



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: Tuesday, June 4, 2024

Time: 5:30 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 [I] 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 Board of Directors meeting held on April 23, 2024
- Minutes of Board of Directors meeting (DWBRA) held on April 30, 2024
- Minutes of the Striking Committee meeting held on May 30, 2024

4. REGULAR BUSINESS ITEMS

5. NEW BUSINESS

- Douglas Satori, Parallel 42 – Digital Asset Management Solution – 6:00pm
- Gerry Lattmann – Producer - The DOT Film Company – 6:00pm
- Walkable Windsor
- Volleyball Court Rentals – application from Shawn Lippert
- Notice of City Council meeting – Item 11.2 – City Hall Square Ice Rink
- St. Leonard’s House – cleaning costs – fencing
- Block Parties 2024 – discussion & approval
- US Marketing Campaign
- Parking meters
- Downtown Windsor clean up – United Way and Rocket Mortgage

6. UPCOMING MEETINGS

DWBIA Combined Striking Committees meeting

Thursday, June 13, 2024 at 5:30 pm

DWBRA Striking Committees Meeting

Tuesday, June 25 @ 5:30pm

DWBIA Board of Directors meeting

Tuesday, June 25 at 6:00pm

ADJOURNMENT

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



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

CALL TO ORDER

Mr. Corbett opened the meeting at 5:45 pm.

Reading of Land Acknowledgement.

Distributed agenda was adopted by Ms. Balla, seconded by Ms. Holt.

DISCLOSURE OF INTEREST

None.

ADOPTION OF THE MINUTES & MOTIONS

Minutes of the Board of Directors meeting held on March 26, 2024 moved by Mr. Agostino, seconded by Ms. Holt.

Minutes of Combined Striking Committee meeting held on April 11, 2024 moved by Mr. Agostino, seconded by Ms. Holt.

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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.



MINUTES

MEETING: Board of Directors
DATE: Tuesday, April 30, 2024
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett, Chris MacLeod, Misty Adams, Olivia Holt, Ray Blanchard, Sunny Bhatti, Jennie Atkins, Ron Balla, Councillor Renaldo Agostino
REGRETS: Olivia Holt
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion

CALL TO ORDER

Mr. MacLeod opened the meeting at 5:50pm.

Reading of Land Acknowledgement.

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

DISCLOSURE OF INTEREST

Councillor Renaldo Agostino

ADOPTION OF THE MINUTES

REGULAR BUSINESS ITEMS

- **Our Downtown Campaign**

- **Website**

- Administration noted that a website for Strengthen the Core website had been created. The website enables visitors to read the plan as outlined by the Mayor, as well as sign the petition.

- **Petition**

- Administration noted that the online petition had been started. Board members have been asked to sign and to spread the word.

- **Advertising – Radio & Digital**

- Administration noted that radio ads were to start today, with AM800's Dan McDonald, doing the voice over.
- Digital ads to begin on windsoriteDOTca today.
- Digital billboards to run on Provincial Road.

- **Posters and Postcards**

- Our Downtown posters and postcards have been printed and are awaiting distribution. These materials will be delivered to all businesses and residents in the downtown area and, once completed, we will move to outlying areas.
- It was noted that the QR code should be added to the postcards for easy completion of the survey.

- **Letters of Support**

- Administration to contact other BIA's for letters of support. All letters of support will be forwarded to the City Clerk, Mayor and Councillors.

- **Video Testimonials**

- Video testimonials will be recorded and registered as delegates at the City Council meeting, on Monday, May 13, 2024.

- **News Conference – May 2 at 10:30am – Realty One Iconic Group**
 - Administration noted that, if possible, all Board Members should attend the news conference.
- **Rally**
 - Discussion surrounded whether a rally should take place or if time was better spent elsewhere, getting support for the Strengthen Our Downtown plan. Decision made to focus time elsewhere.
- **Delegations at Council on May 13, 2024**
 - It was noted that video testimonials can be registered as delegates.
 - The Board was urged to register as a delegate and to ask neighbouring business owners and residents to register to speak as well.
- **Social Media Campaign**
 - DWBRA to start Our Downtown accounts/pages on Facebook and Instagram, and to boost posts.
- **Farmers Market- Info Booth**
 - A booth will be set up at Farmers' Market, running the weeks of April 27, May 4 and May 11, 2024 to educate the public about the campaign and to garner support. Misty Adams will run the booth.
- **T-Shirts**
 - Our Downtown T-shirts ordered from Tribal Printing. Four sample T-shirts to be ready for pick up on Tuesday, May 2, 2024.
 - Our Downtown T-shirts will be available to everyone attending City Council meeting on Monday, May 13, 2024, in support of the campaign.
- **Queen Ashtar/Green Leaf Parklet**
 - Administration made note that the Green Leaf restaurant is not interested in incurring the cost to set up the parklet, that previously belonged to Queen Ashtar restaurant.

- My Handmade Homes, who installs, removes and stores the parklets over the winter, is looking to the DWBIA to either store the parklet, sell the parklet or give the owner of My Handmade Homes, permission to sell/discard the parklet.
- **Direction given by the Board of Directors to tell the owner to sell/discard the parklet.**

UPCOMING MEETING DATES

- **Combined Striking Committees Meeting**
Thursday, May 23, 2024 at 5:30pm
- **DWBRA Board of Directors Meeting**
Tuesday, May 28, 2024 at 5:30pm
- **DWBIA Board of Directors Meeting**
Tuesday, May 28, 2024 at 6:00pm

ADJOURNMENT

Meeting adjourned at 7:30pm