

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
Connor Remus,

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 @ 5:39 pm M. Hurley – Bay & Algoma Buskers Festival kick off at Goods & Co on July 25, 2025	
2.0	Approval of Agenda Motion: 2025-33 Moved by: T. Trist Seconded by: M. Hurley	
3.0	Presentations	
4.0	Approval of Minutes – May 6, 2025– <i>sent electronically</i> Motion: 2025-34	

Item	Description	Action
	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 - Financial Statements \$15,000 for safety & security is reserved for something that benefits the area. - Costing security guards for particular hours - Event barricades - Security for events - Audited Financials – Approved and preparing for 2024 Audit - The July meeting will have more details for the 2024 preparation/updates - Sponsorship Requests – Adult & Teen Challenge of Central Canada - Cash: \$500 for Hole Sponsorship Recommendation: Deny – no affiliation with the BIA or showcasing how it will support the BIA Businesses 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 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.	Carried

Item	Description	Action
	Motion: Approve \$800 minimum in BIA Bucks – Magnus is a positive partner in promoting the area and their patrons enjoy spending in the area. Motion: 2025-37 Moved by: M. Hurley Seconded by: R. Despins • 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 invited to 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 region. 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: Lend tents, A-frame signs (if needed), help sponsor the LED Board, and share posts (the BIA must be tagged) to show support. Requested an earlier formal application for sponsorship of the 2026 event Motion: 2025-38 Moved by: M. Hurley Seconded by: T. Trist • Prince Arthur Waterfront Hotel • BIA Bucks Amount: \$5 BIA Bucks per guest welcome bag (actual guest count would be confirmed closer to conference)	Carried

Item	Description	Action
	• 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: Approve \$10/ room at 115 rooms in BIA Bucks for shopping, drinking and dining in the BIA during their stay, equalling \$1150. Motion: 2025-39 Moved by: R. Despins Seconded by: M. Hurley • 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. Recommendation: Approve \$500 in BIA Bucks for giveaways share posts for the kick-off event (the BIA must be tagged) to show support. Motion: 2025-40 Moved by: T. Trist Seconded by: P. Walkden	
6.3	Infrastructure/Beautification Committee – John & Tom 1. CoTB Red River & Court Revitalization Update – Court St S adjustments a. Approximately 1 week remaining – planting occurring and Mall Street will happen when the art contract is signed. 2. Patios – moving forward.	

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6.4	Marketing, Events & Promotion Committee – Maelyn, Tom & Connor (public) 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 – Thursday, August 21, 2025 a. An event to celebrate the new streetscape and have it become something for back to school/close out to summer b. Wheelies c. Movies d. Call for sponsors 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 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 – Next Meeting May 8, 2025 (working on #3 as a group). 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 5. Board Meeting Schedule – First Tuesday of the Month potential adjustments for long weekends and holidays. - o June 17, 2025 AGM 2.0 - o July 8, 2025 (July 1 is Canada Day) – - o August 5 or 12, 2025 - o September 2 or 9, 2025 - o October 7, 2025 - o November 4, 2025 - o December 2, 2025	
7.0	Correspondence – • Badani Theatre – Road closure complaint Review email and revise communications and ownership of responsibility for future construction.	
8.0	New Business – • Marco Cupelli Board Application – needs to be interviewed before the AGM 2.0	

Item	Description	Action
9.0	Next Meeting – June 17, 2025 Adjournment – 7:10 Motion: 2025-41 Moved by: P. Walkden Seconded by: T. Trist	