



WATERFRONT DISTRICT

AGENDA

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Monday, November 10, 2025

INVITED:

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

TENTATIVE:

REGRETS:

GUEST(S):

Suzan Cooper Rochon, Perfect Fit
Matt Pearson, Senior Advisor of Growth for the City of Thunder Bay

LOCATION/TIME:

Goods & Co – Catered Snacks from off-site at 5:30pm, in person.

Meeting Link:

Meeting ID:

Passcode:

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 Matt Pearson – Senior Advisor of Growth for the City of Thunder Bay	
4.0	Approval of Minutes – September 8, 2025– sent electronically	

Item	Description	Action
	Motion: 2025- Moved by: Seconded by:	
5.0	Business Arising from Past Minutes <ol style="list-style-type: none"> 1. Connaught Square discussion with Waverley Library – Update 2. Budget Adjustment submitted – Dividing the Seagull Budget between Safety & Security and the Strategic Plan. The budget must be approved in the finance section. 3. Phil Walkden's resignation. 	
6.0	Reports	
6.1	Chair's Report – <ol style="list-style-type: none"> 1. Committee priorities – <ol style="list-style-type: none"> a. Each committee to set up a regular monthly meeting (fixed schedule) b. Create top three priorities for the year c. Create a basic budget – connect with ED for previous budgets, if applicable. 2. Minutes from the most recent Executive Meeting (if applicable) 3. Vacant Board Position(s) 	
6.2	ED Report – <ol style="list-style-type: none"> 1. Growth Task Force Update – (report attached and M. Pearson presented) 2. Funding – NOHFC has offered to assist with obtaining funding after Harbourfest (no update) 3. Growth / Strat Planning (Ian meeting with City admin, CEDC & Tourism) <ul style="list-style-type: none"> • 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. <ol style="list-style-type: none"> i. Discussion around the use of the Beautification budget. . 4. DRAFT Request for Expression of Interest for the Ambassador Program – Safe Streets actions from Elevate - Update 	
6.2	Finance Committee –Phil <ol style="list-style-type: none"> 1. Financial Statements – N/A 2. BIA Budget submitted September 26, 2025 – Adjust and approve the budget submission to divide the Seagull Budget between Safety & Security and the Strategic Plan. Motion: 2025- Moved by: Seconded by: <ol style="list-style-type: none"> 3. Audited Financials – In Progress (provide notes to CoTB) 4. Sponsorship Requests – N/A 	

Item	Description	Action
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <ol style="list-style-type: none"> 1. Court St S adjustments – 2026 (no update) 2. Mall St. Moving forward – Artwork to be installed in 2026 (no update) 3. Patios – Request to meet with CoTB administration to discuss 2026-2028 Patio seasons. 	
6.4	<p>Marketing, Events & Promotion Committee – Tom, Connor & Maelyn (public)</p> <ol style="list-style-type: none"> 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	<p>Membership Services Committee – Robyn & Phil</p> <ol style="list-style-type: none"> 1. CRM – Creating an online form for uploads ((ongoing) no update) 2. New Members – Following up when time permits ((ongoing) no update) 3. Associate Memberships 2025/2026 boundary expansion 4. Priorities <ul style="list-style-type: none"> a. Tracking and Engaging with Membership b. Membership Growth and Economic Development c. Value Perception and Member Awareness 	
6.6	<p>Safety & Security – Peter, John & Tom</p> <ol style="list-style-type: none"> 1. Chamber Chat w. BIAs, BAs and Mall – Past meeting September 22, 2025 Ambassador Program - 2. Connect with Chief Fleury & EMS - Action – November Chamber Chat with the Chief (will forward invite) 3. Ambassador Program – Update from meeting with City Manager, J. Collin 	
6.8	<p>Administration</p> <ol style="list-style-type: none"> 4. Board Meeting Schedule – <ul style="list-style-type: none"> o December 8, 2025 	
7.0	<p>Correspondence –</p> <p>Art Gallery Letter of Support (sent with Agenda)</p> <p>Motion: 2025- Moved by: Seconded by:</p>	
8.0	<p>New Business –</p>	

Item	Description	Action
9.0	<p>Next Meeting – November 10, 2025</p> <p>Adjournment –</p> <p>Motion: 2025-</p> <p>Moved by: Seconded by:</p>	

DRAFT