alley connection has issues.</li> </ul>                                                                                                                                                     |                    |
| <ul style="list-style-type: none"> <li>o Direction given to Mr. Peters to send the information to Mr. Agostino for follow up.</li> </ul>                                                                                                                                                    | Board of Directors |
| <ul style="list-style-type: none"> <li>• <b>New DWBIA Branding</b></li> </ul>                                                                                                                                                                                                               |                    |
| <ul style="list-style-type: none"> <li>o Mr. Agostino presented Visit Downtown logo options.</li> </ul>                                                                                                                                                                                     |                    |
| <ul style="list-style-type: none"> <li>o The proposed new logo can be presented in different colours.</li> </ul>                                                                                                                                                                            | Board of Directors |
| <ul style="list-style-type: none"> <li>o Additional information to be presented to the Board upon arrival.</li> </ul>                                                                                                                                                                       |                    |
| <ul style="list-style-type: none"> <li>• <b>Camera Locations</b></li> </ul>                                                                                                                                                                                                                 | Administration     |
| <ul style="list-style-type: none"> <li>o Administration presented the list of proposed camera locations prepared by ACS Security.</li> </ul>                                                                                                                                                |                    |
| <ul style="list-style-type: none"> <li>o Discussion surrounded the camera project supported by the City of Windsor. It was noted that current cameras will not be folded into the new program as they are supported by a different contractor than the one awarded the contract.</li> </ul> | Board of Directors |
| <ul style="list-style-type: none"> <li>o A press conference is scheduled to take place on Wednesday, March 11 at 10am. Location to be determined.</li> </ul>                                                                                                                                |                    |
| <ul style="list-style-type: none"> <li>• <b>Insurance Proposals</b></li> </ul>                                                                                                                                                                                                              | Administration     |
| <ul style="list-style-type: none"> <li>o Administration presented current insurance policies along with quotes from Mr. Blanchard's insurance broker.</li> </ul>                                                                                                                            |                    |
| <ul style="list-style-type: none"> <li>o The Board of Directors would like to see all of our policies combined into one policy.</li> </ul>                                                                                                                                                  | Board of Directors |
| <ul style="list-style-type: none"> <li>o Chris Pistageni, our current insurance Agent will be invited to the March Board of Directors meeting.</li> </ul>                                                                                                                                   |                    |
| <ul style="list-style-type: none"> <li>• <b>Fashion Week - DWBIA booth</b></li> </ul>                                                                                                                                                                                                       | Administration     |
| <ul style="list-style-type: none"> <li>o As a sponsor of Fashion Week, the DWBIA has the opportunity to set up a DWBIA information booth on Monday, March 23. The Board was asked if there is any interest to set up and man the booth during the Meet the Sponsors event.</li> </ul>       |                    |

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| <ul style="list-style-type: none"> <li>o A suggested alternative is to send out our DWBIA banner for set up during the event.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                       |
| <ul style="list-style-type: none"> <li>• <b>Website Proposal</b> <ul style="list-style-type: none"> <li>o The Board of Directors was presented with an additional website proposal.</li> <li>o The Board of Directors continues to discuss the website proposal presented previously by YQG Digital.</li> <li>o Administration made note that payment integration and the regular update and inclusion of documents should also be included in the quote and scope of work.</li> <li>o Administration directed to bring this back to the next meeting for further discussion.</li> </ul> </li> </ul>                                                                                                                                          | <p>Board of Directors</p> <p>Administration</p>                       |
| <ul style="list-style-type: none"> <li>• <b>Tree Project Grant</b> <ul style="list-style-type: none"> <li>o Discussion surrounded this project, the current status and the next steps.</li> <li>o The DWBIA has received an email that we will be receiving \$187,000.00 by direct deposit towards this project. The DWBIA must fundraise to come up with \$300,000.</li> <li>o Mr. Peters noted two significant fundraising opportunities that he plans to follow up on, as well as some smaller funding opportunities.</li> <li>o Direction given by the Board of Directors for Mr. Peters to set up a meeting with the Board of Directors and the City of Windsor to discuss everyone's role as well as next steps.</li> </ul> </li> </ul> | <p>Administration</p> <p>Administration</p> <p>Board of Directors</p> |
| <ul style="list-style-type: none"> <li>• <b>Broken Window Program – Tunnel Discount/Shawarma Palace</b> <ul style="list-style-type: none"> <li>o Administration noted that she has been in touch with the owner of both tunnel discount and Shawarma Palace with respect to the partial applications.</li> <li>o Administration to follow up in the coming weeks.</li> <li>o Administration noted that she was contacted today from another downtown business regarding the Broken Window Program application. Administration sent the application link directly to the business owner for completion.</li> </ul> </li> </ul>                                                                                                                 | <p>Administration</p>                                                 |

## NEW BUSINESS

### • **St. Clair College – Marketing students**

- o Administration stated that we have been contacted by St. Clair College Marketing teacher to determine if we are interested in hosting a student for a one-month period, in April 2026.
- o The Board of Directors read over what is required as a host employer, and with all of the current changes taking place at the DWBIA, it was decided to pass on the opportunity for this year.
- o Administration directed to contact the teacher and pass on the Board decision for this year.

Administration

Board of Directors

Administration

### • **University of Windsor Co-op student opportunity**

- o The DWBIA was contacted by the University of Windsor, Faculty of Arts, Humanities and Social Sciences regarding a recently launched co-op program.
- o The Board of Directors read over the funding structure, wages and work term requirements.
- o The Board of Directors made the decision to not move forward with this at this time.

Administration

Board of Directors

### • **Vital Signs Sponsorship**

- o Administration presented the Vital Signs report sponsorship.
- o Administration spoke to the report itself and discussed the sponsorship asks.
- o Motion made by Ms. Holt **“to commit \$750 as a support sponsor to Windsor Essex Vital Signs.”**
- o The Motion was seconded by Mr. MacLeod, and approved.

Administration

Board of Directors

### • **Music Performance Trust Fund overview**

- o Administration explained what the Music Performance Trust Fund (MPTF) is and how it could benefit the DWBIA and some Union musicians.
- o This fund would cover 50% of artists fee. This only applies to Union musicians.
- o After discussing the fund, the Board of Directors decided to not move forward with this.

Administration

Board of Directors

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| <ul style="list-style-type: none"> <li>• <b>Holiday Window Program - expansion</b> <ul style="list-style-type: none"> <li>o Administration spoke to a call received from a downtown business requesting window decorating for a holiday other than Christmas, under the Holiday Window Program.</li> <li>o Discussion surrounded whether the Board wanted to expand the program at this time to include other holidays.</li> <li>o The Board of Directors has decided not to expand the program at this time.</li> </ul> </li> <li>• <b>Events Staff</b> <ul style="list-style-type: none"> <li>o The idea of contacting a Job Placement Agency, for event staff, was discussed. The proposed plan is for the agency to create job ads based on our events and criteria, do the interviewing of candidates and ensure that the events are staffed.</li> <li>o A job uniform was discussed. It was suggested that Mission Promotional Products could be hired to print any staff shirts, if required.</li> </ul> </li> <li>• <b>Gift Cards</b> <ul style="list-style-type: none"> <li>o A gift card idea was floated, whereby gift cards are given out at DWBIA events, to be used at downtown businesses within a certain time frame.</li> <li>o Bring this item back to the next Board meeting.</li> </ul> </li> <li>• <b>Pozitive Pathways – Rail</b> <ul style="list-style-type: none"> <li>o The railing idea was brought up previously, with the owner wanting a specific detail to the fencing.</li> <li>o Time to revisit the idea with the owner to see if there is still interest on his part.</li> </ul> </li> <li>• <b>Volleyball</b> <ul style="list-style-type: none"> <li>o Shawn Lippert stated that the Adult Volleyball League has interest in using the courts again this season.</li> <li>o Shawn noted that the DWBIA paid 100% of the registration fees in 2024 and 50% of the registration fees in 2025. Shawn is asking if the DWBIA plans to fund any of the registration fees for the 2026 season.</li> <li>o The Board of Directors has asked for metrics to determine if the number of players has increased.</li> <li>o Administration directed to request this information from Shawn Lippert.</li> </ul> </li> </ul> | <p>Administration</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Administration</p> <p>Board of Directors</p> |
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| <ul style="list-style-type: none"> <li>• <b>ACS Security – Pilot Project</b> <ul style="list-style-type: none"> <li>o The Board of Directors spoke to the success of the private security pilot project that took place over 3 weekends.</li> <li>o The Board discussed continuing the program but on scaled back hours. Additional stats and data will help with the decision making.</li> </ul> </li> <li>• <b>Speakers</b> <ul style="list-style-type: none"> <li>o The Board of Directors noted that there is a scheduled meeting set for Tuesday, February 24, where the speakers in the downtown will be discussed.</li> </ul> </li> <li>• <b>Clash at the Colosseum – Table</b> <ul style="list-style-type: none"> <li>o For the second time only, the Windsor Express will be playing in the Colosseum, at Caesars Windsor.</li> <li>o This event has the potential to bring thousands of people to the downtown.</li> <li>o The Board of Directors discussed supporting the Windsor Express by purchasing a DWBIA table for the basketball event.</li> <li>o Motion made by Mr. MacLeod to <b>"support Windsor Express with a table for \$600.00 for downtown basketball event."</b></li> </ul> </li> </ul> | <p>Board of Directors</p> <p>Board of Directors</p> <p>Administration</p> <p>Board of Directors</p> |
| <p><b>UPCOMING MEETING DATES</b></p> <ul style="list-style-type: none"> <li>• <b>DWBIA Striking Committee Meeting</b><br/>Thursday, March 12, 2026</li> <li>• <b>DWBIA Board of Directors Meeting</b><br/>Monday, March 23, 2026</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                     |
| <p><b>ADJOURNMENT</b></p> <ul style="list-style-type: none"> <li>o Meeting adjourned at 7:45pm</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                     |