

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

Tuesday, May 6, 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- Moved by:      Seconded by:	
3.0	Presentations	
4.0	Approval of Minutes – April 8, 2025– <i>sent electronically</i>  Motion: 2025- Moved by:      Seconded by:	
5.0	Business Arising from Past Minutes	

Item	Description	Action
	<ol style="list-style-type: none"> <li>1. Strategic Planning</li> <li>2. Board Nominations</li> <li>3. Connaught Square discussion with Waverley Library - Hold</li> <li>4. Follow up with members after the AGM</li> </ol>	
6.0	Reports	
6.1	<p>Chair's Report –</p> <ol style="list-style-type: none"> <li>1. Seagull Contract – Started.</li> <li>2. OBIAA Conference – Action items               <ol style="list-style-type: none"> <li>a. Committee priorities</li> <li>b. Street re-opening event</li> <li>c. Annual event</li> <li>d. Funding – NOHFC opportunities for 2026</li> </ol> </li> </ol>	
6.2	<p>ED Report –</p> <ol style="list-style-type: none"> <li>1. Growth Task Force Update</li> <li>2. Funding – working with FUNBIA to get FEDNOR, NOHFC and other funding available in Northern Ontario (RED, MyMainStreet, etc.)</li> <li>3. Clean Green Beautiful Funding Update – Submitted May 2, 2025</li> <li>4. Road closure storage (CoTB working w/ BIA for solutions)</li> </ol>	
6.2	<p>Finance Committee –Phil</p> <ol style="list-style-type: none"> <li>1. Financial Statements</li> <li>2. Draft Audited Financials</li> <li>3. Sponsorship Requests –           <ul style="list-style-type: none"> <li>• Thunder Bay District Health Unit (TBDHU) TBayOnTheMove</li> <li>• Bucks/Advertising: \$200               <ul style="list-style-type: none"> <li>• Description of Recognition: WD BIA logo maintained on the TbayOnTheMove website (see here: <a href="https://tbayonthemove.ca/challenges/">https://tbayonthemove.ca/challenges/</a> ) and displayed/acknowledged in Active Commute Challenge promotion (social media etc)</li> <li>• Description of Event/project: The Active Commute Challenge is a city and district wide challenge that encourages workplaces in the community to use active and sustainable transportation. The challenge runs during the entire month of June. Last year we had over 60 workplaces participate and travelled over 25 000 km sustainably. The BIA bucks will be used as prizes. We will purchase additional bucks to match what is sponsored up to \$200.</li> </ul> </li> </ul> </li> </ol> <p><b>Recommendation:</b> Approve \$200 sponsorship the TBDHU has been a great supporter of the BIA with matching their sponsorship with purchasing BIA Gift Certificates.</p> <p><b>Motion:</b> 2025-        Moved by:            Seconded by:</p>	

Item	Description	Action
	<ul style="list-style-type: none"> <li>• T1D (Type 1 Diabetes) Walk at Marina Park</li> <li>• Bucks/Advertising: \$500 <ul style="list-style-type: none"> <li>• Description of Event/project: Breakthrough T1D (formerly JDRF) Walk - Sunday, June 1st at Marina Park. Breakthrough T1D Walk (formerly JDRF Walk to Cure Diabetes) is a fun, engaging, and inspiring family-friendly event where participants, volunteers and sponsors come together to create a world without type 1 diabetes (T1D). Join the Walk and help break barriers to ensure those living with T1D can enjoy full, healthy lives.</li> <li>• Description of Recognition: Marketing Visibility - Logo recognition with hyperlink on 'Locations' page of Breakthrough T1D Walk website until the end of the 2025 calendar year. Name recognition in day of event email communications. Option to hang/display corporate banner onsite (Placement to be determined by Breakthrough T1D staff). Verbal recognition from MC during opening remarks and an acknowledgement letter</li> </ul> </li> </ul> <p><b>Recommendation:</b> Approve \$500 to be somewhat in line with the TBDHU sponsorship request due to proximity to the BIA.</p> <p><b>Motion:</b> 2025-  Moved by:                      Seconded by:</p>	
6.3	<p><b>Infrastructure/Beautification Committee – John &amp; Tom</b></p> <ol style="list-style-type: none"> <li>1. CoTB Red River &amp; Court Revitalization Update – Court St S adjustments</li> <li>2. Patios</li> <li>3. FYI - Public art jurying complete – awaiting contracts.</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>1. Cruise Ships –<i>market to the crew in 2025.</i></li> <li>2. Marketing Plan to go with the budget.</li> <li>3. Marketing to the U.S. with the low dollar</li> <li>4. Shop Mainstreet Canada campaign</li> </ol>	
6.5	<p><b>Membership Services Committee – Robyn &amp; Phil</b></p> <ol style="list-style-type: none"> <li>1. CRM – Creating an online form for uploads (ongoing)</li> <li>2. New Members – Following up when time permits (ongoing)</li> <li>3. 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>1. Chamber Chat w. BIAs, BAs and Mall – Next Meeting May 8, 2025</li> </ol>	

Item	Description	Action
	<p>2. 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></p> <p>3. Ambassador Program – <i>on the agenda until this, or another program similar, is implemented.</i></p> <p>4. Coffee with Council – <i>scheduling with the various members of the committee.</i></p>	
6.8	<p><b>Administration</b></p> <p>5. Board Meeting Schedule – First Tuesday of the Month potential adjustments for long weekends and holidays.</p> <ul style="list-style-type: none"> <li>○ June 3, 2025</li> <li>○ July 8, 2025 (July 1 is Canada Day)</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>	
7.0	<p><b>Correspondence –</b></p> <ul style="list-style-type: none"> <li>○ 3Ride email to city administration to change Red River Road to one way w/ angled parking</li> </ul>	
8.0	<p><b>New Business –</b></p> <ul style="list-style-type: none"> <li>• Marco Cupelli Board Application</li> </ul>	
9.0	<p><b>Next Meeting – June 3, 2025</b></p> <p><b>Adjournment –</b>  <b>Motion: 2025-</b>  Moved by:                      Seconded by:</p>	