



WATERFRONT DISTRICT

MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Monday, December 8, 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): Ania Berezowski, CPA, CA, Senior Manager, Assurance and Accounting

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

Meeting Link:

Meeting ID:

Passcode:

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @ 5:32 pm	
2.0	Approval of Agenda Motion: 2025-71 Moved by: C. Remus Seconded by: P. White	Carried
3.0	Presentations 2024 Audited Financials by Ania Berezowski, CPA, CA, Senior Manager, Assurance and Accounting Motion to approve Audited Financials as they stand. Motion: 2025-72	Carried

Item	Description	Action
	Moved by: C. Remus Seconded by: J. Calonego	
4.0	<p>Approval of Minutes – November 10, 2025– <i>sent electronically</i></p> <p>Motion: 2025-73 Moved by: P. White Seconded by: A. Foulds</p>	
5.0	<p>Business Arising from Past Minutes</p> <p>Job Posting – Grant Coordinator</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) 	
6.2	<p>ED Report –</p> <ol style="list-style-type: none"> 1. Growth Task Force Update – No update 2. Funding – <ol style="list-style-type: none"> a. Canada Summer Jobs <ol style="list-style-type: none"> i. Applying for 5-6 positions (job descriptions included in package for review) b. NOHFC (no update) 3. Growth / Strat Planning – Update 4. Ambassador & Safe Streets actions from Elevate 5. Connaught Square discussion with Waverley Library – No Update 6. Budget Adjustment submitted and presented to EMT on Nov 13, 2025 	
6.2	<p>Finance Committee – Robyn</p> <ol style="list-style-type: none"> 1. Financial Statements – October 31, 2025 2. BIA Budget presented to EMT by K. Pratt Nov 13, 2025 3. Audited Financials – Draft complete – presentation? 4. Sponsorship Requests – N/A Moved all requests to the new budget year, 2026, as all of the events are occurring in 2026. 	
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. 	

Item	Description	Action
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. Craft Revival – November 23, 2025 4. The Mean Green Guy – November 29 5. Horse & Carriage Rides – November 23, November 29, & December 20 6. Connor to present clothing options for board members to wear when at events, greeting new businesses and working as BIA Ambassadors. 	
6.5	<p>Membership Services Committee – Robyn</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 <ul style="list-style-type: none"> a. Suggested rates for 2026 (Two tiers – Tier 1 \$350, Tier 2 \$700) 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 – Activities <ul style="list-style-type: none"> a. Date – <i>January 21, 2026 (tentative – send Doodle Poll)</i> 	
6.6	<p>Safety & Security – Peter, John & Tom</p> <ol style="list-style-type: none"> 1. Chamber Chat w. BIAs, BAs and Mall – Meeting in January 2026 2. Connect with Chief Fleury & EMS - Action – November Chamber Chat with the Chief – a bit of an uphill battle – Reporting is key. 3. Ambassador Program – Update from meeting with City Manager, J. Collin 4. Reporting – Communicate to members that it is needed for stats/funding <p>Have forwarded a couple of cities' Ambassador Programs for research and as precedent. Foot patrols with pairs of people in shifts. Approximate starting cost \$500,000- \$1 million (on top of the BIA budget). A way to keep customers coming to the area and not avoiding the area due to misconceptions.</p>	
6.8	<p>Administration</p> <ol style="list-style-type: none"> 1. Board Meeting Schedule – <ul style="list-style-type: none"> o January 12, 2026 	
7.0	<p>Correspondence –</p> <p>Concern over the lack of retail marketing –</p> <p><i>Reels for stocking stuffers and party outfits/host gifts to be created and posted online</i></p> <p><i>Northern Wilds group ads will be explored for 2026.</i></p>	

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	<i>Look into Holiday retail BINGO for 2026 – Shop local for a prize.</i>	
8.0	New Business – <i>Ribfest discussion with the Casino and Our Kids Count</i> <i>AGM Date (see above)</i>	
9.0	Next Meeting – January 12, 2026 Adjournment – 6:30 pm Motion: 2025- 74 Moved by: A. Foulds Seconded by: C. Remus	Carried