



MINUTES

MEETING: Board of Directors

DATE: Monday, April 27, 2026

TIME: 4:30 PM

LOCATION: 401 Ouellette Ave.

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

REGRETS:

STAFF: Janice Dyett, Shane Peters

GUEST: Jessica Mendez – True Fitness
Rukshini and Abraham – Windsor Downtown Mission

Agenda and Discussion	Responsibility of:
CALL TO ORDER Mr. MacLeod opened the meeting at 4:40 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 March 23, 2026 were moved by Mr. Balla and seconded by Ms. Adams.	Board of Directors Board of Directors

ADOPTION OF THE AGENDA	
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Agenda was accepted by Mr. Bhatti and seconded by Mr. Blanchard, and approved.	
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REGULAR BUSINESS ITEMS	
• Advanced Tattoo - update - o The owners of Advanced Tattoo appreciated that the Board met with them previously regarding their 50th anniversary in 2027. - o For 2026 they will tie into an ongoing event with themed tattoos.	Administration
• DWBIA Insurance - o Mr. Blanchard spoke about the insurance quote that he received. - o It is his understanding that this coverage covers alcohol at events. - o Mr. Blanchard to send the quote to Administration for forward to our current broker for the opportunity to quote.	Board of Directors
• Tree Project - update - o Mr. Peters announced that the DWBIA was awarded the Provincial grant of \$244,000.00. - o The DWBIA is working alongside the City of Windsor Forestry department. - o A press release will be set up for the near future.	Administration Board of Directors
• Farmers' Market - update - o The NiU unit is in the process of being inspected and repairs made as necessary. - o Saturday, May 4 will be Steve Green Day at Farmers' Market. - o A personalized card with photos throughout the years is being created with all staff and market vendors having the opportunity to sign it. - o A future meeting is planned with additional awards being presented to Steve.	Administration Board of Directors
NEW BUSINESS	
• Jessica Mendez – True Fitness - o Jessica spoke quite honestly about the current level of members and asked if there were any ways that the DWBIA could support them. - o Ideas were bounced around with respect to ideas of how to reach not only businesses but residents in the downtown core. These ideas included the purchase of weekly passes for distribution to local businesses.	Administration

- o Jessica will prepare a promotional pamphlet and send to Administration. - o Administration directed to forward this in a mass email to businesses in our boundaries.	Board of Directors
• Rukshini Ponniah-Goulin and Abram Banham - o Ms. Pooniah-Goulin and Mr. Banham met with the Board of Directors to discuss the upcoming Community Outreach event being held at the DWBIA offices on Wednesday, May 13. - o The point of the event is to positively educate the public about the Mission and the services that they provide. - o Mr. MacLeod has been asked to do the Welcome and Opening Remarks.	
• BIA proposal for One Clean Windsor – June 1, 2026 - o Mr. Agostino spoke about the partnership proposal between the Multicultural Council and the DWBIA to host a community clean-up. - o The event will take place on Monday, June 1, 2026 between 8:30am and 12:30pm. - o This event will be comprised of business owners, residents, newcomers and community organizations. - o The Board of Directors is in support of this initiative with the DWBIA supporting with clean up supplies and providing lunch to different businesses in the downtown.	Board of Directors
• Kelcom – updated pricing quote - o Administration brought the updated pricing quote to the Board members for approval. - o This was approved with Administration to sent quote to Board Chair for signing.	Administration
• A.L. Global - Quote - o Item to be brought forward to the Striking Committee meeting.	Board of Directors
• Canada Summer Jobs - update - o The DWBIA application for Canada Summer Jobs funding was approved with some changes.	Administration

- o The DWBIA was approved funding for 3 summer students for 8-week programs each. - o The student positions are a Media Coordinator, and Events Coordinator and a Sustainable Program Coordinator. - o The Media Coordinator and Sustainable Program Coordinator positions have been filled. Interviews for the Events Coordinator position will be held the following week.	Administration
• Gord Smith Healthy Workplace Awards - sponsorship - o Administration presented the sponsorship package to the Board of Directors. - o The Board of Directors approved the spend of \$300.00.	Administration Board of Directors
• St. Leonard's House – City of Windsor – Street Cleaning - o Item to be brought forward to the Striking Committee meeting.	Board of Directors
• Downtown Windsor Merch - o Item to be brought forward to the Striking Committee meeting.	Board of Directors
• Anthem FX/OHL - o Item to be brought forward to the Striking Committee meeting.	Board of Directors
• Diva's Delight – Jerk Fest - sponsorship - o Administration presented the sponsorship package to the Board of Directors. - o The Board approved a sponsorship of \$500, after the event takes place.	Administration Board of Directors
• Canada Day Arts Fair - o Maggie from the Windsor Parade Corporation inquired as to whether the DWBIA would be holding the Canada Day Arts Fair on University Ave. - o The Board of Directors confirmed that this is ongoing.	Administration Board of Directors
• Festivals & Events Ontario membership renewal - o Administration presented the annual renewal to the Board along with any benefits. - o The Board of Director's decided not to renew for the 2026-2027 season.	Administration Board of Directors

• Ouellette Car Cruise – Ad – Old Autos - o Administration spoke to the cost of previous ads that were placed in Old Auto promoting the Ouellette Car Cruise. - o Brief discussion surrounded location for the event and whether this is being held at Festival Plaza. - o Administration directed to contact the City of Windsor re: Special Event Request Form. • Spring Floral Planter Program - o Mr. Peters talked about the large city planters and changing over to native plants. - o The patio planter program was discussed as Administration was of the understanding that the DWBIA was no longer supporting this program. It was Administrations understanding that the two programs were merged in the budget. - o Further discussion to take place with respect to this item.	Administration Board of Directors Administration Board of Directors
UPCOMING MEETING DATES • DWBIA Striking Committee Meeting Monday, May 11, 2026 • DWBIA Board of Directors Meeting Monday, May 25, 2026	
ADJOURNMENT o Meeting adjourned at 6:45 pm	