



MINUTES

MEETING: Board of Directors

DATE: Monday, March 23, 2026

TIME: 5:30 PM

LOCATION: 484 Pelissier Street

ATTENDEES: Chris MacLeod, Sunny Bhatti, Ray Blanchard, Misty Adams, Councillor Renaldo Agostino

REGRETS: Jennie Atkins, Olivia Holt, Ron Balla

STAFF: Janice Dyett, Shane Peters

GUEST:

Agenda and Discussion	Responsibility of:
CALL TO ORDER Mr. MacLeod opened the meeting at 5:45 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 February 23, 2026 were moved by Ms. Adams and seconded by Mr. Bhatti. Meeting Notes from the Striking Committee meeting held on March 16, 2026 were moved by Ms. Adams and seconded by Mr. Bhatti. ADOPTION OF THE AGENDA	Board of Directors

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

Board of Directors

REGULAR BUSINESS ITEMS	
• Events – 2025 cost breakdown - o The 2025 Event cost breakdown was presented to the Board. Some discrepancies were noted. - o The Board noted that the Events committee needs to get together to go over the actual costs and determine the events for 2026.	Administration
• Dog Days of Summer/Winter - o Administration noted that she had requested a updated cost breakdown previous to the meeting date. - o Discussion surrounded the past two Dog Days events, with one taking place in the garage and the other taking place at Senator Croll Park. - o The idea was floated to perhaps have a Dog Day at Market rather than an actual separate event. Further discussion to take place.	Board of Directors
• Khan Courts – tier system - o Mr. Agostino has been in touch with Shawn Lippert regarding the registration numbers and the growth of weekly volleyball team play. - o Additional registration numbers will be presented as they become available. - o Administration noted for better record keeping that she has asked our bookkeeper to code volleyball differently this year. We will now have two codes for volleyball. One for the actual Beach Bash volleyball tournament and one for general volleyball throughout the year.	Administration
• Parking tokens - update - o Parking tokens revenue and expenses were presented to the Board of Directors. - o As tokens will no longer be sold to the BIA at a discount the discussion was whether the DWBIA should continue the program. - o Decision made by the Board to continue the program until December 31, 2026 whereby we will no longer be selling tokens to the business members. - o Administration to create a letter to be given to businesses that purchase tokens making them aware of the change at years end.	Board of Directors
	Board of Directors
	Administration

• Website Proposals - o The latest quote was presented to the Board of Directors, whereby the website revamp was discussed - o Motion made by Mr. Bhatti 'to go forward with the YQG Digital quote for website design, build and maintenance. Approved for \$15,300 with monthly hosting @ \$450. To start ASAP.' - o The Motion was seconded by Ms. Adams and approved."	Administration Board of Directors
• Social Media Management proposals - o The proposal was presented to the Board of Directors for perusal. - o Motion made by Mr. MacLeod 'to contract Jennifer Bignall-Strong (Tailgate Takeout) to manage the Social Media accounts for the BIA and associated accounts at \$1000/mth + up to \$500 (month for influencers for 12 months.' - o The Motion was seconded by Mr. Bhatti and approved.	Board of Directors Board of Directors
• DWBIA office move ➤ Door and Lights - o Mr. Blanchard noted that the parts for the new door have been ordered and we are waiting on parts before the new door can be installed. - o The Board of Directors will contact Mr. Lahlali regarding moving the boxes of lights, from 401 Ouellette to Mr. Blanchard's building in the 700 block of Ouellette. ➤ Security One quote - o The quote was discussed. Approval needed. Administration noted that security can't be run until the doors are replaced. ➤ Kelcom Windsor Copier - o Administration noted that the new photocopier is in. Kelcom will switch out copiers once we are in the new location. ➤ Kelcom Revolution IP quote - o Newest quote, with new phone system, was presented to the Board of Directors. - o Administration directed to contact Bell and Cogeco re: quotes.	Board of Directors Board of Directors Administration Administration Board of Directors

➤ Alphakor Group - o Administration noted that multiple visits to the new location to attempt to determine location for server case. Difficulties with all the boxes in the back area. The current status is that no further work can be completed until there is access to the office where the server case will be installed. - o Additional quotes are required for the move of server case.	Administration Board of Directors
NEW BUSINESS • Chris Pistagnesi – Navacord Insurance Services - o Chris Pistagnesi presented a simplified package to the Board of Directors showing a breakdown of our insurance coverage. - o The Board asked question with respect to liability and specific costs as well as renewal dates. - o The Board of Directors will sit down at a separate time to discuss our current insurance. - o Administration directed to add this to the next meeting agenda. • Mail forwarding - o Administration noted the long list of items that Canada Post stated was necessary for mail forwarding. - o Motion made by Mr. MacLeod to 'forward mail for 12 months from 484 Pelissier to 401 Ouellette.' - o The Motion was seconded by Mr. Blanchard, and approved. • Executive Director - update - o Board members asked for an update on the standing relationship between the DWBIA Board and the past Executive Director, Debi Croucher. - o Mr. MacLeod noted that there is no current update at this time. • Upcoming News Conference dates - o The Board of Directors discussed possible dates for a variety of upcoming news events in the downtown. - o Final decisions to be made, with Shane to complete Media Advisory's as directed.	

• Staff employment agreements - o Updated staff employment agreements were presented to the Board of Directors. - o Motion made by Mr. MacLeod to 'approve new employment agreements for Janice and Shane as presented and attached.' - o The Motion was seconded by Mr. Bhatti, and approved. - o Administration directed to get signature from Board Treasurer, Jennie Atkins. Once signature has been received, add wage increase to weekly payables. • Lighting Proposal – Pelissier St. - o Mr. Blanchard proposed circulating a map of trees along Pelissier St. where lighting can be hung or wrapped around trees. - o Discussion surrounded where the power would be accessed, and whether this could or should be a continuation of the Market District. • Chamber of Commerce – AGM - o Mr. Blanchard noted that the Chamber of Commerce 150th Anniversary would be celebrated at the AGM on March 27. He suggested that the DWBIA should have a representative at the event. - o Administration directed to purchase a ticket for Mr. Blanchard for the event. • Parking Lot conditions – Ouellette/Pelissier/Wyandotte - o Mr. Bhatti brought up the continuing disrepair and the fact that there is no lighting in this lot. - o It was noted that this is a safety concern. - o The owner/operator will be asked to contact Mr. Agostino. By-law enforcement will be encouraged to follow up if no repairs are ongoing.	Board of Directors Board of Directors Board of Directors Board of Directors Board of Directors
UPCOMING MEETING DATES • DWBIA Striking Committee Meeting Monday, April 13, 2026 • DWBIA Board of Directors Meeting Monday, April 27, 2026	
ADJOURNMENT o Meeting adjourned at 8:10 pm	