

The Waterfront District BIA
BOARD OF MANAGEMENT MEETING

Tuesday, August 12, 2025

INVITED:

John Murray, Chair
Phil Walkden, Treasurer
Thomas Trist, Vice Chair
Peter White, Past Chair
Maelyn Hurley, Director
Jordan Calonego, Director
Robyn Despina, Director
Connor Remus, Director
Frank Marino, Director
Andrew Foulds, Councillor
Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS:

Lynn Gray, BIA Bookkeeper

GUEST:

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:	
5.0	Business Arising from Past Minutes 1. Strategic Planning	

Item	Description	Action
	○ BIA Intern to send survey to Board 2. Connaught Square discussion with Waverley Library - Hold	
6.0	Reports	
6.1	Chair's Report – 1. Committee priorities – i. each committee to set up a regular monthly meeting (fixed schedule) ii. Create top three priorities for the year iii. Create a basic budget – connect with ED for previous budgets, if applicable. 2. Minutes from the last Executive Meeting 3. Meeting times and dates – adjust to ensure we have representation from City Council • Option 1: ○ First Monday of the Month – 5:30 PM to 7:30 PM ○ Evening meeting at the start of the week. May need to shift in months with a long weekend. • Cons ○ Limited food options. • Option 2: ○ First Wednesday of the Month – 5:30 PM to 7:30 PM ○ Mid-week evening meeting. Avoids Monday holiday conflicts. • Option 3: ○ First Monday of the Month – 7:30 AM to 9:00 AM ○ Morning meeting before the workday begins. • Cons ○ Limited location and food options – even the Casino doesn't open until 9 am.	
6.2	ED Report – 1. Growth Task Force Update 2. Funding – Fall push for funding 3. Minister Tangri • Developing a plan of action to reduce empty storefronts and encourage new investment (0-Vacancy plan) • Supporting the revitalization of aging buildings (CIP) • Motivating property owners to reinvest in their spaces (CIP?) • Creating and maintaining more inviting, people-friendly spaces for business and community growth (regular maintenance) 4. Event road closure assistance and storage – engineering will install gates on Red River Road in the future.	

Item	Description	Action
	5. DRAFT Request for Expression of Interest for the Ambassador Program – Sent in advance for comments/edits	
6.2	Finance Committee –Phil 1. Financial Statements 2. BIA Budget due September 26, 2025 for the 2026 year 3. Audited Financials – Audit documents dropped off at MNP Friday Aug 1st 4. Sponsorship Requests – • Lakehead University orientation ○ Amount: \$1,500 ○ Or BIA Bucks \$1,500 • Description of Recognition: • With the \$1500 in waterfront bucks we would offer the Waterfront District BIA: Company Promo (information card or coupon card) included in New Student Kit distributed to about 1200 students • Featured pre-arrival email on “Places to Visit” Promotion directed to incoming students along with their families as they drop their students off at Lakehead University (August 28 to September 1 weekend) • Social Media Sponsor Highlight • On Campus Orientation Booth for either our move-in day block party and/or our community connections fair (for the BIA or participating businesses) • Pre-Arrival highlight announcement to all incoming students through our online orientation course (approximately 1300 students) • Presenting Sponsor of a First Year Festival Event, during the first six weeks of semester, with tabling and workshop opportunity (presumably our Downtown Adventure taking place in the Waterfront District) • Description of Event/project: • Orientation is our first six weeks of programming for all new incoming students at Lakehead University which reaches approximately 1300 new students. On top of that, our events after the first weekend of school are inclusive of all students and have a much greater reach. Our orientation programming have numerous events every week. • Our Downtown Adventure brings our new students to the Waterfront District exploring various participating businesses and locations to shop at and explore. The students receive a list of participating businesses and are encouraged to visit each location, getting a signature or stamp from the business confirming they came through their location. Students who complete their entire adventure are entered into an orientation prize draw. This event typically draws about 400 to 550 students who are new to the Thunder Bay area. Recommendation: Limited BIA Bucks remaining – approve \$500 in BIA Bucks to support a prize pack for the downtown adventure. Versus BIA bucks to each student as was done in the past.	

Item	Description	Action
	Motion: 2025- Moved by: Seconded by: • Community Living and Goods & Co. – Witches Walk • BIA Bucks/Advertising assistance: \$300 + In kind LED Board • Description of Recognition: • Driving the General public to visit local retailers and establishment in the process of raising funds for Community Living Thunder Bay • Description of Event/project: • Witches Walk Thunder Bay has witches tour the area doing activities in different businesses throughout the area. The participation payment is helping raise awareness and funds for Community Living. Recommendation: Approve \$240 in BIA Bucks (\$250 if BIA Buskers funds are not spent) and in-kind advertising. This is the third or fourth year this has been hosted in the BIA. It is busy/brings a lot of witches to the area. Motion: 2025- Moved by: Seconded by:	
6.3	Infrastructure/Beautification Committee – John & Tom 1. Court St S adjustments – Awaiting update 2. Mall St. Moving forward – power to planters from Mall St 3. Patios – possible adjustments in 2026 – compiling a list of learnings for the City of Thunder Bay.	
6.4	Marketing, Events & Promotion Committee – Maelyn, Tom & Connor (public) 1. Cruise Ships –<i>market to the crew in 2025.</i> 2. Marketing to the U.S. with the low dollar 3. Shop Mainstreet Canada campaign - attached 4. End of Summer Event – August 21, 2025 (Harbour Fest/90s theme) 5. Social Media – from the budget up to \$50/ week will be spent to promote the weekend round up. 6. Craft Revival – November 23, 2025	
6.5	Membership Services Committee – Robyn & Phil – Deferred 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	Safety & Security – Peter, John & Tom 1. Chamber Chat w. BIAs, BAs and Mall – Past meeting June 23, 2025 (working on #3 as a group) – see Ambassador Program Note.	

Item	Description	Action
	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> 3. Ambassador Program – <i>on the agenda until this, or another program similar, is implemented.</i> 4. Coffee with Council – <i>scheduling with the various members of the committee.</i>	
6.8	Administration 3. Board Meeting Schedule – Adjust schedule to accommodate the adjusted council dates. ○ September 10, 2025? ○ October 1, 2025? ○ November 5, 2025? ○ December 3, 2025?	
7.0	Correspondence –	
8.0	New Business –	
9.0	Next Meeting – September 10, 2025? Adjournment – Motion: 2025- Moved by: Seconded by:	