

The Waterfront District BIA
BOARD OF MANAGEMENT MEETING

Tuesday, July 8, 2025

INVITED: John Murray, Chair
Phil Walkden, Treasurer
Thomas Trist, Vice Chair
Maelyn Hurley, Director
Jordan Calonego, Director
Andrew Foulds, Councillor
Vacant
Vacant
Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Robyn Despins, Director
Peter White, Past Chair
Lynn Gray, BIA Bookkeeper
Frank Marino, Board Applicant

GUEST: Connor Remus, Board Applicant
Ian Kaufman, City of Thunder Bay Growth

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

Meeting ID:
Passcode:

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @ 5:47 pm	
2.0	Approval of Agenda Motion: 2025-42 Moved by: A. Foulds Seconded by: J. Calonego	
3.0	Presentations <i>Push to grow Thunder Bay – there is a shrinking tax base, and the City needs to attract growth – a 3% annual tax base growth and a 1% annual population growth is the goal. Any Commercial/Industrial growth ideas are welcome.</i> Ian Kaufman, City of Thunder Bay Growth	

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4.0	<p>Approval of Minutes – June 3, 2025– <i>sent electronically</i> Motion: 2025-43 Moved by: M. Hurley Seconded by: J. Calonego</p>	
5.0	<p>Business Arising from Past Minutes</p> <ol style="list-style-type: none"> Strategic Planning Board Nominations – Council Agenda for July 21, 2025 Connaught Square discussion with Waverley Library - Hold 	
6.0	Reports	
6.1	<p>Chair's Report –</p> <ol style="list-style-type: none"> Committee priorities – <ol style="list-style-type: none"> each committee to set up a regular monthly meeting (fixed schedule) Create their top three priorities for the year (2026) Canada Summer Jobs – Approved for 5 students. <ol style="list-style-type: none"> Intern – 8 weeks @ 35 hrs/week Content Creator – 9 weeks @ 30 hrs/week Tourism Ambassador – 8 weeks @ 30 hrs/week (3 positions) <p>Adjusted the number of students down by one based on the timelines for hiring.</p>	
6.2	<p>ED Report –</p> <ol style="list-style-type: none"> Growth Task Force Update – <i>carve out time for an executive meeting to discuss the presentation from Ian, and send any comments for the report.</i> Funding – working with FUNBIA to get FEDNOR, NOHFC and other funding available in Northern Ontario (RED, MyMainStreet, etc.) <ol style="list-style-type: none"> Canadian Urban Institute – FEDNOR wants to see municipalities come to the table too. – <i>Talk to Jeff Walters – contract position filling in for Dana Earle.</i> Event road closure assistance and storage – working with engineering to find a solution to longer-term road closures. DRAFT Request for Expression of Interest for the Ambassador Program – discussing with the Approved Operating Procedures sent to the Clerk's Office 	
6.2	<p>Finance Committee –Phil</p> <ol style="list-style-type: none"> Financial Statements – financials to the end of June look good. Audited Financials – Approved and preparing for 2024 Audit – \$50K in assets reduced to \$5K in assets. Implementation of a BIA buck derecognition policy. <p>Motion to derecognize BIA Bucks three years past their expiry date.</p> <p>Motion: 2025-44 Moved by: P. Walkden Seconded by: M. Hurley</p> <ol style="list-style-type: none"> Frost Butt stops – Approval of \$4,990.00+HST FOB (email quote distributed) 	Carried

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	<p>Motion to move forward with purchasing cigarette butt stops for the BIA.</p> <p>Motion: 2025-45 Moved by: A. Foulds Seconded by: J. Calonego</p> <p>5. Payment Options Pricing (Credit Card Processing)</p> <p>Presented options and the recommendation is to move forward with Helcium as there is no monthly fee and minimal fees overall with no need for a physical terminal.</p> <p>Motion to move forward with Helcium using their online portal for payments.</p> <p>Motion: 2025-46 Moved by: A. Foulds Seconded by: M. Hurley</p> <p>6. Sponsorship Requests –</p> <ul style="list-style-type: none"> • Vox Popular Media Arts Festival Inc. - #17-4a Court St. S <ul style="list-style-type: none"> ○ Amount: \$1,000 ○ Bucks/Advertising: OR \$1,000 • Description of Recognition: • The Waterfront District BIA will receive a session "Brought to you by the Waterfront District BIA"; logo included on print ads and programs; logo displayed on web and social media; logo included in our Sponsor Reel. • Description of Event/project: • The 21st annual Vox Popular Film Festival will present films, performances, and visual art installations of all genres from Northwestern Ontario, Canada, and around the world from September 17th to 20th, 2025 at Definitely Superior Art Gallery in Thunder Bay, Ontario. The festival will continue virtually from September 21st to 27th via ResearchTV.ca. Our festival showcases the talent of local, Canadian, and international filmmakers through a series of film screenings sessions, followed by Q&As with the filmmakers. Film sessions will be punctuated by live musical performances and a visual art exhibition in collaboration with Definitely Superior Art Gallery featuring new art pieces from local artists; the gallery exhibition begins in early September and continues until the conclusion of the festival. Vox Popular provides artist fees to over 100 local and Canadian artists and filmmakers, as well as provides travel assistance and accommodations to travelling filmmakers. <p>Recommendation: Approve \$1000 in BIA Bucks as per their request, a reduction of \$500 from the previous year.</p> <p>Motion: 2025-47 Moved by: A. Foulds Seconded by: M. Hurley</p> <ul style="list-style-type: none"> • Marketing - BIA Ambassadors – Summer Busker Initiative 	<p>Carried</p> <p>Carried</p> <p>Carried</p>

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	<ul style="list-style-type: none"> Bucks/Advertising: \$1000 Description of Recognition: Join us every Friday evening (6–9 PM) and Saturday afternoon (12–3 PM) in the Waterfront District for free, lively busker performances! Enjoy talented musicians adding the perfect soundtrack to your strolls, shopping, and café hangs. Bring your friends, relax by the lake, and let the music make your weekend unforgettable! Description of Event/project: We'll be paying our talented buskers using BIA Bucks—the official gift certificates of the Waterfront District BIA. <p>Recommendation: Approve \$1000 in BIA Bucks as per their request providing a buffer of \$40 BIA Bucks.</p> <p>Motion: 2025-48 Moved by: M. Hurley Seconded by: A. Foulds</p>	Carried
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <ol style="list-style-type: none"> Court St S adjustments – Awaiting update Mall St. Moving forward – power to planters for Mall St Patios – possible adjustments in 2026 	
6.4	<p>Marketing, Events & Promotion Committee – Maelyn, Tom & Connor (public)</p> <ol style="list-style-type: none"> Cruise Ships –<i>market to the crew in 2025.</i> Marketing Plan to go with the budget. Marketing to the U.S. with the low dollar Shop Mainstreet Canada campaign End of Summer Event – August 21, 2025 (Harbour Fest/90s theme) <ol style="list-style-type: none"> Wheelies Movies Social Media – from the budget up to \$50/ week will be spent to promote the weekend round up. 	
6.5	<p>Membership Services Committee – Robyn & Phil – Deferred</p> <ol style="list-style-type: none"> CRM – Creating an online form for uploads (ongoing) New Members – Following up when time permits (ongoing) Associate Memberships 2025/2026 boundary expansion 	
6.6	<p>Safety & Security – Peter, John & Tom</p> <ol style="list-style-type: none"> Chamber Chat w. BIAs, BAs and Mall – Past meeting June 23, 2025 (working on #3 as a group) – see Ambassador Program Note. Connect with Chief Fleury & EMS - <i>will work to develop the relationship further and come up with solutions to keep the area safe and walkable.</i> 	

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	<p>3. Ambassador Program – <i>on the agenda until this, or another program similar, is implemented.</i></p> <p>4. Coffee with Council – <i>scheduling with the various members of the committee.</i></p>	
6.8	<p>Administration</p> <p>4. Board Meeting Schedule – First Tuesday of the Month potential adjustments for long weekends and holidays.</p> <ul style="list-style-type: none"> ○ August 5 or 12, 2025 ○ September 2 or 9, 2025 ○ October 7, 2025 ○ November 4, 2025 ○ December 2, 2025 	
7.0	Correspondence –	
8.0	<p>New Business –</p> <ul style="list-style-type: none"> • Council meeting dates changing to Tuesdays – will need to change the BIA Board Meeting times and dates if Council representation is to be maintained (must be as per Operating Procedures). • The bus stop has moved to Cumberland St N – an increase of garbage in the area has been seen. Although it is outside of the BIA it may be an opportunity to approach the CoTB for assistance, especially if the FW BIA receives assistance with the decision for the managed temporary village. Keep up to date on the decision at City Council – action if needed. 	
9.0	<p>Next Meeting – August 5 or 12, 2025</p> <p>Adjournment – 7:18 pm</p> <p>Motion: 2025-49</p> <p>Moved by: A. Foulds Seconded by: J. Calonego</p>	