

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Tuesday, August 12, 2025

INVITED: John Murray, Chair
Thomas Trist, Vice Chair
Peter White, Past Chair
Maelyn Hurley, Director
Connor Remus, Director
Jordan Calonego, Director
Frank Marino, Director
Andrew Foulds, Councillor
Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Lynn Gray, BIA Bookkeeper
Phil Walkden, Treasurer
Robyn Despina, Director

GUEST:

LOCATION/TIME: Goods & Co – Catered Snacks from off-site.

Meeting ID: 278 100 2430
Passcode: WDBIA

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest M. Hurley – Witches Walk (hosted w/ Goods & Co.) Called to order @ 5:35 pm	
2.0	Approval of Agenda Motion: 2025-50 Moved by: A. Foulds Seconded by: M. Hurley	Carried
3.0	Presentations	
4.0	Approval of Minutes – July 8, 2025– <i>sent electronically</i> Motion: 2025-51 Moved by: A. Foulds Seconded by: M. Hurley	Carried
5.0	Business Arising from Past Minutes	

Item	Description	Action
	<ol style="list-style-type: none"> 1. Strategic Planning <ul style="list-style-type: none"> o BIA Intern to send survey to Board 2. Connaught Square discussion with Waverley Library - Hold 	
6.0	Reports	
6.1	<p>Chair's Report –</p> <ol style="list-style-type: none"> 1. Committee priorities – <ul style="list-style-type: none"> 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 – adjust to ensure we have representation from City Council <ul style="list-style-type: none"> • Decision <ul style="list-style-type: none"> o Second Monday of the Month (adjustment for Thanksgiving) – 5:30 PM to 7:30 PM <p>Motion: 2025-52 Moved by: A. Foulds Seconded by: F. Marino</p>	
6.2	<p>ED Report –</p> <ol style="list-style-type: none"> 1. Growth Task Force Update <p>Resolution to bring forward to the Task Force Growth – a recommendation for entertainment district security for 11pm forward on weekends to act as ambassadors and reduce concerns within the area.</p> <p>Discuss patio improvements for 2026 forward.</p> <p>Motion: 2025-53 Moved by: A. Foulds Seconded by: F. Marino</p> <ol style="list-style-type: none"> 2. Funding – Fall push for funding 3. Minister Tangri <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. <ul style="list-style-type: none"> 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. 	

Item	Description	Action
	5. DRAFT Request for Expression of Interest for the Ambassador Program – Sent in advance for comments/edits	
6.2	<p>Finance Committee –Phil</p> <ol style="list-style-type: none"> Financial Statements BIA Budget due September 26, 2025 for the 2026 year Audited Financials – Audit documents dropped off at MNP Friday Aug 1st Sponsorship Requests – <ul style="list-style-type: none"> Lakehead University orientation <ul style="list-style-type: none"> Amount: \$1,500 Or BIA Bucks \$1,500 Description of Recognition: Hosted a table at Harbourfest Description of Event/project: Our Downtown Adventure brings our new students to the Waterfront District, exploring various participating businesses and locations to shop at and explore. The students receive a list of participating businesses and are encouraged to visit each location, getting a signature or stamp from the business confirming they came through their location. Students who complete their entire adventure are entered into an orientation prize draw. This event typically draws about 400 to 550 students who are new to the Thunder Bay area. <p>Motion: With limited BIA Bucks remaining – approve \$500 in BIA Bucks to support a prize pack for the downtown adventure. Versus BIA bucks to each student as was done in the past.</p> <p>Motion: 2025-54 Moved by: A. Foulds Seconded by: M. Hurley</p> <ul style="list-style-type: none"> Community Living and Goods & Co. – Witches Walk BIA Bucks/Advertising assistance: \$300 + In kind LED Board Description of Recognition: Driving the General public to visit local retailers and establishment in the process of raising funds for Community Living Thunder Bay Description of Event/project: Witches Walk Thunder Bay has witches tour the area doing activities in different businesses throughout the area. The participation payment is helping raise awareness and funds for Community Living. <p>Motion: Approve \$250 in BIA Bucks and in-kind advertising.</p> <p>Motion: 2025-55 Moved by: A. Foulds Seconded by: P. White</p>	<p>Carried</p> <p>Carried</p>

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	The budget for BIA Bucks has been spent. In January 2026, provide a breakdown of who receives BIA Bucks and how they are spent to budget sponsorships accordingly.	Discussion
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <ol style="list-style-type: none"> 1. Court St S adjustments – Awaiting update 2. Mall St. Moving forward – power to planters from Mall St – Timelines have been difficult to receive as the roundabout is impacting the work able to be completed due to limited resources. 3. Patios – possible adjustments in 2026 – compiling a list of learnings for the City of Thunder Bay. Send A. Foulds a list of concerns with the process and correspondence regarding the delays with patio approvals – if any. 	
6.4	<p>Marketing, Events & Promotion Committee – Maelyn, Tom & Connor (public)</p> <ol style="list-style-type: none"> 1. Cruise Ships –<i>market to the crew in 2025.</i> 2. Marketing to the U.S. with the low dollar 3. Shop Mainstreet Canada campaign - attached 4. End of Summer Event – August 21, 2025 (Harbour Fest/90s theme) 5. Social Media – from the budget up to \$50/ week will be spent to promote the weekend round up. 6. Craft Revival – November 23, 2025 	
6.5	<p>Membership Services Committee – Robyn & Phil – Deferred</p> <ol style="list-style-type: none"> 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	<p>Safety & Security – Peter, John & Tom</p> <ol style="list-style-type: none"> 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> <p>Discussion around the designated temporary village and subsequent up to three designated encampment sites – one of which may be close to the WD BIA. Keep up on the discussion with the CoTB, review the Community Safety & Wellness plan and 10-point plan for Enhanced Encampment Response.</p>	Action

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6.8	<p>Administration</p> <p>3. Board Meeting Schedule – Adjust the schedule to accommodate the adjusted council dates.</p> <ul style="list-style-type: none"> ○ September 8, 2025 ○ October 6, 2025? Thanksgiving is October 13 ○ November 10, 2025 ○ December 8, 2025 	
7.0	Correspondence –	
8.0	<p>New Business –</p> <p>Discussion/ Action regarding removable Free Parking stickers for the physical parking meters in the BIA to help inform the public.</p> <p>Resignation of Maelyn Hurley, Director from the Board of Management.</p>	
9.0	<p>Next Meeting – September 8, 2025</p> <p>Adjournment – 7:03 pm</p> <p>Motion: 2025- 56</p> <p>Moved by: M. Hurley Seconded by: C. Remus</p>	