

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– <i>sent electronically</i>	

Item	Description	Action
	<p><b>Motion: 2025-</b>  Moved by:      Seconded by:</p>	
5.0	<p><b>Business Arising from Past Minutes</b></p> <ol style="list-style-type: none"> <li>Connaught Square discussion with Waverley Library – Update</li> <li>Budget Adjustment submitted – Dividing the Seagull Budget between Safety &amp; Security and the Strategic Plan. The budget must be approved in the finance section.</li> <li>Phil Walkden's resignation.</li> </ol>	
6.0	<b>Reports</b>	
6.1	<p><b>Chair's Report –</b></p> <ol style="list-style-type: none"> <li>Committee priorities – <ol style="list-style-type: none"> <li>Each committee to set up a regular monthly meeting (fixed schedule)</li> <li>Create top three priorities for the year</li> <li>Create a basic budget – connect with ED for previous budgets, if applicable.</li> </ol> </li> <li>Minutes from the most recent Executive Meeting (if applicable)</li> <li>Vacant Board Position(s)</li> </ol>	
6.2	<p><b>ED Report –</b></p> <ol style="list-style-type: none"> <li>Growth Task Force Update – (report attached and M. Pearson presented)</li> <li>Funding – NOHFC has offered to assist with obtaining funding after Harbourfest (no update)</li> <li>Growth / Strat Planning (Ian meeting with City admin, CEDC &amp; Tourism) <ul style="list-style-type: none"> <li>Developing a plan of action to reduce empty storefronts and encourage new investment (0-Vacancy plan)</li> <li>Supporting the revitalization of aging buildings (CIP)</li> <li>Motivating property owners to reinvest in their spaces (CIP?)</li> <li>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"> <li>Discussion around the use of the Beautification budget. .</li> </ol> </li> </ul> </li> <li>DRAFT Request for Expression of Interest for the Ambassador Program – Safe Streets actions from Elevate - Update</li> </ol>	
6.2	<p><b>Finance Committee –Phil</b></p> <ol style="list-style-type: none"> <li>Financial Statements – N/A</li> <li>BIA Budget submitted September 26, 2025 – Adjust and approve the budget submission to divide the Seagull Budget between Safety &amp; Security and the Strategic Plan.</li> </ol> <p><b>Motion: 2025-</b>  Moved by:      Seconded by:</p> <ol style="list-style-type: none"> <li>Audited Financials – In Progress (provide notes to CoTB)</li> <li>Sponsorship Requests – N/A</li> </ol>	

Item	Description	Action
6.3	<p><b>Infrastructure/Beautification Committee – John &amp; Tom</b></p> <ol style="list-style-type: none"> <li>1. Court St S adjustments – 2026 (no update)</li> <li>2. Mall St. Moving forward – Artwork to be installed in 2026 (no update)</li> <li>3. Patios – Request to meet with CoTB administration to discuss 2026-2028 Patio seasons.</li> </ol>	
6.4	<p><b>Marketing, Events &amp; Promotion Committee – Tom, Connor &amp; Maelyn (public)</b></p> <ol style="list-style-type: none"> <li>1. Shop Mainstreet Canada campaign – partnering with tourism, the Chamber of Commerce and Bay Algoma for a national campaign.</li> <li>2. Social Media – from the budget up to \$50/ week will be spent to promote the weekend round up.</li> <li>3. Trick-or-Treat in the BIA (October 25<sup>th</sup>)</li> <li>4. Craft Revival – November 23, 2025</li> <li>5. The Mean Green Guy – November 29 &amp; 30<sup>th</sup>?</li> <li>6. Horse &amp; Carriage Rides</li> </ol>	
6.5	<p><b>Membership Services Committee – Robyn &amp; Phil</b></p> <ol style="list-style-type: none"> <li>1. CRM – Creating an online form for uploads ((ongoing) no update)</li> <li>2. New Members – Following up when time permits ((ongoing) no update)</li> <li>3. Associate Memberships 2025/2026 boundary expansion</li> <li>4. Priorities <ol style="list-style-type: none"> <li>a. Tracking and Engaging with Membership</li> <li>b. Membership Growth and Economic Development</li> <li>c. Value Perception and Member Awareness</li> </ol> </li> </ol>	
6.6	<p><b>Safety &amp; Security – Peter, John &amp; Tom</b></p> <ol style="list-style-type: none"> <li>1. Chamber Chat w. BIAs, BAs and Mall – Past meeting September 22, 2025 Ambassador Program -</li> <li>2. Connect with Chief Fleury &amp; EMS - Action – November Chamber Chat with the Chief (will forward invite)</li> <li>3. Ambassador Program – Update from meeting with City Manager, J. Collin</li> </ol>	
6.8	<p><b>Administration</b></p> <ol style="list-style-type: none"> <li>4. Board Meeting Schedule – <ul style="list-style-type: none"> <li>o December 8, 2025</li> </ul> </li> </ol>	
7.0	<p><b>Correspondence –</b></p> <p>Art Gallery Letter of Support (sent with Agenda)</p> <p><b>Motion: 2025-</b>  Moved by:           Seconded by:</p>	
8.0	<p><b>New Business –</b></p>	

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

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