



THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION
484 PELISSIER ST., WINDSOR, ONTARIO N9A 4K9
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DOWNTOWN WINDSOR BIA BOARD OF DIRECTORS MEETING AGENDA

Date: Wednesday, June 26, 2024

Time: 6:00 PM

Location: DWBIA Offices, 484 Pelissier Street

DIRECTORS:

Professional Services:	Chris MacLeod
Bars & Nightclubs:	Andrew Corbett
Member at Large:	Jennie Atkins
Commercial Property Owner/Developer:	Ray Blanchard
Hotel/Tourism/ Retail:	Sikander (Sunny) Bhatti
Restaurant (licensed):	Olivia Holt
Restaurant (unlicensed):	Ron Balla
Retail:	Misty Adams
Ward 3:	Councillor Renaldo Agostino
DWBIA Executive Director:	Debi Croucher
DWBIA Administrator:	Janice Dyett

1. CALL TO ORDER

- Reading of Land Acknowledgement

We [] would like to begin by acknowledging that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. The City of Windsor honours all First Nations, Inuit and Métis peoples and their valuable past and present contributions to this land.

- Adoption of the distributed agenda

2. DISCLOSURE OF PERCUNIARY INTEREST

3. ADOPTION OF THE MINUTES

- Minutes of the Striking Committee Meeting held on May 30, 2024
- Minutes of the Board of Directors Meeting held on June 4, 2024
- Minutes of the Striking Committee Meeting held on June 13, 2024

4. REGULAR BUSINESS ITEMS

- Downtown Lighting
- CUP Block Viewing Parties – update

5. NEW BUSINESS

- Strengthen the Core: Guests Robert Vani and Nicole Brush, City of Windsor
- Strengthen the Core website
- Summer Policy Event – Sponsorship Request
- UWindsor - Sponsorship Request
- Commercial Rent Subsidy Program
- Green Municipal Fund Grant
- Downtown Lighting Project
- US Marketing Campaign
- Relocating Downtown Windsor Crisis Centre – Windsor Star article
- DWBIA Board Acceptance of DWBRA By-Laws, Articles of Amendment and Director's Board Ready Form

6. UPCOMING MEETINGS

DWBIA Combined Striking Committees meeting
Thursday, July 11, 2024 at 5:30 pm

DWBIA Board of Directors meeting
Tuesday, July 23, 2024 at 5:30 pm

ADJOURNMENT

A quorum of five (5) voting members is required for DWBIA Board Meetings

**Minutes of the Striking Committee Meeting
held on May 30, 2024**



MINUTES

MEETING: Combined Striking Committees
DATE: Thursday, May 30, 2024
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Chris MacLeod, Andrew Corbett, Ray Blanchard, Sunny Bhatti, Olivia Holt, Misty Adams, Ron Balla, Councillor Renaldo Agostino
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion

CALL TO ORDER

Mr. MacLeod opened the meeting at 5:45 pm

Reading of Land Acknowledgement.

Distributed agenda was adopted by Ms. Adams, seconded by Mr. Corbett.

DISCLOSURE OF INTEREST

None.

ADOPTION OF THE MINUTES

Minutes of the Combined Striking Committees meeting held on April 11, 2024 were adopted by Mr. Blanchard and seconded by Ms. Adams.

REGULAR BUSINESS ITEMS

- **Beach Bash Volleyball Tournament - banner**
 - Administration noted that the Beach Bash Volleyball tournament which was held on May 25, was a success.
 - Administration noted that Pro Men and Women played over the weekend.

- Administration noted that the next tournament will be held the weekend of August 23, 2024.
- Administration noted that complaints were filed about the sand flying onto Ouellette Avenue and onto neighbouring businesses.
- Motion made by Mr. Corbett to “**approve a budget of up to \$500 for a banner for Ouellette side of the Khan courts.**”
- The Motion was seconded by Ms. Holt, and approved.

- **Dog Days of Summer**

- Administration noted that the Dog Days of Summer will be held on Saturday, July 27, in the Pelissier Street Parking Garage.
- There will be approximately 40 vendors, as well as a dog trainer, a dog fashion show.

- **Canada Day Arts Fair**

- Administration noted that the Canada Day Arts Fair will take place on Monday, July 1, between 10am-2pm, on University Ave., between Ouellette and Pelissier.
- The Canada Day Parade will take place between 11am-1pm and will travel down Ouellette, past University, to Riverside Drive and west to Caron Ave.
- Administration noted that the biggest issue is that many downtown businesses are closed on Canada Day.
- Discussion surrounded incentivizing businesses to open on Canada Day for all of the Parade and Arts Fair visitors.
- Discussion continued regarding notifying all businesses about the Canada Day Parade and the number of visitors that this brings to the downtown core, and providing businesses with posters and postcards.

NEW BUSINESS ITEMS

- **Desiree Jackson - LidLock**

- Desiree presented and demonstrated the LidLock she'd invented and discussed her sales goals.
- Discussion surrounded the costs for bulk buys, and whether this should be marketed to bars and restaurants.
- Discussion also surrounded other user groups, such as the Health Unit's Substance Prevention Team, and possible interest in the product from these groups.

- **St. Leonard's House - cleaning costs**
 - Administration spoke to the cost of paying for cleaning of the downtown including the Downtown Mission area.
 - An issue of concern is that the area is cleaned and then people get into the garbage bins and garbage is strewn about again.
 - The Board spoke of approaching the Executive Director of the Mission and suggesting that the DWBIA would pay to extend their fence so that the garbage bins are in their area and it becomes their responsibility to clean.
 - Motion made by Mr. Agostino to **"spend up to 3000 for a fence for garbage at Downtown Mission."**
 - The Motion was seconded by Mr. MacLeod, and approved.

- **Planter Proposal**
 - The DWBIA was approached by the owners of The Squirrel Cage to build planters along the alleyway behind their property to help with beautification and were asking for funding from the DWBIA for this project.
 - Discussion surrounded ways to keep the cost down and to do this ourselves. Board members to reach out to different contacts they have regarding the cost to construct this as well as the cost of plants, perhaps at cost.

- **TWEPI - AGM**
 - Administration noted that the TWEPI AGM will be held on Thursday, June 13 at Caesars Windsor. Administration asked if any Board members were interested in attending.
 - Tickets will be purchased next week for attendees.

- **Gord Smith Healthy Workplace Awards Ceremony**
 - Administration noted that the GSHWAC will take place on Wednesday, June 5, from 8-11am at the St. Clair Centre for the Arts.
 - Administration noted the Mr. Agostino will be the speaking dignitary, and asked if any Board Members were interested in attending.

- **Downtown Block Parties**
 - Based on the success of the NFL Draft Block party, the Board discussed adding additional events this summer.

- The dates decided upon were
 - Saturday, June 29
 - Saturday, July 27
 - Friday, August 9
 - Saturday, September 14
- Motion made by Mr. MacLeod to “organize four downtown block parties on June 29, July 27, August 9 and September 14. Budget of \$50,000 to be taken from Farmers’ Market revenue.”
- The Motion was seconded by Ms. Holt, and approved.
- **Maiden Lane – 5th Anniversary**
 - Administration noted that Maiden Lane Wine & Spirits would like to use our hydro box for the duration of their annual event. There is a cost of staffing in the amount of \$180 (36 x 5 hrs). The Striking Committee approved this spend.
- **US Marketing Campaign**
 - Decision made to table this item for discussion at the Board of Directors meeting held on Tuesday, June 4.
- **Parking meters**
 - Mr. Agostino noted that City Council will be meeting on June 10 and the final decision will be made regarding modernizing parking operations throughout the city.
 - If the decision goes as expected, paying at individual parking meters will be phased out. There will be signage, and payment will be at one location for a certain area. Parking tokens that are out in the community will be able to be used for a certain time frame while this change takes place.
 - Discussion surrounded how this will impact the Farmers’ Market and other events where there is no on street parking and meters are bagged.
- **Security Cameras - update**
 - It was noted that a meeting was held between Administration, some members of the Executive, and the Town of Chatham regarding their municipality’s camera program.
 - It was noted that an upcoming meeting with the Police Chief is planned, and this will be a matter up for discussion.
- **June 19 – clean up**
 - This item is to be discussed at the Board Meeting, held on Tuesday, June 4.

- **New Business Downtown**

- Discussion surrounded new businesses planning on coming to the Downtown.
- Discussion surrounded whether the Business Incentive Programs should be revisited.
- Discussion surrounded that fact that the downtown does not have small spaces which would be more suited to pop-up shops.
- Discussion surrounded starting a database of empty storefronts and approaching the owners one by one to find out what their plans are for the space.

- **Civic Esplanade – Ice Rink**

- Decision made to table the discussion to the Board meeting to be held on Tuesday, June 4, 2024

UPCOMING MEETING DATES

- **DWBIA Board of Directors meeting**
Tuesday, June 4, 2024 at 5:30pm
- **DWBIA Combined Striking Committees meeting**
Thursday, June 13, 2024 at 5:30pm
- **DWBRA Board of Directors meeting**
Tuesday, June 25, 2024 at 5:30pm
- **DWBIA Board of Directors meeting**
Tuesday, June 25, 2024 at 6:00pm

ADJOURNMENT

Meeting adjourned at 8:20 pm.

**Minutes of the Board of Directors Meeting
held on June 4, 2024**



MINUTES

MEETING: Board of Directors

DATE: Tuesday, June 4, 2024

TIME: 5:30 PM

LOCATION: 484 Pelissier Street

ATTENDEES: Chris MacLeod, Andrew Corbett, Misty Adams, Olivia Holt, Ray Blanchard, Sunny Bhatti, Councillor Renaldo Agostino

GUEST: Douglas Satori, Parallel 42 Systems

STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion

CALL TO ORDER

Mr. MacLeod opened the meeting at 5:49 pm.

Reading of Land Acknowledgement.

Distributed agenda was adopted by Mr. Corbett, seconded by Mr. Blanchard.

DISCLOSURE OF INTEREST

None.

ADOPTION OF THE MINUTES & MOTIONS

Minutes of the Board of Directors meeting held on April 23, 2024 moved by Ms. Holt, seconded by Mr. Bhatti.

Minutes of Combined Striking Committee meeting held on April 30, 2024 moved by Ms. Holt, seconded by Mr. Bhatti.

REGULAR BUSINESS

- **Douglas Sartori, Parallel 42 – Digital Asset Management Solution**
 - Mr. Sartori presented and discussed the 2 options in the Digital Asset Management Proposal, as prepared for the Downtown Windsor BIA.
 - Discussions surrounded the DWBIA’s needs, upfront and ongoing costs upfront, and Mr. Sartori’s recommended solution.
 - Motion made by Mr. Agostino for **“On Premises storage solution for digital management.”**
 - The motion was seconded by Mr. Bhatti, and approved.

- **Walkable Windsor – Windsor Society of Architects**
 - Administration spoke to the events taking place on Tuesday, June 11 and Wednesday, June 12, 2024.
 - The events on June 11 include an invitation-only walking tour of downtown, followed by a Welcome Reception at 5:30 pm as well as a lecture by Guest speaker, Jeff Speck, at 6:00 pm at the St. Clair Centre for the Arts. The evening events are open to the public.
 - The breakfast event on June 12 is by invite only and the invitee must have attended the lecture on June 11.

- **Volleyball Court Rentals – Application from Shawn Lippert**
 - Administration noted that the booking rentals for the courts went live today.
 - Applications received will be discussed and decided on, on a case-by-case basis, by the DWBIA Striking Committee and/or Board of Directors.
 - It was suggested that Notices of Upcoming Events be distributed to residents in the apartment buildings beside and across the street from the courts, prior to any private events taking place in Khan Courts.
 - Mr. Lippert’s application is for a Dance Party in the Sand, to take place on August 3, 2024 between 2-10pm. This will be a ticketed event.
 - Motion made by Mr. Corbett for **“approval for volleyball court rental from Shawn Lippert.”**
 - The motion was seconded by Ms. Adams, and approved.

- **Notice of City Council meeting – Item 11.2 – City Hall Square Ice Rink**
 - City Council convenes on Monday, June 10 at 10 am to discuss the proposed City Hall Square Ice Rink to be located at the Civic Esplanade.
 - Discussion surrounded whether a letter of support would suffice or whether a delegate should attend to speak in support of this agenda item.
 - Mr. Blanchard will be registered as a delegate and will speak in support of the issue on behalf of the DWBIA.

- **Notice of City Council meeting – Item 8.10 Options for Modernization of Parking Operations – City Wide**
 - At its meeting on June 11, City Council will also discuss the report on the modernization of parking operations throughout the municipality.
 - Mr. Blanchard will again be registered as a delegate to speak in support of the agenda item, and the benefits to the downtown core.

- **St. Leonard’s House – cleaning cost - fencing**
 - Discussion surrounded the continued cost to cleaning the area around the Downtown Mission.
 - Discussion included the DWBIA getting a better sense of the hours in which garbage was most prevalent in order to be able to make an informed decision of how best to tackle this ongoing issue.
 - Motion made by Mr. Corbett to **“approve a budget of \$2500 to research and generate a report of peak times for high traffic and high volume of garbage at the downtown mission.”**
 - The Motion was seconded by Mr. Agostino, and approved.
 - The Board of Directors noted that conversations have taken place between the Downtown Mission, Administration, and Board representatives regarding the idea of adding additional fencing around the garbage bins to keep the litter contained to their area, and to be good community neighbours.
 - Next steps are to get a quote for fencing, as well as a separate quote for wraps for the fencing.

- **Block Parties 2024 – discussion and approval**
 - The Motion made at the May 30, 2024, Striking Committees meeting, was read to the Board of Directors and approved.

- **US Marketing Campaign**

- Mr. Corbett proposed setting aside funds for a US Marketing campaign, targeting the 19–25-year-old demographic, for a period of 3-4 months, to bring additional customers back to the downtown core.
- Discussion surrounded an outstanding marketing grant application, and funds that have been earmarked for Marketing.
- Motion made by Mr. Corbett to **“approve a budget of up the \$20,000 for a USA marketing campaign to attract more customers to the downtown core, coming from the Farmers’ Market budget. Direction to work with community partners to raise more funds.”**
- The Motion was seconded by Mr. Bhatti, and approved.

- **Downtown Windsor Clean up – United Way and Rocket Mortgage**

- Mr. MacLeod noted that the Downtown Windsor Clean Up takes place on Wednesday, June 19.
- He noted that approximately 100 people will be taking part in the clean up and that currently, no additional people are needed. If that changes, the organizers will advise Mr. MacLeod know.
- Mr. MacLeod requested 100 of the Our Downtown T-shirts be set aside and allocated to the event, to be worn by clean up participants.

UPCOMING MEETING DATES

- **Combined Striking Committees Meeting**
Thursday, June 13, 2024 at 5:30pm
- **Board of Directors Meeting - DWBRA**
Wednesday, June 26, 2024 at 5:30pm
- **Board of Directors Meeting – DWBIA**
Wednesday, June 26, 2024 at 6:00pm

ADJOURNMENT

Meeting adjourned at 7:50 pm.

**Minutes of the Striking Committee Meeting
held on June 13, 2024**



MINUTES



MEETING: Combined Striking Committees
DATE: Thursday, June 13, 2024
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Chris MacLeod, Andrew Corbett, Ray Blanchard, Sunny Bhatti, Olivia Holt, Misty Adams, Councillor Renaldo Agostino
REGRETS: Ron Balla
GUEST:
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER</p> <p>Mr. MacLeod opened the meeting at 6:00 pm</p> <p>Reading of the Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Agostino, seconded by Mr. Blanchard.</p>	<p>Administration</p> <p>Administration</p> <p>Striking Committee</p>
<p>DISCLOSURE OF INTEREST</p> <p>None.</p>	
<p>ADOPTION OF THE MINUTES</p> <p>Minutes of the Striking Committee meeting held on May 30, 2024 were adopted by Ms. Holt and seconded by Mr. Corbett.</p>	<p>Striking Committee</p>

REGULAR BUSINESS ITEMS	
<ul style="list-style-type: none"> • Block Parties – The Cup Block Viewing Party – Games 3 & 4 <ul style="list-style-type: none"> ○ Discussion surrounded the costs of the event, including staffing, permits. The dates of upcoming games were also discussed. Discussion surrounded whether there is a way to do an audit after the fact to see how much business this brought to local businesses. ○ Motion made by Mr. Agostino “to review tonight’s game and decide if we are going to show game 4 of the Stanley Cup finals. And offer up to 7000 in costs if we decide to do another game.” ○ The Motion was seconded by Mr. Corbett, and approved. 	<p>Striking Committee</p> <p>Striking Committee</p>
<ul style="list-style-type: none"> • Upcoming Events for June and July <ul style="list-style-type: none"> ○ Farmers Market and Our Farms – Saturday, June 15 <ul style="list-style-type: none"> ➤ Administration noted that Our Farms, spearheaded by Tourism Windsor Essex Pelee Island, would be added to this upcoming Saturdays Farmers Market. Many visitors are expected to take part in the event. ○ Block Party – Saturday, June 29 <ul style="list-style-type: none"> ➤ Administration noted that the event will take place in Art Alley from Park to the former Compu-Park lot. as well as in Maiden Lane West. Stacey Pullen has been booked for the event. ➤ Administration noted that we are waiting on the permit from the city and that we would need the use of the Showmobile. ○ Canada Day Parade & Arts Fair – July 1 <ul style="list-style-type: none"> ➤ Administration noted that the DWBIA will hold a Canada Day Arts Fair from 10am-2pm on July 1. The event will take place on University between Pelissier and Ouellette and Ouellette and Freedom Way. ➤ Administration noted that the Parade will run down Ouellette from Wyandotte to Riverside, west on Riverside to Caron Ave. The Parade kicks off at 11am. There will be a Fan Zone on University between Ouellette and Freedom Way, with cupcakes, games, colouring and Canada Day swag. 	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p>

<ul style="list-style-type: none"> ○ Dog Days of Summer – Saturday, July 26 ➤ Administration noted that Dog Days of Summer will take place in the Pelissier Street Parking Garage during Farmers Market. ➤ Administration noted that vendors and participants are registering for the event. ○ Block Party – Saturday, July 26 ➤ Administration noted that the Block Party will take place on University Avenue between Ouellette and Victoria Avenue. 	<p>Administration</p> <p>Administration</p> <p>Administration</p>
<p>NEW BUSINESS</p> <ul style="list-style-type: none"> ● Gerry Lattmann, The Dot Film Company <ul style="list-style-type: none"> ○ Mr. Lattmann, along with his colleague, Jeff Nadalin, made a video presentation. ○ Mr. Lattmann noted that they are planning on making a summer horror film, mainly in Toronto, but are hoping to film a scene in Maiden Lane. ○ It was noted that they have already been put in contact with city officials regarding permits necessary. ○ They are looking for sponsorship. They noted that they will be looking for a cast holding space, parking for crew & production vehicles, accommodations for 2 nights, as well as food. ○ Motion made by Mr. MacLeod to “approve \$500 sponsorship of The Dot Film Company event on June 23 in the form of reimbursement for food expense from a downtown business.” ○ The Motion was seconded by Mr. Agostino and approved. ● ADS Media Solutions – Dani Sweet <ul style="list-style-type: none"> ○ Ms. Sweet made her presentation for advertising in downtown hotels, using a QR code, which would in turn take the person directly to our website. ○ Discussion surrounded a way to get a breakdown of the number of hits per hotel and if people were looking into food, shops, events, etc. 	<p>Striking Committee</p>

