



WATERFRONT DISTRICT

MINUTES

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Monday, October 6, 2025

INVITED:

John Murray, Chair
Thomas Trist, Vice Chair
Peter White, Past Chair
Robyn Despins, Director
Jordan Calonego, Director
Frank Marino, Director
Vacant
Vacant
Kara Pratt, Recording Secretary

TENTATIVE:

REGRETS: Phil Walkden, Treasurer
Connor Remus, Director
Andrew Foulds, Councillor

GUEST: Ian McCormack Compass Leadership – Strategic Plan

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

Meeting Link:

<https://us02web.zoom.us/j/2781002430?pwd=K2RPSnFqWVdKNityRIB2bTIdnpWZz09&omn=83323538632>

Meeting ID: 278 100 2430

Passcode: WDBIA

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @ 5:35pm	
2.0	Approval of Agenda Motion: 2025-62 Moved by: T. Trist Seconded by: P. White	Carried
3.0	Presentations Ian McCormack from Compass Leadership – Regarding our Strategic Plan	
4.0	Approval of Minutes – September 8, 2025– sent electronically Verify the meeting calendar dates and the minutes match.	

Item	Description	Action
	<p>Minutes require the in-camera session to have documentation for the beginning of the session. The end is documented.</p> <p>P. White.</p> <p>Motion: 2025-63</p> <p>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 – Awaiting response from the Knights of Columbus 2. Budget Adjustment – Divide the Seagull Budget between Safety & Security and the Strategic Plan. 	Update
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"> 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) – N/A 3. Vacant Board Position(s) – <i>review the Operating Procedures and chat with former applicants to determine if they are still interested in volunteering on the Board.</i> 	Discussion
6.2	<p>ED Report –</p> <ol style="list-style-type: none"> 1. Growth Task Force Update – Draft Document presented at September Mtg 2. Funding – NOHFC has offered to assist with obtaining funding after Harbourfest. To action 3. Growth / Strat Planning <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. 4. DRAFT Request for Expression of Interest for the Ambassador Program – Safe Streets actions from Elevate - Update 	Information
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 approve the budget submission to divide the Seagull Budget between Safety & Security and the Strategic Plan. 	

Item	Description	Action
	<p><i>Members of the Board had to leave - put the vote to email.</i></p> <p>Motion: 2025- Moved by: Seconded by:</p> <p>3. Audited Financials – In Progress 4. Sponsorship Requests – N/A</p>	
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <p>1. Court St S adjustments – 2026 <i>Court St adjustments will be discussed for implementation in 2026.</i></p> <p>2. Mall St. Moving forward – Artwork to be installed in 2026 <i>Lockstone to be completed after Thanksgiving.</i></p> <p>3. Patios – Request to meet with CoTB administration to discuss 2026-2028 Patio seasons. <i>Meeting with administration on Tuesday October 14th at 3:30pm to discuss 2026 adjustments.</i></p> <p><i>R. Despins left the meeting due to prior commitments. F. Marino dropped off zoom shortly after.</i></p>	
6.4	<p>Marketing, Events & Promotion Committee – Tom, Connor & Maelyn (Public Member)</p> <p>1. Shop Mainstreet Canada campaign – partnering with tourism, the Chamber of Commerce and Bay Algoma for a national campaign. Moving forward with the national campaign in hopes someone local will win \$10,000 cash.</p> <p>2. Social Media – from the budget up to \$50/ week will be spent to promote the weekend round-up.</p> <p>3. Trick-or-Treat in the BIA (October 25th)</p> <p>4. Craft Revival – November 23, 2025</p> <p>5. The Mean Green Guy – November 29 & 30th?</p> <p>6. Horse & Carriage Rides</p> <p>7. Winter Market stalls – see email regarding holiday (winter) market stall pricing of \$1,200+tax/ stall</p> <p><i>Email a motion as quorum was lost at 6:45pm.</i></p>	
6.5	<p>Membership Services Committee – Robyn & Phil & Carly (Public Member)</p> <p>1. CRM – Creating an online form for uploads (ongoing)</p> <p>2. New Members – Following up when time permits (ongoing)</p> <p>3. Associate Memberships 2025/2026 boundary expansion</p> <p>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 </p>	

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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 Note. 2. Connect with Chief Fleury & EMS - Action – November Chamber Chat with the Chief (will forward invite). 3. Ambassador Program – <i>on the agenda until this, or another program similar, is implemented.</i> 	
6.8	<p>Administration</p> <ol style="list-style-type: none"> 3. Board Meeting Schedule – Adjust the schedule to accommodate the adjusted council dates. <ul style="list-style-type: none"> o November 10, 2025 o December 8, 2025 	
7.0	Correspondence –	
8.0	New Business –	
9.0	<p>Next Meeting – November 10, 2025</p> <p>Adjournment – 7:10 pm</p> <p>Motion: 2025- 64 Moved by: T. Trist Seconded by: J. Calonego</p>	