

The Waterfront District BIA
BOARD OF MANAGEMENT MEETING

Monday, September 8, 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:

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	
4.0	Approval of Minutes – August 12, 2025– <i>sent electronically</i>	
	Motion: 2025-	
	Moved by: Seconded by:	
5.0	Business Arising from Past Minutes	
	1. Strategic Planning	

Item	Description	Action
	○ Sent survey to Board – four responses as of Sept 2 2. Connaught Square discussion with Waverley Library – bringing forward at a September 8th meeting.	
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 – adjusted	
6.2	ED Report – 1. Growth Task Force Update – Draft Document from August 21st meeting (Harbourfest date) under review 2. Funding – NOHFC has offered to assist with obtaining funding after Harbourfest 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) – discussion regarding 22 Cumberland St N. i. Discussion around the use of the Beautification budget. 4. Event road closure assistance and storage – engineering will install gates on Red River Road in the future. 5. DRAFT Request for Expression of Interest for the Ambassador Program – Sent in advance for comments/edits – Awaiting the Safe Streets survey results and actions from Elevate	
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 – • Definitely Superior – Hunger ○ Amount: In-kind Sponsorship of Walleye full page ad and Radio Ads – Approximate cost requested. • Description of Recognition:	

Item	Description	Action
	- The BIA to be recognized as Event Sponsor of The Hunger 18, via prominent logo in The Walleye LED board ad, full-page Walleye ads (Oct.+Sept.), 99.9 FM radio ads (Oct.), & social media mentions/tags. BIA logo and/or name also mentioned in Event Promo: Print (posters/invites/program maps), Online (Website/Facebook/Instagram) & Media Coverage. BIA also recognized as an Annual Sponsor at our gallery space, and in all promotion of our annual arts programming (website/print/online). Description of Event/project: - The Hunger 18, Downtown-wide Halloween Festival Event, Fri. Oct. 31. Featuring: 56 performance acts at 9 venues/stages, 38 bands/DJs, 275 musicians/performers, 3,000+ attended last year [2nd highest]. A unique, multi-disciplinary arts driven fundraiser for our charitable non-profit, benefitting our annual arts programming, while promoting/revitalizing the downtown core, activating the public/community into engaging in the arts, that economically benefits the downtown directly, via business venue partnerships, and brings new/younger/diverse public downtown. \$3000+ in prizes donated by downtown businesses. - This wide-ranging event also distinctly promotes the Waterfront District, as the premiere place to shop, eat and play. Motion: Approve in-kind sponsorship and encourage participation from the businesses. Motion: 2025- Moved by: Seconded by: Good Harvest - BIA Bucks/Advertising assistance: \$750 in advertising assistance Description of Recognition: - In a continuation of our WBIA partnership with this event (as per the past three years)& In recognition of your support, the Waterfront District BIA will be prominently highlighted across all Goods & Co. advertising and outreach streams, including but not limited to : - Facebook, instagram, our website, the print media/posters prior to event & banners at the event. - Tagging and logo placement on all Goods & Co. social media platforms (Facebook, Instagram, website). - Inclusion in all press releases and media outreach tied to the Good Harvest Farmers Market including mention in live interviews/ hired videographer capturing live event interviews, we will include WBIA in list of interviewees. - Logo placement on printed and digital event materials distributed in the lead-up to the event. - Verbal acknowledgment during the event, thanking the BIA for helping bring the market to life. Description of Event/project:	

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	- As part of our efforts to expand the reach and visibility of events and initiatives that celebrate and sustain our local business community, we are seeking sponsorship support for two key advertising opportunities that will directly benefit both Goods & Co. and the wider downtown core: - The Walleye Magazine – Full Page Ad: \$500 investment for a full-page spread in Thunder Bay’s arts and culture magazine, reaching thousands of engaged readers across the region. The Walleye has generously offered the ad space at half cost. - LED Board at LOOP Clothing Store: \$150 investment for a high-visibility digital ad in the heart of the Waterfront District, capturing the attention of pedestrians, shoppers, and visitors in real time. - These placements will not only help amplify the marketing of the 4th Annual Good Harvest Farmers Market (Sunday, September 14, 2025, 10am–4pm on Red River Road) but will also showcase the vibrancy of the businesses, vendors, and community spirit that the Waterfront District BIA works so hard to foster. - Your support will directly contribute to the success of this free outdoor event—complete with local farmers, fall vendors, kids’ activities, live experiences, and seasonal highlights such as a corn boil, apple cider, and pumpkins. Motion: Approve \$500 in in-kind advertising. Promotes the BIA and businesses and reduces the cost to Goods & Co. as a member. Motion: 2025- Moved by: Seconded by:	
6.3	Infrastructure/Beautification Committee – John & Tom - Court St S adjustments – Awaiting update - Mall St. Moving forward – Timelines have been difficult to receive as the roundabout is impacting the work able to be completed due to limited resources. - Patios – Request to members for input on 2026 improvements and request for 3-year approvals with the CoTB?	
6.4	Marketing, Events & Promotion Committee – Maelyn, Tom & Connor (public) - Cruise Ships –<i>market to the crew in 2025.</i> - Marketing to the U.S. with the low dollar - Shop Mainstreet Canada campaign – looking into with the Chamber - Social Media – from the budget up to \$50/ week will be spent to promote the weekend round up. - Craft Revival – November 23, 2025	
6.5	Membership Services Committee – Robyn & Phil	

Item	Description	Action
	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. 2. Connect with Chief Fleury & EMS - Action – meet with the Chief of police to discuss the more violent crimes that happen in Thunder Bay, what are we messaging? 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 the schedule to accommodate the adjusted council dates. - o October 6, 2025? Thanksgiving is October 13 - o November 10, 2025 - o December 8, 2025	
7.0	Correspondence –	
8.0	New Business –	
9.0	Next Meeting – October , 2025 Adjournment – Motion: 2025- Moved by: Seconded by:	