

The Waterfront District BIA  
**BOARD OF MANAGEMENT MEETING**

Tuesday, June 3, 2025

INVITED: John Murray, Vice Chair  
Phil Walkden, Treasurer  
Thomas Trist, Director  
Maelyn Hurley, Director  
Jordan Calonego, Director  
Robyn Despins, Director  
Andrew Foulds, Councillor  
Vacant  
Vacant  
Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Peter White, Past Chair  
Lynn Gray, BIA Bookkeeper

GUEST:

LOCATION/TIME: Goods & Co – Catered Snacks from off-site.

Meeting ID: 278 100 2430  
Passcode: WDBIA

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @	
2.0	Approval of Agenda  Motion: 2025-32 Moved by:      Seconded by:	
3.0	Presentations	
4.0	Approval of Minutes – May 6, 2025– <i>sent electronically</i>  Motion: 2025-33 Moved by:      Seconded by: P. Walkden	
5.0	Business Arising from Past Minutes 1. Strategic Planning – o Quote #1 – Evolv \$15,150	

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	<ul style="list-style-type: none"> <li>○ Quote #2 – Compass</li> <li>2. Board Nominations – remaining until complete.</li> <li>3. Connaught Square discussion with Waverley Library - Hold</li> <li>4. AGM 2.0 set for June 17, 2025 @ 6:30pm</li> </ul>	
6.0	Reports	
6.1	<p>Chair's Report –</p> <ul style="list-style-type: none"> <li>1. Seagull Contract – Started.</li> <li>2. Committee priorities – <ul style="list-style-type: none"> <li>i. each committee to set up a regular monthly meeting (fixed schedule)</li> <li>ii. Create top three priorities for the year</li> </ul> </li> <li>3. Planning Tourism Council – clarification</li> <li>4. Canada Summer Jobs – denied but can afford 2 students PT</li> </ul>	
6.2	<p>ED Report –</p> <ul style="list-style-type: none"> <li>1. Growth Task Force Update – require more ideas for growing the Industrial and Commercial tax bases.</li> <li>2. Funding – working with FUNBIA to get FEDNOR, NOHFC and other funding available in Northern Ontario (RED, MyMainStreet, etc.) <ul style="list-style-type: none"> <li>a. Canadian Urban Institute -</li> </ul> </li> <li>3. Clean Green Beautiful</li> <li>4. Event road closure assistance and storage</li> <li>5. DRAFT Request for Expression of Interest for the Ambassador Program</li> <li>6. Reviewing and editing Operating Procedures</li> </ul>	
6.2	<p>Finance Committee –Phil</p> <ul style="list-style-type: none"> <li>1. Financial Statements</li> <li>2. Audited Financials – Approved and preparing for 2024 Audit</li> <li>3. Sponsorship Requests – <ul style="list-style-type: none"> <li>• Adult &amp; Teen Challenge of Central Canada</li> <li>• Cash: \$500 for Hole Sponsorship</li> </ul> </li> </ul> <p><b>Recommendation:</b> Deny – no affiliation with the BIA or showcasing how it will support the BIA Businesses in the application.</p> <ul style="list-style-type: none"> <li>• Northern ontario 5 pin bowlers association</li> <li>• Cash: \$5000</li> </ul> <p><b>Recommendation:</b> Lapsed – applied too late and did not indicate tie to BIA Businesses.</p> <ul style="list-style-type: none"> <li>• Magnus Theatre</li> <li>• BIA Bucks/Advertising: \$800 <ul style="list-style-type: none"> <li>• Description of Recognition: Magnus Theatre will provide \$800 worth of program advertising as an in-kind exchange to</li> </ul> </li> </ul>	



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	<p><b>Recommendation:</b> Approve \$500 in BIA Bucks, Sponsor the LED Board and share posts (the BIA must be tagged) to show support and request a formal application for sponsorship of the 2026 event come in January.</p> <p><b>Motion: 2025-</b> Moved by:      Seconded by:</p> <ul style="list-style-type: none"> <li>• Prince Arthur Waterfront Hotel</li> <li>• BIA Bucks Amount: \$5 BIA Bucks per guest welcome bag (actual guest count would be confirmed closer to conference)</li> <li>• Bucks/Advertising: BIA Bucks in denomination that the BIA feels would be appropriate <ul style="list-style-type: none"> <li>○ Description of Recognition: Our Marketing would mention and use logo of Waterfront District BIA on our social media platforms; FB, Instagram our Website. Hotel would post any poster of WD BIA in our common areas of the hotel.</li> <li>○ Description of Event/project: Requesting to have BIA Bucks for Welcome Bags for Large Conference that will be utilizing our entire hotel from July 28- August 1,2025. 115 rooms for 4 nights and 18 rooms for 5 nights. This is an Annual Conference.</li> </ul> </li> </ul> <p><b>Recommendation:</b> Approve \$10/ room at 115 rooms in BIA Bucks for shopping, drinking and dining in the BIA during their stay equalling \$1150 up to \$1300 for any extra rooms.</p> <p><b>Motion: 2025-</b> Moved by:      Seconded by:</p> <ul style="list-style-type: none"> <li>• Bay &amp; Algoma Business Association</li> <li>• Cash Amount: \$1000</li> <li>• Bucks/Advertising: \$1000 <ul style="list-style-type: none"> <li>○ Description of Recognition: Recognition on our print and online poster - as well as website.</li> <li>○ Description of Event/project: A collaborative event to kick off the 10th Annual Bay and Algoma Buskers Festival at Good's and Co. on July 25th. The event will feature the out of town feature performers this year including: Fraser Hooper, Steve Goodtime, Kazmir the Hungry, Seb and Fritz, Sky the Guy, and Creed Statuary. Maybe even Women in Silk.</li> </ul> </li> </ul> <p><b>Recommendation:</b> Approve \$1000 in BIA Bucks for giveaways share posts for the kick-off event (the BIA must be tagged) to show support.</p> <p><b>Motion: 2025-</b> Moved by:      Seconded by:</p>	

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6.3	<p><b>Infrastructure/Beautification Committee – John &amp; Tom</b></p> <ol style="list-style-type: none"> <li>CoTB Red River &amp; Court Revitalization Update – Court St S adjustments <ol style="list-style-type: none"> <li>Approximately 1 week remaining – planting occurring and Mall Street will happen when the art contract is signed.</li> </ol> </li> <li>Patios – moving forward.</li> </ol>	
6.4	<p><b>Marketing, Events &amp; Promotion Committee – Maelyn, Tom &amp; Connor (public)</b></p> <ol style="list-style-type: none"> <li>Cruise Ships –<i>market to the crew in 2025.</i></li> <li>Marketing Plan to go with the budget.</li> <li>Marketing to the U.S. with the low dollar</li> <li>Shop Mainstreet Canada campaign</li> <li>End of Summer Event <ol style="list-style-type: none"> <li>Wheelies</li> <li>Movies</li> </ol> </li> <li>Social Media – from the budget up to \$50/ week will be spent to promote the weekend round up.</li> </ol>	
6.5	<p><b>Membership Services Committee – Robyn &amp; Phil – Deferred</b></p> <ol style="list-style-type: none"> <li>CRM – Creating an online form for uploads (ongoing)</li> <li>New Members – Following up when time permits (ongoing)</li> <li>Associate Memberships 2025/2026 boundary expansion</li> </ol>	
6.6	<p><b>Safety &amp; Security – Peter, John &amp; Tom</b></p> <ol style="list-style-type: none"> <li>Chamber Chat w. BIAs, BAs and Mall – Next Meeting May 8, 2025 (working on #3 as a group).</li> <li>Connect with Chief Fleury &amp; EMS - <i>will work to develop the relationship further and come up with solutions to keep the area safe and walkable.</i></li> <li>Ambassador Program – <i>on the agenda until this, or another program similar, is implemented.</i></li> <li>Coffee with Council – <i>scheduling with the various members of the committee.</i></li> </ol>	
6.8	<p><b>Administration</b></p> <ol style="list-style-type: none"> <li>Board Meeting Schedule – First Tuesday of the Month potential adjustments for long weekends and holidays. <ul style="list-style-type: none"> <li>June 17, 2025 AGM 2.0</li> <li>July 8, 2025 (July 1 is Canada Day) – Cancel?</li> <li>August 5 or 12, 2025</li> <li>September 2 or 9, 2025</li> <li>October 7, 2025</li> <li>November 4, 2025</li> <li>December 2, 2025</li> </ul> </li> </ol>	
7.0	<p><b>Correspondence –</b></p> <ul style="list-style-type: none"> <li>Badani Theatre – Road closure complaint</li> </ul>	

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8.0	<p><b>New Business –</b></p> <ul style="list-style-type: none"> <li>Marco Cupelli Board Application – needs to be interviewed before the AGM 2.0</li> </ul>	
9.0	<p><b>Next Meeting – June 17, 2025</b></p> <p><b>Adjournment –</b>  <b>Motion: 2025-</b>  <b>Moved by:           Seconded by:</b></p>	

DRAFT