



WATERFRONT DISTRICT

AGENDA

The Waterfront District BIA

BOARD OF MANAGEMENT MEETING

Monday, April 13, 2026

INVITED:

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

TENTATIVE:

REGRETS:

GUEST(S):

LOCATION/TIME:

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

Meeting Link:

<https://us02web.zoom.us/j/2781002430?pwd=K2RPSnFqWVdKNityRIB2bTlldnpWZz09&omn=81888511731>

Meeting ID: 278 100 2430

Passcode: WDBIA

Item	Description	Action
1.0	Meeting Call to Order and Disclosures of Interest Called to order @	
2.0	Approval of Agenda Motion: 2026- 23 Moved by: Seconded by:	
3.0	Presentations Richard Togman, CEO, Thunder Bay Library	
4.0	Approval of Minutes – March 9, 2026 – <i>sent electronically</i> Motion: 2026- 24 Moved by: Seconded by:	

Item	Description	Action
5.0	<p>Business Arising from Past Minutes</p> <p>Review of the Strategic Objectives provided by Compass Leadership</p>	
6.0	<p>Reports</p>	
6.1	<p>Chair's Report –</p> <ol style="list-style-type: none"> 1. Committee priorities – <ol style="list-style-type: none"> a. Follow up with each committee, requesting their regular meeting schedule b. Each committee should refer to the Strategic Plan to create its top three priorities for 2026. 2. Minutes from the most recent Executive Meeting (if applicable) 	
6.2	<p>ED Report –</p> <ol style="list-style-type: none"> 1. Funding – 2. Canada Summer Jobs – Awaiting Response 3. Growth / Strat Planning 4. Ambassador & Safe Streets actions 5. Connaught Square discussion with Waverley Library 6. Panel Presentation at OBIAA Conference – April 22, 2026 	
6.2	<p>Finance Committee – Robyn</p> <ol style="list-style-type: none"> 1) Financial Statements – February 2026 2) Audit/Financial Reporting <ol style="list-style-type: none"> a) MNP invoices a charge of \$1,000.00 for assistance with drafting the financial statements. Bookkeeper 4 You now has an in-house CPA who can draft these statements for a fee of \$700.00, which would then be submitted to the auditors for the year-end. Should the Board approve to proceed, Bookkeeper 4 You will forward a formal proposal for this service. 3) Sponsorship Requests – 8 in total (Full request descriptions in PDFs sent to Board, available to the public upon request). <ul style="list-style-type: none"> • The Queerdos (\$100 BIA Bucks) • Bucks/Advertising: Asking for donations to prize packs for attendees at our educational Pride events for 2026 • Description of Recognition: WD BIA logo included in online advertising • Description of Event/project: Sex Positive Toy Bingo - a FREE for community educational Pride event in which attendees fill out Bingo cards with words called out by local drag queens. Each word is educational and explained by one of the queens and winners of the game receive a prize pack with sex toys, educational materials and ways to support local businesses (EG BIA bucks). \$10 food coupons provided 	

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	<p>by Subdivision for first 100 attendees. The purpose is to increase sex education in the 2SLGBTQIA+ community, in particular STI prevention and treatment, while providing a fun atmosphere.</p> <p>Motion: 2026- Moved by: Seconded by:</p> <ul style="list-style-type: none"> • NV Night Club (\$2500 BIA Bucks) • Bucks/Advertising: To help promote the downtown core with three live events scheduled. Description of Recognition: BIA logo will be added to all promotional artwork and social media sites. • Description of Event/project: <ul style="list-style-type: none"> ○ 04/27 - Sheepdogs ○ 05/29 - Vixens ○ 05/30 - Forbidden Nights <p>Motion: 2026- Moved by: Seconded by:</p> <ul style="list-style-type: none"> • 3Ride • BIA Bucks Request Amount: \$1000 BIA Bucks. We plan to offer giveaways and contests at the event. The BIA bucks will be the prizes. • Description of Recognition: BIA logo will be on all social media, and print promotional material. • Description of Event/project: 3Ride Bike Expo & 25 Year Anniversary Celebration. 3Ride will take over the Goods & Co. Market for a weekend in June. The market will be filled with bicycle brand trade- <p>Motion: 2026- Moved by: Seconded by:</p> <ul style="list-style-type: none"> • Goods & Co. Stony (New event) \$200 BIA Bucks + Loop LED Board)) • Bucks/ Advertising:\$200 in BIA Bucks + advertising (Walleye Magazine or LED board). BIA Bucks used as prizes, driving spending back to Waterfront District businesses. • Description of Event: TEE OFF – Golf Season Launch Party on April 25 at Goods & Co. (185+ attendees expected). Fundraiser supporting the Boys & Girls Club Thunder Bay nutrition program • Description of Recognition: Logo on signage, social media, print materials, and verbal recognition at the event. <p>Motion: 2026- Moved by: Seconded by:</p> <ul style="list-style-type: none"> • Transportation Museum of Thunder Bay (\$300 BIA Bucks) 	

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	<ul style="list-style-type: none"> • We will use the BIA Bucks to: Extend Visitor Stay: Reward bus tours and return guests to encourage them to stay longer in the city by enjoying a meal or accommodation. Enhance Engagement: Utilize the Bucks as door prizes at our annual fundraising dinner May 1st., enhancing the guest experience while spotlighting local businesses. Reward Loyalty: Acknowledge our best and most frequent visitors with tangible rewards that encourage them to explore the surrounding neighbourhood. • On-site recognition at Pool Six (approx. 5,000 visitors), including posters and tour guide promotion, Tour bus outreach encouraging visitors to explore the Waterfront District, Event recognition at May 1, 2026 fundraising dinner (verbal acknowledgment + door prize program), Logo placement on event materials, Social media promotion (Facebook & Instagram) highlighting BIA support, Branded messaging with BIA Bucks reinforcing the BIA as a partner in extending visitor stays and supporting local commerce. • Event description: The Transportation Museum of Thunder Bay is seeking sponsorship for a BIA Bucks program that rewards its 5,000 annual visitors with gift certificates to local businesses, encouraging them to explore the waterfront district and extend their stay through tours, repeat visits, and a May 1, 2026 fundraising event. <p>Motion: 2026- Moved by: Seconded by:</p> <p>Returning Requests & Past Sponsorship Amounts (2026 Request):</p> <ul style="list-style-type: none"> • Lucky Paranormal - \$1000 in BIA Bucks (\$2200 BIA Bucks/Ad Asst.) • We are seeking support in the form of BIA Bucks and/or advertising assistance to help promote the Lake Superior Paracon, taking place October 17, 2026 at the Delta Hotels Thunder Bay. • Description of Recognition: The Waterfront District BIA will be recognized through logo placement on promotional materials, social media, and the event program, as well as verbal acknowledgment during the event. Attendees will also receive a custom map highlighting local businesses, restaurants, and attractions within walking distance of the hotel, showcasing the BIA's role in promoting the downtown area. • Description of Event/project: Lake Superior Paracon is a two-day paranormal convention featuring guest speakers, hands-on workshops, and a vendor marketplace showcasing paranormal-themed products and services. <p>Motion: 2026- Moved by: Seconded by:</p> <ul style="list-style-type: none"> • Canadian Lighthouses of Lake Superior - \$250 BIA Bucks (\$250 BIA Bucks) 	

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	<ul style="list-style-type: none"> • Description of Project/Event: Speaker Joe Piwoschuk of Minneapolis will give a Silver Islet Mine Lecture at the May 21 CLLS Annual Meeting, we would like to accommodate him at the Prince Arthur Hotel – and be able to provide him with vouchers for a meal or two in the Waterfront District BIA to show him some Canadian hospitality. • Description of the Recognition: WDBIA Logo on current CLLS Speaker Series poster hanging on various 30+ place around Thunder Bay currently can also announce at Annual Meeting the WDBIA Sponsorship to make the event possible. <p>Motion: 2026- Moved by: Seconded by:</p> <ul style="list-style-type: none"> • Breakthrough TD1 - \$250 BIA Bucks (\$500 BIA Bucks) • We are looking for local BIA bucks that we can include in our raffle prizes for participants on Walk Day. • Description of Recognition: WD BIA logo on our Thunder Bay Walk Site (website/Facebook) on site recognition through a Thank You Board and a shout out at the event. • Description of Event/project: Breakthrough T1D Walk has happened for the past almost 10 years to raise funds to find a cure for Type 1 Diabetes, and bring awareness to this disease. <p>Motion: 2026- Moved by: Seconded by:</p>	
6.3	<p>Infrastructure/Beautification Committee – John & Tom</p> <ol style="list-style-type: none"> 1. Court St S adjustments – No update 2. Cumberland St – Nadin Awarded the contract 3. Patios – email sent to previous applicants (next to building, where applicable) 	
6.4	<p>Marketing, Events & Promotion Committee – Tom, Connor & Maelyn (public)</p> <ol style="list-style-type: none"> 1. Social Media 2. Clothing options for Board Members/Staff 3. Integrated Marketing Communications Plan 4. See Strat Directions for planning events 5. BrewHa? 6. Craft Revival – May 24 & Nov 22 7. Ribfest in the Heart of the Harbour – August 27-30th <ol style="list-style-type: none"> a. Harbourfest Stage 	
6.5	<p>Membership Services Committee – Robyn</p> <ol style="list-style-type: none"> 1. CRM 2. New Members 	

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	3. Associate Memberships 2025/2026 boundary expansion <ul style="list-style-type: none"> a. 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. Town Hall – Awaiting CoTB Response for date options.	
6.6	Safety & Security – Peter, John & Tom <ul style="list-style-type: none"> 1. Chamber Chat w. BIAs, BAs and Mall 2. Connect with Chief Fleury & EMS - Action – Following up on reporting concerns. 3. Ambassador Program – CoTB budget dependent <ul style="list-style-type: none"> a. BIA Ideas <ul style="list-style-type: none"> i. Walk parkades ii. Visit businesses 4. Reporting – Communicate to members that it is needed for stats/funding 	
6.8	Administration <ul style="list-style-type: none"> 1. Board Meeting Schedule – <ul style="list-style-type: none"> o May 11, 2026 o June 8, 2026 o July 13. 2026 o August 10, 2026 o September 14. 2026 	
7.0	Correspondence – Two Requests for Letters of Support for Waverley Library (Attached) <ul style="list-style-type: none"> 1. ROD 2. Chamber of Commerce 	
8.0	New Business –	
9.0	Next Meeting – May 11, 2026 Adjournment – Motion: 2026- Moved by: Seconded by:	