



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	

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

ltem	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– sent electronically	
	Motion: 2025-33	
	Moved by: Seconded by: P. Walkden	
5.0	Business Arising from Past Minutes	
	1. Strategic Planning –	
	 Quote #1 – Evolv \$15,150 	

Item	Description	Action
	 Quote #2 – Compass 	
	 Board Nominations – remaining until complete. 	
	3. Connaught Square discussion with Waverley Library - Hold	
	4. AGM 2.0 set for June 17, 2025 @ 6:30pm	
6.0	Reports	
6.1	Chair's Report –	
	1. Seagull Contract – Started.	
	2. Committee priorities –	
	i. each committee to set up a regular monthly meeting (fixed	
	schedule)	
	ii. Create top three priorities for the year	
	3. Planning Tourism Council – clarification	
	4. Canada Summer Jobs – denied but can afford 2 students PT	
6.2	ED Report –	
	4 Crowth Tools Force Undeter require more ideas for everying the Industrial	
	 Growth Task Force Update – require more ideas for growing the Industrial and Commercial tax bases. 	
	 Funding – working with FUNBIA to get FEDNOR, NOHFC and other funding 	
	available in Northern Ontario (RED, MyMainStreet, etc.)	
	a. Canadian Urban Institute -	
	3. Clean Green Beautiful	
	4. Event road closure assistance and storage	
	5. DRAFT Request for Expression of Interest for the Ambassador Program	
	6. Reviewing and editing Operating Procedures	
6.2	Finance Committee – Phil	
	1. Financial Statements	
	2. Audited Financials – Approved and preparing for 2024 Audit	
	3. Sponsorship Requests –	
	Adult & Teen Challenge of Central Canada	
	Cash: \$500 for Hole Sponsorship	
	Becommendation , Dony , no offiliation with the DIA or showcooing how it will	
	Recommendation: Deny – no affiliation with the BIA or showcasing how it will support the BIA Businesses in the application.	
	support the DiA Dusinesses in the application.	
	 Northern ontario 5 pin bowlers association 	
	 Cash: \$5000 	
	Recommendation: Lapsed – applied too late and did not indicate tie to BIA	
	Businesses.	
	Magnus Theatre	
	BIA Bucks/Advertising: \$800	
	 Description of Recognition: Magnus Theatre will provide 	
	\$800 worth of program advertising as an in-kind exchange to	

Item	Description	Action
	 the Waterfront District BIA. As each ticket sold at Magnus Theatre equates to \$28 spent in the Waterfront District, we hope to work together to continue to grow the experience for patrons and visiting artists. Description of Event/project: Magnus Theatre welcomes approximately 80 out of town actors, designers, and directors to work with our organization each season. As part of the welcome package orienting them to our neighborhood we would like to include \$10 in BIA Bucks per artist to encourage them to explore the Waterfront District. Outside of the aforementioned program advertising, we are happy to include in the welcome package any advertising or event information from Waterfront District BIA members that they would like to communicate to visiting artists. Recommendation: Approve \$800 minimum in BIA Bucks – Magnus is a positive partner in promoting the area and their patrons enjoy spending in the area. 	Carried
	 Moved by: Seconded by: Centre francophone/Festival BONJOUR Cash: \$1000 Bucks/Advertising: Digital billboard, social shares, tents/tables and chairs if possible Description of Recognition: Because we are quite close to the festival, we may be able to get your logo on the program to be distributed at the site, and our logo on our festival promotional video. You will also be infivte do the VIP cocktail of the festival from 6pm to 7:30pm on Thursday 5 June, There are plans to have a Thank You ad or roadside digital sign after the festival. We could also do a shout out on social media. Description of Event/project: Festival BONJOUR is a vibrant, bilingual celebration of Francophone culture held annually in Thunder Bay, Ontario. Formerly known as the Franco-Festival, this dynamic event brings together music, art, food, and community in a welcoming and intergenerational atmosphere. From June 5 to 7, 2025, festivalgoers can enjoy three evenings of live performances—from hip-hop to country and rock—as well as a family-friendly Saturday, and special programming for schools. With activities in both French and English, Festival BONJOUR is a unique gateway into the richness of Francophone culture for everyone in the 	Carried

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	Recommendation: 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.	
	Motion: 2025- Moved by: Seconded by:	
	 Prince Arthur Waterfront Hotel BIA Bucks Amount: \$5 BIA Bucks per guest welcome bag (actual guest count would be confirmed closer to conference) Bucks/Advertising: BIA Bucks in denomination that the BIA feels would be appropriate 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. 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. 	
	Recommendation: 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.	
	Motion: 2025- Moved by: Seconded by:	
	 Bay & Algoma Business Association Cash Amount: \$1000 Bucks/Advertising: \$1000 Description of Recognition: Recognition on our print and online poster - as well as website. 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.	
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6.3	Infrastructure/Beautification Committee – John & Tom	
	 CoTB Red River & Court Revitalization Update – Court St S adjustments Approximately 1 week remaining – planting occurring and Mall Street will happen when the art contract is signed. Patios – moving forward. 	
6.4	Marketing, Events & Promotion Committee – Maelyn, Tom & Connor (public) 1. Cruise Ships – market to the crew in 2025. 2. Marketing Plan to go with the budget. 3. Marketing to the U.S. with the low dollar 4. Shop Mainstreet Canada campaign 5. End of Summer Event a. Wheelies b. Movies 6. Social Media – from the budget up to \$50/ week will be spent to promote the weekend round up.	
6.5	 Membership Services Committee – Robyn & Phil – Deferred CRM – Creating an online form for uploads (ongoing) New Members – Following up when time permits (ongoing) Associate Memberships 2025/2026 boundary expansion 	
6.6	 Safety & Security – Peter, John & Tom Chamber Chat w. BIAs, BAs and Mall – Next Meeting May 8, 2025 (working on #3 as a group). Connect with Chief Fleury & EMS - will work to develop the relationship further and come up with solutions to keep the area safe and walkable. Ambassador Program – on the agenda until this, or another program similar, is implemented. Coffee with Council – scheduling with the various members of the committee. 	
6.8	Administration 5. Board Meeting Schedule – First Tuesday of the Month potential adjustments for long weekends and holidays. • June 17, 2025 AGM 2.0 • July 8, 2025 (July 1 is Canada Day) – Cancel? • August 5 or 12, 2025 • September 2 or 9, 2025 • October 7, 2025 • November 4, 2025 • December 2, 2025	
7.0	Correspondence – Badani Theatre – Road closure complaint	

Item	Description	Action
8.0	New Business –	
	 Marco Cupelli Board Application – needs to be interviewed before the AGM 2.0 	
9.0	Next Meeting – June 17, 2025	
	Adjournment – Motion: 2025- Moved by: Seconded by:	