



MINUTES

MEETING: Board of Directors

DATE: Tuesday, January 27, 2026

TIME: 5:30 PM

LOCATION: 484 Pelissier Street

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

REGRETS: Misty Adams

STAFF: Shane Peters
Lauren Hedges – Parallel 42

Agenda and Discussion	Responsibility of:
CALL TO ORDER Mr. MacLeod opened the meeting at 5:40 pm. Reading of Land Acknowledgement.	Board of Directors Administration
DISCLOSURE OF INTEREST None	
ADOPTION OF THE MINUTES & MOTIONS Minutes from the Board of Directors meeting held on December 16, 2025 were moved by Mr. Blanchard and seconded by Mr Balla. Minutes from the Striking Committee meeting held on January 8, 2026 were moved by Mr. Blanchard and seconded by Mr. Balla.	Board of Directors

ADOPTION OF THE MODIFIED AGENDA

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

Board of Directors

REGULAR BUSINESS ITEMS • Lauren Hedges – Parallel 42 - o Ms. Hedges met with the Board to present general information with respect to the Data Asset Management system (DAM). - o This system will allow the DWBIA to consolidate all of digital images, video on to one centralized location. This system allows for public uploads. - o The system allows for partnerships with other downtown businesses. - o The next step is for staff training on the operating procedures. Administration directed to set up a time for training. • Downtown Lighting - update - o The cold weather has slowed down work on the lighting. - o Mr. Agostino noted that the work should be completed by the end of March, dependent upon weather. • Polar Plunge - Sponsorship - o The Polar Plunge sponsorship package was presented to the Board of Directors. - o Discussion surrounded which option(s) to support. Direction given to Administration to contact Windsor Police Service and request an invoice. - o Discussion surrounded who would participate in the DWBIA team. - o Motion made by Mr. Balla for “1500 Polar Bear Dip Donation 1000 – Polar Splash 500 – Snow Flake Stands.” - o The Motion was seconded by Mr. MacLeod, and approved. • Khan Courts - booking - o Administration presented our current booking costs as well as insurance costs for the group booking. - o Administration noted that there is interest in an all day booking in May. - o The goal is to have the courts activated as often as possible, so booking needs to be user friendly. - o Discussion surrounded waiving fees completely to charging a refundable cleaning fee. Credit card and ID would be required.	Board of Directors Board of Directors Board of Directors Administration Board of Directors
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o Mr. Peters to speak with our insurance agent regarding the coverage for the courts.	Board of Directors
• Save our Shops	Administration
o Administration presented the entire Save our Shops package.	
o After discussion amongst the Board of Directors, the decision was made to not support this program.	Board of Directors
o Administration has been directed to contact the fundraiser with this decision.	Administration
• Events 2026	Board of Directors
o The Board members discussed a list of events for 2026.	
o Administration noted that a breakdown of costs for the 2025 events has not yet been received by the bookkeeper. This will be presented at the next meeting.	Administration
o Insurance coverage for events was discussed. Mr. Agostino and Mr. Peters are to meet with our insurance broker on January 28.	
• Parking – Goyeau St. parking garage	Board of Directors
o Mr. Agostino noted that the Goyeau St. parking garage will be free for use on Friday, Jan. 30 and Sat., Jan 31, from 6pm to 6am.	
o This is in support of Caesars Windsor, as their parking garage is under construction.	Board of Directors
o This parking can be used for anyone visiting the downtown area, whether dining, shopping, ice skating, as well as attending Caesars.	
• Farmers' Market budget	Administration
o Mr. Peters presented 2 versions of the Farmers' Market Budget, with the second version showing the budget for an expanded market.	
o The Board discussed transferring some Farmers' Market monies into GIC's or High Interest Saving Accounts. Decision to wait until after our 2026 spring levy before making this decision.	Board of Directors
o The Board discussed the number of vendors at an expanded market, and the plan for the expansion.	
o The Board discussed the options for upgraded porta-potties. The options are continuing to use regular porta-potties, upgrading to a self flushing lav, or a further upgrade to 2-stall trailer. An accessible washroom will still need to be provided by Festival Tent.	Board of Directors

o Motion made by Ms. Holt "to approve the proposed V2 for the Downtown Windsor Farmers' Market, including a \$10,000 line for upscale addition. Total budget, \$100,000 annual per budget presented & updated bathrooms."	Board of Directors
o The Motion was seconded by Mr. Bhatti, and approved.	
o The Board of Directors discussed the need to temporarily transfer monies from the Farmers' Market bank account into the General Business Account until such time as we receive our first levy for 2026 from the City of Windsor.	Board of Directors
NEW BUSINESS	Administration
• St. Clair College Centre for the Arts – Chili Fest and Pasta Fest - o Administration presented dates for Chili Fest and Pasta Fest and asked Board members and staff who may be interested in attending.	Administration
• Elev8 – Domain Renewals - o Administration presented a list of domains coming up for renewal. - o The Board of Directors determined which of the domain names that they would like to continue having ownership of, which to not auto-renew and whether there were any that we could offer ownership of to a different organization. - o Administration directed to contact Elev8 with Board decisions. - o Administration directed to contact organization(s) regarding domain names that they may want to take ownership of.	Board of Directors Administration Board of Directors
• Gift Card Program Account - o Mr. Balla gave a brief breakdown of how the downtown gift card program ran in the past. - o The Board of Directors discussed options with respect to Downtown Dollars, or, alternatively transferring monies to the DWBIA general account or a high interest GIC.	Board of Directors
• Draft Policy – access to organizational accounts - o Mr. Peters directed to send the Policy digitally to Board member for review.	Administration
• Quote for purchase of road closure equipment	

o Administration presented quote to purchase road closure equipment for DWBIA events.	Board of Directors
o Board members noted that there are current discussions being held amongst City of Windsor BIA's to try to schedule event separately from each other, to ensure higher attendance at each event, as well as purchasing road closure equipment together.	Board of Directors
• Canada Day Parade	Board of Directors
o The Board of Directors confirmed that they would like to keep the parades in the Downtown area.	
o Administration directed to contact parade organizer, Maggie Durocher, with agreement.	Administration
• Make Space Storage – rent increase	Board of Directors
o Administration noted that the DWBIA has been notified of an upcoming rent increase. Administration noted that our units are paid for up to February 28, 2026.	
o The Board of Directors directed Administration to arrange for truck rental and the hire of people to move items to the new location before the end of February 2026.	
• New DWBIA location	Board of Directors
o Discussion surrounded insurance coverage of both locations from February 1, with current location being cancelled as of March 31.	Board of Directors
o Board discussion centred around glass and door repairs, renovations, contacting our current service providers for an easy transfer of services.	
o Mr. Blanchard is to create a scope of work along with drawings. Mr. MacLeod to obtain 3 quotes with respect to the scope of work required.	Board of Directors
• New Windsor BIA (Destination Downtown)	
o Mr. Agostino presented a Marketing Proposal prepared by YQG Digital Inc.	Board of Directors
o Mr. Agostino suggests that the present BIA website continue as well as begin the new Windsor Destination Downtown website.	
o The Board of Directors asked that they be invited to our next Board Meeting.	Administration
• Windsor Symphony Orchestra – Valentine's Day – Sponsorship	Board of Directors

o Administration presented the email received from WSO regarding sponsoring the Valentines Day weekend Kiss Cam.	Board of Directors
o Motion made by Mr. Agostino for "\$1000 WSO sponsorship."	
o The Motion was seconded by Mr. Bhatti, and approved.	Administration
• Elev8 – Quote to update website	
o Administration noted that our website is not up to date with respect to Agenda's and Minutes.	Administration
o Elev8 presented a quote for updating.	
o Administration noted that the DWBIA has a credit with Elev8. Administration to follow up on quote and direct Elev8 to update website with meeting Agenda's and Minutes.	Administration
• New Submission – mural work	
o Administration noted that a local tattoo artist had contacted the DWBIA with respect to creating a mural, at no cost.	
o Administration directed to send artist contact information to Councillor Agostino.	Board of Directors
• TWEPI 2026 Visitor Guide	Board of Directors
o TWEPI required confirmed dates for certain dates for their Visitor Guide.	
o Councillor Agostino handled this during meeting.	Administration
• Farmers' Market Pole Banners	
o Administration presented 2 banner quotes for 25 or 37 Farmers' Market banners to be installed along Pelissier to district the area.	Board of Directors
o The Board of Directors discussed the actual banner layout with a couple of changes discussed.	
o The Board discussed districting consultation with businesses along Pelissier St. to foster a feeling of ownership.	Administration
• City of Windsor BIA meetings	
o The next city BIA meeting will be hosted by the Riverside BIA and is scheduled for Thursday, March 5 at The Thompson House.	Administration
o The BIA's are looking to discuss event dates, so as to not overlap, where possible.	
o Ms. Holt will attend on behalf of the Downtown Windsor BIA.	Board of Directors
• Security Cameras	

o Mr. Agostino noted that Security Cameras will go before City Council next week.	
UPCOMING MEETING DATES • DWBIA Striking Committee Meeting Thursday, February 12, 2026 • DWBIA Board of Directors Meeting Tuesday, February 24, 2026	
ADJOURNMENT o Meeting adjourned at 8:45PM	