

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
Vacant
Vacant
Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Peter White, Past Chair
Robyn Despins, Director
Andrew Foulds, Councillor
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 @ 5:33pm	
2.0	Approval of Agenda Motion: 2025-28 Moved by: T. Trist Seconded by: M. Hurley	Carried
3.0	Presentations	
4.0	Approval of Minutes – April 8, 2025– <i>sent electronically</i> Motion: 2025-29 Moved by: M. Hurley Seconded by: P. Walkden	Carried
5.0	Business Arising from Past Minutes 1. Strategic Planning – Sent RFQ to 4 businesses, 3 of which had previously quoted. Two are unable to quote due to staffing, one sent an email indicating	Update

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	they will quote and one sent an email with the same amount as previously quoted. 2. Board Nominations – remaining until complete. 3. Connaught Square discussion with Waverley Library - Hold 4. Follow up with members after the AGM – set date for AGM 2.0	
6.0	Reports	
6.1	Chair's Report – 1. Seagull Contract – Started. 2. OBIAA Conference – Enjoyed the media training. a. Committee priorities – i. each committee to set up a regular monthly meeting (fixed schedule) ii. Create top three priorities for the year b. Street re-opening event – August (summer wrap party) c. Annual event – brainstorm d. Planning Tourism Council e. Funding – NOHFC opportunities for 2026 f. FUNBIA – Advocacy, a voice for the North	Action – All Board Members & ED
6.2	ED Report – 1. Growth Task Force Update – discussion and creation of pillars – Readiness, Attract, Talent. 2. Funding – working with FUNBIA to get FEDNOR, NOHFC and other funding available in Northern Ontario (RED, MyMainStreet, etc.) 3. Clean Green Beautiful Funding Update – Submitted May 2, 2025 for annual plants in the permanent planters. 4. Road closure storage (CoTB working w/ BIA for solutions)	Update
6.2	Finance Committee –Phil 1. Financial Statements – end of tax season, will receive soon. 2. Draft Audited Financials – email from GT indicates they will be complete Friday May 9 – Once received, the Executive will call an online emergency meeting of the Board to approve the Audited Financials and set a date for the AGM 2.0 3. Sponsorship Requests – • Thunder Bay District Health Unit (TBDHU) TBayOnTheMove • Bucks/Advertising: \$200 • Description of Recognition: WD BIA logo maintained on the TbayOnTheMove website (see here: https://tbayonthemove.ca/challenges/) and displayed/acknowledged in Active Commute Challenge promotion (social media etc) • 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	Update Update

Item	Description	Action
	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. Recommendation: Approve \$200 sponsorship the TBDHU has been a great supporter of the BIA with matching their sponsorship with purchasing BIA Gift Certificates. Motion: 2025-30 Moved by: T. Trist Seconded by: P. Walkden • T1D (Type 1 Diabetes) Walk at Marina Park • Bucks/Advertising: \$500 • 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. • 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 Recommendation: Approve \$500 to be somewhat in line with the TBDHU sponsorship request due to proximity to the BIA. Motion: 2025-31 Moved by: M. Hurley Seconded by: P. Walkden	Carried Carried
6.3	Infrastructure/Beautification Committee – John & Tom 1. CoTB Red River & Court Revitalization Update – Court St S adjustments 2. Patios 3. FYI – Public art jurying complete – awaiting contracts.	
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	Updates Information

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	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.	Action Action
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	Deferred
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>	Update Ongoing
6.8	Administration 5. Board Meeting Schedule – First Tuesday of the Month potential adjustments for long weekends and holidays. - o June 3, 2025 - 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 – - o 3Ride email to city administration to change Red River Road to one way w/ angled parking ▪ 2-hour free parking going to council ▪ Skip designated stops being considered ▪ Court St Loading Zone on East side?	Information Discussion
8.0	New Business – • Marco Cupelli Board Application	
9.0	Next Meeting – June 3, 2025 Adjournment – 6:53pm Motion: 2025-32 Moved by: M. Hurley Seconded by: T. Trist	