



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

Date: Tuesday, July 23, 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 [!] 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 Board of Directors Meeting held on June 26, 2024
- Minutes of the Striking Committee Meeting held on July 11, 2024

4. REGULAR BUSINESS ITEMS

- Block Parties – July 14 (update), July 27 and August 9
- The Downtown Mission – fencing quotes
- Ouellette Car Cruise – August 9, 2024
- Downtown Lighting
- Comedy Fest 2024 – update
- Cameras - update

5. NEW BUSINESS

- Khan Courts booking – August 18, 2024

6. UPCOMING MEETINGS

DWBIA Combined Striking Committees meeting
Thursday, September 12, 2024 at 5:30 pm

DWBIA Board of Directors meeting
Tuesday, September 24, 2024 at 5:30 pm

ADJOURNMENT

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

**DOWNTOWN
WINDSOR**

**MINUTES OF BOARD OF DIRECTORS MEETING
JUNE 26, 2024**



MINUTES

MEETING: Board of Directors

DATE: Wednesday, June 26, 2024

TIME: 5:30 PM

LOCATION: 484 Pelissier Street

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

REGRETS: Misty Adams

STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER</p> <p>Mr. MacLeod opened the meeting at 5:50 pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Blanchard, seconded by Ms. Holt.</p>	<p>Board of Directors</p> <p>Administration</p> <p>Board of Directors</p>
<p>DISCLOSURE OF INTEREST</p> <p>None.</p>	
<p>ADOPTION OF THE MINUTES & MOTIONS</p> <p>Minutes of the Striking Committee meeting held on May 30, 2024, moved by Mr. Agostino, seconded by Ms. Holt.</p> <p>Minutes of the Board of Directors meeting held on June 4, 2024 moved by Mr. Agostino, seconded by Ms. Holt.</p> <p>Minutes of Combined Striking Committee meeting held on June 13, 2024 moved by Mr. Agostino, seconded by Ms. Holt.</p>	<p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p>

REGULAR BUSINESS ITEMS	
<ul style="list-style-type: none"> • Downtown Lighting 	
<ul style="list-style-type: none"> ○ Administration noted that the DWBIA’s application for funding under the CUI My Main Streets was unsuccessful. This grant application was for the downtown lighting project. 	Administration
<ul style="list-style-type: none"> ○ Discussion surrounded a pilot lighting installation in Maiden Lane to demonstrate the impact of lighting on mainstreet to member businesses. 	Board of Directors
<ul style="list-style-type: none"> ○ In order to complete this project, the Board of Directors needs to call a meeting of the DWBIA membership to seek approval of reallocating funds from one line item to another. 	Board of Directors
<ul style="list-style-type: none"> ○ Motion made by Mr. MacLeod to “approve up to \$10,000 for engineering/development of plan for lighting on Ouellette and Maiden Lane, from Programming & Support.” 	Board of Directors
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Balla, and approved. 	Board of Directors
<ul style="list-style-type: none"> ○ Motion made by Mr. MacLeod to “schedule a General Membership meeting.” 	Board of Directors
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Agostino, and approved. 	Board of Directors
<ul style="list-style-type: none"> ○ Motion made by Mr. MacLeod “to allocate \$100,000.00 from security cameras to decorative lighting. To recommend that the membership approve reallocation of funds.” 	Board of Directors
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Corbett, and approved. 	Board of Directors
<ul style="list-style-type: none"> • CUP Block Parties – update 	
<ul style="list-style-type: none"> ○ Discussion surrounded the success of the Block Parties to date, and the plans for events on June 29, July 14, July 27 and September 14, 2024. 	Administration
<ul style="list-style-type: none"> ○ Discussion surrounded the costs to host these block parties and ways in which to reduce costs. 	Administration
<p>NEW BUSINESS</p>	
<ul style="list-style-type: none"> • Strengthen the Core: Guests Robert Vani and Nicole Brush, City of Windsor 	
<ul style="list-style-type: none"> ○ Mr. Vani and Ms. Brush introduced themselves and explained the objectives of the High Standards portion of Strengthen the Core. 	

<ul style="list-style-type: none"> ○ Ms. Brush is the new By-Law officer dedicated to the downtown core. ○ Mr. Vani and Ms. Brush noted that orders can be issued for vacant properties as well as buildings. ○ Mr. Vani and Ms. Brush noted that orders have already been issued to some businesses in the downtown. 	
<ul style="list-style-type: none"> ● Strengthen the Core website <ul style="list-style-type: none"> ○ Councillor Agostino noted that the City of Windsor would like the website, strengththecore.ca, decommissioned. ○ Discussion ensued and culminated with Administration being directed to work with our webmasters to action this item. 	<p>Board of Directors</p> <p>Administration</p>
<ul style="list-style-type: none"> ● Munroe Strategy - Summer Policy Event <ul style="list-style-type: none"> ○ Administration noted that Munro Strategies, in partnership with Parallel 42 Systems and Art Windsor-Essex are, once again, hosting their annual Summer Policy Event.is year with the summer policy event. ○ This year, the event will take place on the lawns in front of Art Windsor-Essex on Thursday, August 15, 2024. ○ The organizers are requesting sponsorship, by way of sound equipment, from the DWBIA. ○ Motion made by Ms. Holt “to provide sound equipment to support event at AWE.” ○ The Motion was seconded by Mr. Corbett, and approved. 	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Board of Directors</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> ● U Windsor – Welcome Week – sponsorship package <ul style="list-style-type: none"> ○ The University of Windsor has sent the DWBIA a sponsorship package for Welcome Week. The sponsorship levels are from \$500 to \$3,000. ○ Administration noted that there is a line item in the budget to be used to support University of Windsor and St. Clair College endeavours. ○ Motion made by Mr. Balla to approve “1000 from school line items to Univ Student Centre, Welcome Week.” ○ The Motion was approved by Mr. Blanchard, and approved. Ms. Atkins abstained from voting. 	<p>Administration</p> <p>Administration</p> <p>Board of Directors</p> <p>Board of Directors</p>

<ul style="list-style-type: none"> • Commercial Rent Subsidy Program <ul style="list-style-type: none"> ○ It was noted that the program is still on the DWBIA website, with businesses applying for the program. ○ Discussion surrounded the success of the program and whether it helped businesses in the long run. ○ It was decided that there are more meaningful ways to help new business opening in the downtown. ○ A Directive was given by the Board to remove the program from our website. 	<p>Administration</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> • Green Municipal Fund Grant <ul style="list-style-type: none"> ○ Administration noted that there is a new grant available, worth \$1,000,000.00. ○ Administration noted that the project associated with the Grant must be green. An example would be roof-top gardens or greenhouses. Discussion surrounded the issues with this, such as structural loads, weight and water damage. ○ Some suggestions were to use vacant spaces in the downtown for gardens, or use the roof of the Pelissier Street Parking Garage as a roof top garden/greenhouse. ○ Administration noted that this is a very complex and lengthy grant application, and asked for the Board’s direction as to whether to apply for this grant or not. ○ Direction given to apply for the Grant. 	<p>Administration</p> <p>Administration</p> <p>Board of Directors</p> <p>Administration</p> <p>Board of Directors</p>
<ul style="list-style-type: none"> • US Marketing Campaign <ul style="list-style-type: none"> ○ Mr. Corbett to update the Striking Committee at their meeting on July 11, 2024. 	
<ul style="list-style-type: none"> • Relocating Downtown Windsor Crisis Centre – Windsor Star Article <ul style="list-style-type: none"> ○ Administration noted that we had been contacted by a downtown business owner regarding the look of the new Crisis Centre in the 500 block of Ouellette. ○ The Board noted that updates have since taken place and the business now looks professional and appropriate for the downtown. 	<p>Administration</p> <p>Board of Directors</p>

<ul style="list-style-type: none"> • DWBIA Board acceptance of DWBRA By-Laws, Articles of Amendment and Director’s Board Ready Form. <ul style="list-style-type: none"> ○ Motion made by Mr. MacLeod “to approve DWBRA notice as presented ‘include citation’.” ○ The Motion was seconded by Mr. Blanchard, and approved. • Kirwin Building - Back Alley <ul style="list-style-type: none"> ○ Mr. Blanchard noted that the back alley behind Kirwin Partners has an ongoing issue with the litter, drug use and human waste. ○ Discussion surrounded ways to combat the issue. ○ Mr. Agostino will meet with the business owners to see if the City can offer any additional supports. • Windsor Spitfires Hockey Puck Sponsorship <ul style="list-style-type: none"> ○ Administration noted that the DWBIA was offered the first right of refusal to being the 2024/2025 sponsor the Spitfires puck. ○ The Sponsorship cost is \$1500. ○ Motion made by Mr. MacLeod to “sponsor the Windsor Spitfires Puck for 2024/2025 season for \$1,500.” ○ The Motion was seconded by Ms. Atkins, and approved. 	<p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p> <p>Administration</p> <p>Administration</p> <p>Board of Directors</p> <p>Board of Directors</p>
<p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none"> • Combined Striking Committees Meeting Thursday, July 11, 2024 at 5:30pm • Board of Directors Meeting Tuesday, July 23, 2024 at 5:30pm • Combined Striking Committees Meeting Tuesday, September 12, 2024 at 5:30pm • Board of Directors Meeting Tuesday, September 24, 2024 at 5:30pm 	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 8:15 pm.</p>	

**MINUTES OF STRIKING COMMITTEE MEETING
JULY 11, 2024**



MINUTES

MEETING: Striking Committee
DATE: Thursday, July 11, 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: Paul Montanier
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>CALL TO ORDER</p> <p>Mr. MacLeod opened the meeting at 5:50 pm</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Agostino, seconded by Mr. Bhatti.</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 June 13, 2024 were adopted by Ms. Holt and seconded by Mr. Agostino.</p>	<p>Striking Committee</p>

REGULAR BUSINESS ITEMS	
<ul style="list-style-type: none"> • Canada Day Arts Fair & Parade - update 	
<ul style="list-style-type: none"> ○ Administration noted the success of the Parade as well as the Arts Fair. Thousands of spectators lined the streets, with no security issues whatsoever. 	Administration
<ul style="list-style-type: none"> ○ The Arts Fair was well attended, with some vendors selling out of stock. The face painting, temporary tattoo, flag and pin activation tables were a huge success. 	Administration
<ul style="list-style-type: none"> • Block Parties – July 14, July 27 & August 9 	
<ul style="list-style-type: none"> ○ The Euro Cup/Copa America Block party will take place on Sunday, July 14. The event will take place on Ouellette Ave., between Pitt St. and Riverside Dr. 	Administration
<ul style="list-style-type: none"> ○ The Dog Days of Summer event will take place on Saturday, July 27 between 9am-2pm at the Pelissier St. Parking Garage. There will be vendors, a fashion show, training, and a demonstration by Windsor Police’s canine unit. 	Administration
<ul style="list-style-type: none"> ○ The Rock ‘n Wrestling Block Party will take place Saturday, July 27. The event will be held on University Ave. W., between Pelissier and Victoria. Programming includes live wrestling, a couple of bands, and karaoke. 	Administration
<ul style="list-style-type: none"> ○ The August 9 Block Party will take place on Chatham St. W., between Ouellette Ave and Ferry St. 	Administration
<ul style="list-style-type: none"> • The Downtown Mission – fencing quotes 	
<ul style="list-style-type: none"> ○ Administration noted that there is no new information regarding the fencing quote. 	Administration
<ul style="list-style-type: none"> ○ Discussion surrounded reprioritizing efforts, to get the fencing completed and to then pull back GNS services. 	
<ul style="list-style-type: none"> • Ouellette Car Cruise – August 9 	
<ul style="list-style-type: none"> ○ Administration spoke about our 9th annual Ouellette Car Cruise which takes place on August 9, 2024. The cars gather at Festival Plaza throughout the day, and the Cruise begins at 6pm. 	Administration
<ul style="list-style-type: none"> ○ Administration noted that we no longer have our primary sponsor. Discussion surrounded possible sponsorship ideas with members of the Board to speak to possible sponsors. 	Administration

<ul style="list-style-type: none"> • Downtown Lighting - update <ul style="list-style-type: none"> ○ Administration noted to the Board that we have received one quote for lighting on Maiden Lane West. The quote excluded installation & taxes. ○ Discussion surrounded the need to call a membership meeting as soon as possible, the filing of permits, the best location to begin the lighting project, and the need to get comparative quotes. ○ Direction given by the Striking Committee to call a membership meeting within 21 days. 	<p>Striking Committee</p> <p>Striking Committee</p> <p>Striking Committee</p>
<ul style="list-style-type: none"> • Camera Program - update <ul style="list-style-type: none"> ○ Discussion surrounded that fact that the City of Windsor will be taking over the camera program, and what best to do between now and when the City starts their CCTV program. Discussion surrounded gathering data that had been compiled by ACS. ○ Discussion surrounded when to stop the reimbursement of cameras for current businesses under the pilot project, and the need to renegotiate with ACS on behalf of members utilizing their services under the DWBIA's pilot project. ○ Motion made by Mr. Agostino to “pay for July – end camera program and meet with Hassan on a new downtown program at a reduced rate.” ○ The Motion was seconded by Mr. Bhatti, and approved. 	<p>Striking Committee</p> <p>Striking Committee</p> <p>Striking Committee</p> <p>Striking Committee</p>
<p>NEW BUSINESS ITEMS</p>	
<ul style="list-style-type: none"> • Comedy Fest 2024 – Paul Montanier <ul style="list-style-type: none"> ○ Mr. Montanier, along with two colleagues, presented their plans for Comedy Fest this year. He noted that Comedy Fest did not receive a ACHF grant from the City in 2024. ○ Mr. Montanier noted that the Comedy Fest will run from August 20-30, it has been expanded to 10 days this year compared to 5 last year, with one show a day. ○ Discussion surrounded ways to support the festival, as well as the idea of a family friendly free outdoor comedy show. 	<p>Striking Committee</p> <p>Striking Committee</p>

<ul style="list-style-type: none"> ○ Motion made by Mr. MacLeod to “propose with Brewing for Comedy festival that we would be the title sponsor. For \$1,500 in cash & \$500 in advertising on the following conditions. <ol style="list-style-type: none"> 1. A free outdoor event to be held in Maiden Lane as part of the festival on a Wednesday or Thursday night. 2. All events are downtown. 3. First rights of refusal for 2025 & 2026.” 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Corbett and approved. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ● By-law Enforcement 	
<ul style="list-style-type: none"> ○ The DWBIA was contacted by By-Law enforcement regarding the DWBIA’s priority list of locations of properties within our boundaries that are in need of repair/clean up or updating. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ● OCMC – Sponsorship Request 	
<ul style="list-style-type: none"> ○ Mr. Corbett spoke about St. Clair College hosting the Ontario Colleges' Marketing Competition at St. Clair Centre for the Arts. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ For a \$2,500 title sponsorship, participants would build a marketing campaign around what we need to bring business and/or visitors to the downtown, whether it be U.S marketing campaign or a local campaign. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ Motion made by Mr. Corbett to “approve a sponsorship of up to \$2500 for OCMC with a marketing case study included.” 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Agostino, and approved. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ● Zombie Walk - 2024 	
<ul style="list-style-type: none"> ○ Administration noted that Shawn Lippert would like to bring the Zombie Walk back to the downtown, with Ouellette closed from Wyandotte to Riverside. 	<p>Administration</p>
<ul style="list-style-type: none"> ○ The Striking Committee discussed the cost of road closures, rolling road closures, as well as dates that would benefit the downtown businesses. 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ Motion made by Mr. Agostino to approve “2500 sponsorship for Zombie Walk.” 	<p>Striking Committee</p>
<ul style="list-style-type: none"> ○ The Motion was seconded by Mr. Corbett, and approved. 	<p>Striking Committee</p>

<p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none">• DWBIA Board of Directors Meeting Wednesday, July 23, 2024 at 5:30pm• Striking Committee Meeting Thursday, September 12, 2024 at 5:30pm• Board of Directors Meeting Tuesday, September 24, 2024 at 5:30pm	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 8:10pm.</p>	