

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Monday, October 6, 2025

INVITED:

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

TENTATIVE:

REGRETS:

GUEST:

Ian McCormack Compass Leadership – Strategic Plan

LOCATION/TIME:

Goods & Co – Catered Snacks from off-site.

Meeting ID:

Passcode: WDBIA

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest	
	Called to order @	
2.0	Approval of Agenda	
	Motion: 2025-56	
	Moved by: Seconded by:	
3.0	Presentations	
	Ian McCormack from Compass Leadership – Regarding our Strategic Plan	
4.0	Approval of Minutes – September 8, 2025– <i>sent electronically</i>	
	Motion: 2025-	
	Moved by: Seconded by:	
5.0	Business Arising from Past Minutes	

Item	Description	Action
	1. Connaught Square discussion with Waverley Library – Awaiting CoTB Parks response.	
6.0	Reports	
6.1	Chair's Report – - Committee priorities – - each committee to set up a regular monthly meeting (fixed schedule) - Create top three priorities for the year - Create a basic budget – connect with ED for previous budgets, if applicable. - Minutes from the most recent Executive Meeting (if applicable) - Vacant Board Position(s)	
6.2	ED Report – - Growth Task Force Update – Draft Document presented at September Mtg - Funding – NOHFC has offered to assist with obtaining funding after Harbourfest - Growth / Strat Planning - 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) – discussion regarding 22 Cumberland St N. - Discussion around the use of the Beautification budget. . - DRAFT Request for Expression of Interest for the Ambassador Program – Safe Streets actions from Elevate - Update	
6.2	Finance Committee –Phil - Financial Statements - BIA Budget submitted September 26, 2025 Motion: 2025- Moved by: Seconded by: - Audited Financials – In Progress - Sponsorship Requests – N/A	
6.3	Infrastructure/Beautification Committee – John & Tom - Court St S adjustments – 2026 - Mall St. Moving forward – Artwork to be installed in 2026	

Item	Description	Action
	3. Patios – Request to meet with CoTB administration to discuss 2026-2028 Patio seasons.	
6.4	Marketing, Events & Promotion Committee – Tom, Connor & Maelyn (public) 1. Shop Mainstreet Canada campaign – partnering with tourism, the Chamber of Commerce and Bay Algoma for a national campaign. 2. Social Media – from the budget up to \$50/ week will be spent to promote the weekend round up. 3. Trick-or-Treat in the BIA (October 25th) 4. Craft Revival – November 23, 2025 5. The Mean Green Guy – November 29 & 30th? 6. Horse & Carriage Rides	
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 4. Priorities a. Tracking and Engaging with Membership b. Membership Growth and Economic Development c. Value Perception and Member Awareness	
6.6	Safety & Security – Peter, John & Tom 1. Chamber Chat w. BIAs, BAs and Mall – Past meeting September 22, 2025 Ambassador Program Note. 2. Connect with Chief Fleury & EMS - Action – November Chamber Chat with the Chief (will forward invite). 3. Ambassador Program – <i>on the agenda until this, or another program similar, is implemented.</i>	
6.8	Administration 2. Board Meeting Schedule – Adjust the schedule to accommodate the adjusted council dates. - o November 10, 2025 - o December 8, 2025	
7.0	Correspondence –	
8.0	New Business –	
9.0	Next Meeting – November 10, 2025 Adjournment – Motion: 2025- Moved by: Seconded by:	