

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
an Kaufman - Policy & Research Analyst

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

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @ 5:35pm	
2.0	Approval of Agenda Motion: 2025-65 Moved by: J. Calonego Seconded by: R. Despins	
3.0	Presentations Matt Pearson – Senior Advisor of Growth for the City of Thunder Bay & Ian Kaufman - Policy & Research Analyst, City of Thunder Bay Growth Department	
4.0	Approval of Minutes – October 6, 2025– sent electronically	

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	<p><i>Requires edits – deferred to December 2025 meeting.</i></p> <p>Motion: 2025- Moved by: Seconded by:</p>	
5.0	<p>Business Arising from Past Minutes</p> <ol style="list-style-type: none"> 1. Connaught Square discussion with Waverley Library – Discussion for shoulder season in January & February 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 resigned from the BIA Board – <i>Robyn Despins expressed interest in filling the vacant Treasurer position and P. White made a motion to have R. Despins fill the treasurer position.</i> <p>Motion to have R. Despins step into the Treasurer position for the remainder of the term.</p> <p>Motion: 2025-66 Moved by: P. White Seconded by: F. Marino</p>	
6.0	Reports	
6.1	<p>Chair's Report –</p> <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) 4. Move Safety & Security to after the Growth presentation to allow S. Cooper Rochon to leave after – if wanted. 	
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 (overview document attached to agenda email). <ol style="list-style-type: none"> a. JC had a concern with only piloting in PA – will need to be in both cores. b. Funding will need to be from businesses/beneficiaries of the service. 4. Reporting – Communicate to members that it is needed for stats/funding <p>ACTION – tell members they need to report. Funding follows statistics.</p>	

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	Look into Master's students to assist with study, funding (grant writing), communicating deterrants, and communicating with membership about the importance of reporting and understanding the division of day and night concerns.	
6.2	<p>ED Report –</p> <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 (O-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 <p>Discussion surrounding special constables in DSSAB housing (120+buildings) and the cost (~\$425K), from the DSSAB reserve funds.</p>	
6.2	<p>Finance Committee –Phil</p> <ol style="list-style-type: none"> 1. Financial Statements – N/A 2. BIA Budget submitted September 26, 2025 – Adjust and <p><i>Motion to divide the \$15,000 allocated to Seagull Budget between Safety & Security (\$10,000) and the Strategic Plan (\$5,000).</i></p> <p>Motion: 2025-67 Moved by: C. Remus Seconded by: T. Trist</p> <p><i>Motion to approve the Budget as presented in the email on November 10, 2025, for 2026.</i></p> <p>Motion: 2025-68 Moved by: R. Despins Seconded by: P. White</p> <ol style="list-style-type: none"> 3. Audited Financials – In Progress (provide notes to CoTB) 4. Sponsorship Requests – N/A 	
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <ol style="list-style-type: none"> 1. Court St S adjustments – 2026 (no update) 	

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	<ul style="list-style-type: none"> 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. 4. Cumberland St. from Tupper St. to Pearl St. proposed, awaiting 2026 capital budget approval. 	
6.4	<p>Marketing, Events & Promotion Committee – Tom, Connor & Maelyn (public)</p> <ul 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</p> <ul 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 <ul style="list-style-type: none"> a. Suggested rates for 2026 (Two tiers – Tier 1 \$350, Tier 2 \$700) b. Add Associate Membership fees 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 5. AGM – Activity discussion and following up with possible presenters. 6. Regular meetings on the 1st Wednesday of the month. <p>C. Remus to look into swag for events and door-to-door activities – to distinguish the Board.</p>	
6.8	<p>Administration</p> <ul 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: 2025-69 Moved by: T. Trist Seconded by: C. Remus</p>	
8.0	New Business –	
9.0	Next Meeting – November 10, 2025	

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	<p>Adjournment – 7:35</p> <p>Motion: 2025- 70</p> <p>Moved by: J. Calonego Seconded by: P. White</p>	