



## MINUTES

**MEETING:** Board of Directors

**DATE:** Thursday, April 23, 2024

**TIME:** 5:30 PM

**LOCATION:** 484 Pelissier Street

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

**STAFF:** Debi Croucher, Janice Dyett

Agenda and Discussion
<p><b>CALL TO ORDER</b></p> <p>Mr. Corbett opened the meeting at 5:45 pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Ms. Balla, seconded by Ms. Holt.</p>
<p><b>DISCLOSURE OF INTEREST</b></p> <p>None.</p>
<p><b>ADOPTION OF THE MINUTES &amp; MOTIONS</b></p> <p>Minutes of the Board of Directors meeting held on March 26, 2024 moved by Mr. Agostino, seconded by Ms. Holt.</p> <p>Minutes of Combined Striking Committee meeting held on April 11, 2024 moved by Mr. Agostino, seconded by Ms. Holt.</p>

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- **Our Downtown Campaign**

- Mr. Agostino noted that there has been much support for the Our Downtown Campaign but work is needed to get business owners, staff and residents alike, showing support of the campaign.
- Ideas for the campaign include adding a page to our website, posters, flyers and postcards will need to be printed and distributed, radio and digital ads will need to be completed, work with graphic designer on creative.
- Motion made by Mr. Agostino to **"spend up to \$15K on Our Downtown Campaign."**
- The Motion was seconded by Mr. Balla, and approved.

- **Windsor Eats**

- Windsor Eats will be arranging for regular Friday night lit up bike rides downtown, with 2 guaranteed stops downtown, every 2 weeks, beginning in May.
- The idea is to have them visit different businesses to help all businesses in the downtown, including retail, bars, clubs and restaurants, as well as the Volleyball courts.
- Motion made by Mr. Balla for **"\$1000 to be given to Windsor Eats for Downtown Bike Ride Nights, Reg."**
- The Motion was seconded by Mr. Agostino, and approved.

- **NFL Draft Block Party**

- Mr. Agostino noted that everything is in place for the NFL Draft Party.
- Administration spoke to the delivery of posters and postcards that were hand delivered. VIP tickets were also printed and handed out for access to the patios at Vito's, Treehouse and Lefty's.

- **Beach Bash Volleyball**

- Eight teams are currently registered to play downtown at the Khan Courts. An additional 5 teams are being added, the GOAT, Bull & Barrel, and Wild Child.
- Currently Khan Courts will be active, Tuesday, Wednesday and Thursday evenings.
- Talk surrounded subsidizing teams to help with the cost of registration.
- Motion made by Mr. MacLeod to **"allocate \$4,000 to support the Downtown Beach Volleyball weekly events. To subsidize participants."**

- The Motion was seconded by Mr. Balla, and approved.

- **Grants**

- **Hydro One Grant**

- Administration noted that we were awarded \$25,000, which will be used to keep the Good Greens Food Reclamation Program running up to the end of June 2025.

- **Canada Summer Jobs Grant**

- Administration stated that we were awarded \$15,000, which will pay the wages of 3 students over the summer.

- **Canadian Heritage Grant**

- Administration noted that we were awarded \$7,500 to be used for Canada Day activation and activities.

- **Cigarette Bins - update**

- All the Cigarette bins are installed throughout the downtown with the new questions.
- A news release will be issued in the weeks ahead.

- **Benches - update**

- The order for additional arms has been placed and arms should be installed by the end of May.

- **Farmers' Market - update**

- Shane Peters, who is studying Environmental Studies, at the University of Windsor, and who has been running the Good Greens Food Reclamation Program, will be taking over as the Farmers' Market Facilitator starting May 4, 2024.
- Talk surrounded subsidizing teams to help with the cost of registration.

- **Good Greens' Food Reclamation Program**

- Administration noted that Good Greens Food Reclamation Programs passed the Windsor-Essex County Health Unit's second inspection on April 18, 2024.
- Administration noted that we are selling merchandise, a link has been added to our website where people can give donations online and a few donations have come in.
- Good Greens has partnered with the City and Ready, Set, Go. Good Greens will be going into 4-5 classrooms in May. The City has donated the plant materials and Ready, Set, Go is helping us with presentations in the school(s).

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**UPCOMING MEETING DATES**

- **Combined Striking Committees Meeting**  
Thursday, May 23, 2024 at 5:30pm
- **Board of Directors Meeting**  
Tuesday, May 28, 2024 at 5:30pm

**ADJOURNMENT**

Meeting adjourned at 6:50 pm.