

The Waterfront District BIA
BOARD OF MANAGEMENT MEETING

Tuesday, July 8, 2025

INVITED:

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

TENTATIVE:

REGRETS:

Lynn Gray, BIA Bookkeeper

GUEST:

Connor Remus, Board Applicant
Frank Marino, Board Applicant
Ian Kaufman, City of Thunder Bay Growth

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 Ian Kaufman, City of Thunder Bay Growth	
4.0	Approval of Minutes – June 3, 2025– <i>sent electronically</i> Motion: 2025-33 Moved by: Seconded by:	

Item	Description	Action
5.0	<p>Business Arising from Past Minutes</p> <ol style="list-style-type: none"> 1. Strategic Planning 2. Board Nominations – Council Agenda for July 21, 2025 3. Connaught Square discussion with Waverley Library - Hold 	
6.0	Reports	
6.1	<p>Chair's Report –</p> <ol style="list-style-type: none"> 1. Committee priorities – <ol style="list-style-type: none"> i. each committee to set up a regular monthly meeting (fixed schedule) ii. Create top three priorities for the year 2. Planning Tourism Council – clarification 3. Canada Summer Jobs – Approved for 5 students. <ol style="list-style-type: none"> a. Intern – 8 weeks @ 35 hrs/week b. Content Creator – 9 weeks @ 30 hrs/week c. Tourism Ambassador – 8 weeks @ 30 hrs/week (3 positions) 	
6.2	<p>ED Report –</p> <ol style="list-style-type: none"> 1. Growth Task Force Update 2. Funding – working with FUNBIA to get FEDNOR, NOHFC and other funding available in Northern Ontario (RED, MyMainStreet, etc.) <ol style="list-style-type: none"> a. Canadian Urban Institute – FEDNOR wants to see municipalities come to the table too. 3. Event road closure assistance and storage – working with engineering to find a solution to longer-term road closures. 4. DRAFT Request for Expression of Interest for the Ambassador Program 5. Approved Operating Procedures sent to the Clerk's Office 	
6.2	<p>Finance Committee –Phil</p> <ol style="list-style-type: none"> 1. Financial Statements 2. Audited Financials – Approved and preparing for 2024 Audit 3. Implementation of a BIA buck derecognition policy. 4. Frost Butt stops – Approval of \$4,990.00+HST FOB (email quote distributed) 5. Sponsorship Requests – <ul style="list-style-type: none"> • Vox Popular Media Arts Festival Inc. - #17-4a Court St. S <ul style="list-style-type: none"> ○ Amount: \$1,000 ○ Bucks/Advertising: OR \$1,000 • Description of Recognition: • The Waterfront District BIA will receive a session "Brought to you by the Waterfront District BIA"; logo included on print ads and programs; logo displayed on web and social media; logo included in our Sponsor Reel. • Description of Event/project: • The 21st annual Vox Popular Film Festival will present films, performances, and visual art installations of all genres from Northwestern Ontario, Canada, and around the world from September 17th to 20th, 	

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	<p>2025 at Definitely Superior Art Gallery in Thunder Bay, Ontario. The festival will continue virtually from September 21st to 27th via ResearchTV.ca. Our festival showcases the talent of local, Canadian, and international filmmakers through a series of film screenings sessions, followed by Q&As with the filmmakers. Film sessions will be punctuated by live musical performances and a visual art exhibition in collaboration with Definitely Superior Art Gallery featuring new art pieces from local artists; the gallery exhibition begins in early September and continues until the conclusion of the festival. Vox Popular provides artist fees to over 100 local and Canadian artists and filmmakers, as well as provides travel assistance and accommodations to travelling filmmakers.</p> <p>Recommendation: Approve \$1000 in BIA Bucks as per their request, a reduction of \$500 from the previous year.</p> <p>Motion: 2025- Moved by: Seconded by:</p>	
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <ol style="list-style-type: none"> 1. Court St S adjustments – Awaiting update 2. Mall St. Moving forward – power to planters fr Mall St 3. Patios – possible adjustments in 2026? 	
6.4	<p>Marketing, Events & Promotion Committee – Maelyn, Tom & Connor (public)</p> <ol style="list-style-type: none"> 1. Cruise Ships –<i>market to the crew in 2025.</i> 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 – August 21, 2025 (Harbour Fest/90s theme) <ol style="list-style-type: none"> 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	<p>Membership Services Committee – Robyn & Phil – Deferred</p> <ol style="list-style-type: none"> 1. CRM – Creating an online form for uploads (ongoing) 2. New Members – Following up when time permits (ongoing) 3. Associate Memberships 2025/2026 boundary expansion 	
6.6	<p>Safety & Security – Peter, John & Tom</p> <ol style="list-style-type: none"> 1. Chamber Chat w. BIAs, BAs and Mall – Past meeting June 23, 2025 (working on #3 as a group) – see Ambassador Program Note. 2. Connect with Chief Fleury & EMS - <i>will work to develop the relationship further and come up with solutions to keep the area safe and walkable.</i> 	

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	<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>Administration</p> <p>4. Board Meeting Schedule – First Tuesday of the Month potential adjustments for long weekends and holidays.</p> <ul style="list-style-type: none"> ○ August 5 or 12, 2025 ○ September 2 or 9, 2025 ○ October 7, 2025 ○ November 4, 2025 ○ December 2, 2025 	
7.0	Correspondence –	
8.0	<p>New Business –</p> <ul style="list-style-type: none"> • 	
9.0	<p>Next Meeting – August 5 or 12, 2025</p> <p>Adjournment –</p> <p>Motion: 2025-</p> <p>Moved by: Seconded by:</p>	