



KARA -

Before beginning, we need to inform you that this meeting will be recorded. This is to ensure its proper record and accuracy.

We also want to cover some general housekeeping and relay information for polling.

To respect all speakers, presenters, and their time please remember that if you wish to speak and are not called upon; use the chat function to notify the BIA that you have a comment or question. When you are called upon to speak, you will be unmuted. For the consideration of everyone, please keep your questions and comments to 1-2 minutes.

When polling occurs, please keep in mind that voting is for members only; votes from spouses, non-voting members, and the general public will not be counted.

Anyone who has called in with a mobile device, not through the Zoom APP, will be called upon to vote as this is the only way compatible on this platform.

We will take two or three questions for Kayla Dixon following her presentation. All other questions and comments for Kayla Dixon will be saved and provided to her following the meeting as she will be speaking to the questions provided by our members and stakeholders in advance.



ANNUAL GENERAL MEETING

October 8th, 2020

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JIM –

Meeting Call to Order and Disclosures of Interest

Welcome & thank you for coming to the **Virtual 2020 Annual General Meeting of the Waterfront District Business Improvement Area**. I am Jim Comuzzi, Chair of the Waterfront District BIA.

2020 has been one for the books. It has allowed us to pivot and recalculate our goals as a BIA. It is with this growth and our own adaptability that we have maintained an active and positive presence through this past year.

It is now a good time to realise our new strategic plan and to evolve with the socioeconomic environment, downtown renewal, and changes brought on by COVID. We have just finished a five-year cycle with our previous strategic plan and are embarking on a new strategic planning process in partnership with Lakehead University. We will be sending out an email tomorrow with a sign-up sheet for interviews to provide your input. If you want to help plan the direction of the BIA

for the next four to five years, it is more than important that you are involved in this process. We look forward to your constructive feedback and assistance over the next while as we take on this endeavour. For our retailers, also in this email will be information on how to help inform a study on the resilience of main street retailers through COVID-19 for McMaster University.

Our meeting tonight is one of the first steps forward for the Waterfront District's future direction. We have a couple of guest speakers here who are going to help us understand a portion of this scope and hopefully help set us on a positive path for the future.

-- Next slide --

Agenda

- Welcoming Remarks
- 2020 Overview
- Current Board
- 2019 Audited Financial Statements
 - Presented by Ania Berezowski CPA, CA from BDO Financials
- 2021 Plans and Operating Budgets
- Presentations
- Closing

Guest Speakers

- Kayla Dixon P.Eng, MBA
 - City of Thunder Bay Engineering
- Devon McCloskey MCIP, RPP
 - City of Thunder Bay Planning

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JIM -

I'd like to thank you all for attending tonight, we understand these events aren't always a priority. Your participation shows your commitment to the economic growth of the Waterfront District as well as your positive outlooks for the future.

I'd like to acknowledge our partners in improvement from across the City:

Our City of Thunder Bay Councillors, Brian Hamilton & Andrew Foulds, as well as representatives from the Chamber of Commerce.

I'd also like to take time to thank our presenters tonight from BDO, the City of Thunder Bay Engineering, and City of Thunder Bay Planning departments

Your support and focus on the development of the Waterfront District is greatly appreciated!

The flow of our evening will follow this agenda and at this point, I would like to

hand it over to our Vice-Chair Peter White

-- Next Slide --



PETER -

Thank you, Jim.

To kick this off, we need to call for motion to approve the minutes from the 2019 AGM circulated in your registration email.

With that, we ask for you to approve the minutes from the 2019 AGM. (AGM - Motion 2020-01)

Moved by K Morabito

Seconded by M Hurley

Carried

Over 2020, we carried on as best we could and had some victories and learnings. We showcased the resilience of the Waterfront District and all of our businesses over the past year, and will continue to do so as we navigate these uncharted waters.

I'm going to give you some highlights about what's been done over the past year.

Resilience Efforts

- Our office researched and shared government relief initiatives as they were introduced
- We worked with Digital Main Street, the CEDC and their joint initiatives to try to get as many businesses adapting and online as possible
- We worked with the Thunder Bay Police to ensure the downtown remained as safe as possible during the shut-down
 - Some of this came from sharing learnings of other BIA's
- We worked with the TBDHU as a point of contact regarding COVID regulations to learn and distribute information to ensure the safety and health of our businesses, patrons, and members
- Our office planned, implemented, and promoted the Red River Road StrEATery and Marketplace to create additional open air pedestrian space and to support all of our businesses by bringing people downtown
 - This involved meeting with the Health Unit to learn and develop the rules for the Red River Road StrEATery and Marketplace (challenges, restrictions)
 - We also hired five students through Canada Summer Jobs to promote the area and our businesses, support our patrons, and ensure proper protocols were followed
 - The StrEATery also brought forth the opportunity to work with the City of Thunder Bay and partner with the CEDC and Tourism Thunder Bay for which we are grateful as the overall cost for the BIA is below \$10,000.00

Business Promotion and Development

- We developed various social media contests to support our small businesses by purchasing and offering gift cards to support local
- We participated in media interviews bringing a positive light to the Waterfront District (TB Newswatch, CBC, Country 105/The Bay, The Globe and Mail)
- Our office wrote articles for the Walleye Magazine and placed ads across the city
- We created the Support Small Campaign, Though We're Apart You're in our Heart Campaign, and the Fall for Local Campaign; and we're working on our Christmas campaign with the working title 'Your Heart at Home'

Partnerships and Collaboration

- Our other partnerships included collaborating with City of Thunder Bay Tourism and the Chamber of Commerce to provide free parking downtown from March through mid-July
- Consulting with the Engineering department of the City of Thunder Bay to develop

the Red River Road and Court Street RFP (Request for Proposal)

- Consulting with Realty Services for patios and the Red River Road StrEATery and Marketplace
- We worked in conjunction with Thunder Bay Culture and Recreation for organizing and scheduling the set up and take down of the StrEATery and Marketplace as well as supporting their online culture events throughout the summer
- We worked with the City of Thunder Bay Engineering for the development of the plan of the StrEATery and Marketplace
- And we liaised with City Parks, Engineering, and Roads teams on an ongoing basis to make temporary infrastructure improvements

On an ongoing basis we continued with patron safety in mind and keeping the seagull population down. We are maintaining a focus on security, and some budget still remains for exterior security cameras – for more information please talk to Kara about the program. Our seagull population has dropped drastically since its inception in 2015, and we are approaching owners of identified problematic buildings (by Skyline Falconry) to assist with the reduction of population on those rooftops. This process is a long haul as it requires regulated bird management and reporting to the government. We do ask that you remind your patrons not to feed the birds as this is an ongoing and sometimes uphill battle. If you're interested in the particulars or you would like to have your roof added to the program because it's problematic, contact Kara.

We are looking at a few new directions while COVID restrictions are in effect – how to safely bring people downtown, how to safely conduct business while we're limited with gatherings and events. We are working with Tourism Thunder Bay to hopefully create winter attractions and holiday events while COVID restrictions are in place. Further into the future we are planning and determining the best way forward to help with the upcoming infrastructure renewals and mitigate the impacts for our building and business owners. In the long term we are looking to bring attention to the historical significance of the area to strengthen our identity. You will see the progress of these shifts tonight in the renewal presentation which will be continuing through the future.

The past year has had us welcoming many new businesses, we are hopefully running out of vacant spaces. Hopefully this upcoming slide will keep shrinking year by year as businesses come, stay and thrive.

-- Next slide --

Welcome to our new members!

New Members

- Barkeep
- Dymaco
- KeysPlz
- Knits by Nat
- Kuhl Interiors
- Milktease
- Northies
- NorthWinds
Environmental Services

Coming Soon...

- Renew Health
- Royal Aleppo Food
- Soengkono World
Class Martial Arts
- Swell Bakery
- Waxed Candle
Company
- Babylon Lounge
- Lakehead Beer
- ... and more!

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PETER -

The Waterfront District membership continues to grow.

**Mention Eaton's is already filling up but we'll have to wait to find out more

As we run out of empty spaces, we welcomed 13 new members to the BIA in 2020 with two more coming very soon:

1. Barkeep
2. Dymaco
3. KeysPlz
4. Knits by Nat
5. Kuhl Interiors (Associate Member)
6. Milktease
7. Northies
8. NorthWinds Environmental Services
9. Renew Health
10. Royal Aleppo Food
11. Soengkono World Class Martial Arts

12. Swell Bakery

13. Waxed Candle Company

1. Coming Soon... Babylon Lounge
2. Coming Soon... Lakehead Beer

Thank you to the new businesses in the Waterfront District BIA for making it your choice of location for your home away from home. We appreciate your hard work and we are thankful to you for sharing the vision of a vibrant downtown core.

We also want to acknowledge all of the businesses staying in the area and growing, your endeavours and dedication are noticed and appreciated.

*We lost one member, La Luna Wellness Studio. We will miss their upbeat attitude and promotion of the area, but we wish them well and want to thank them for calling the Waterfront District home for a period of time.

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Event Sponsorships

- Hospice Northwest
- CIBC After Biz March 2020
- City of Thunder Bay – Culture & Recreation
- Lakehead University Law
- Tourism Thunder Bay
- Alzheimer's Society Thunder Bay
- Sleeping Giant Loppet
- Canadian Light Houses of Lake Superior
- City of Thunder Bay – Culture & Events – Virtual Events
- Chamber of Commerce
- Sociable Thunder Bay
- EcoSuperior

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PETER –

As the Waterfront District BIA becomes more prominent in the minds of our patrons, so do our opportunities for sponsorship.

In 2020, we supported **12 events** through BIA Bucks to help local initiatives that bring people to the BIA. Showing on the screen is a list of the sponsorships.

Tourism Thunder Bay were doing Shop and Stay & Stay and Play partnerships providing hotel patrons across the city with BIA bucks to support our downtown. The Chamber of Commerce did an event called The Amazing Place – showcasing local pride which reinvigorated local tourism and encouraged people to invest in downtown

As you're approached by Boards to support local or regional initiatives or fundraisers, don't forget to tell people about BIA bucks. We are looking to support great causes that bring more people to the area. For more information you can check out the forms on our website under the "Contact us" header, or ask Kara, she

is here to help.

-- Next Slide --

Red River Road StrEATery and Marketplace

Highlights

- Created a safe social meeting place for locals, regional tourists, and organizations in the area
- Contributed to walkability of the district
- Roots to Harvest Fresh Vegetable and Preserves Market
- Tourism Thunder Bay Pagoda Booth
- Demonstrated a different possibility for the future of the Waterfront District

Lessons Learned

- Ensure strong coordination between the BIA and all City departments (including Transit)
- For new and creative things to happen, all involved parties need to be adaptable and flexible
- We value feedback and constructive criticism from all of our members and stakeholders, but we can only incorporate it when you provide it

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PETER –

One of our largest initiatives this summer was the Red River Road StrEATery and Marketplace. To make this happen and put on this quote-on-quote ‘event’, both the City and the Health Unit had requirements and protocols that we needed to obtain and follow.

Thank you to all of you who participated in our follow-up survey. We would like to present you with some of the highlights of results.

Some of the positives – Respondents identified a morale boost among the general public and amongst business owners following its implementation. They felt that it contributed to walkability and the pedestrianization of the Waterfront District. It served as a positive and active meeting place for locals and tourists. Respondents felt it contributed to a reduction in garbage and other waste in the area. The majority of respondents want to see it again in a more permanent way with stronger attention to design. It created a positive buzz about the downtown and got us on the map for good work being done.

Some of the negatives – Respondents identified transit re-route concerns, a desire to have seen stronger design elements (the orange barricades weren't our favorite either), and wished that we were in the proper climate to have events to better utilize the Marketplace aspect and to further promote businesses in the Waterfront District. There was a focus on Red River Road, though we did try to have this initiative happen in other parts of the Waterfront District as well.

Again we would like to thank the City of Thunder Bay for their quick action to bring in quarry stones and barriers at their expense and for working with the BIA on this initiative, Canada Summer Jobs, CEDC and Tourism Thunder Bay for their generous donation to help fund the space to cover wages in excess of Canada Summer Jobs.

-- Next Slide --

2020-2023 Board of Management

- Jim Comuzzi - Chair
- Peter White - Vice Chair
- Jordan Calonego - Treasurer
- Maelyn Hurley
- Lora Northway
- John Murray*
- Kory Morabito
- Thomas Trist
- Suzan Cooper-Rochon
 - Open position as of December 2, 2020**
- Andrew Foulds - Councillor
- Brian Hamilton - Councillor

*Interim replacement for the remainder of the four year term

**If you're interested in filling this position, please reach out to our coordinator for the appropriate forms

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PETER -

This year, we had a strong and active board who stepped up to the plate during the pandemic. With returning board members, it is positive to have their institutional knowledge as well as their perspectives. The efforts and opinions of all of our Board Members over the past year have been valuable and all of their leg work will be important over the next few years.

On our Board, we have 9 spaces available for building owners and their elected representatives Board of Management Members, and space for two Councillors from the City of Thunder Bay. All of these spaces are currently filled.

As you can see, in recent weeks, we have unfortunately received resignations for two Board of Management Members.

Peter – Thank Brigitte and Suzan for their hard work and commitment over the past while.

We understand being on Board is quite a commitment and we thank all of those who volunteer their time.

-- Next Slide --

Current Committees

- Finance
- Infrastructure & Beautification
- Governance
- Marketing, Promotion & Special Events
- Membership Support
- Parking Authority Board

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PETER -

At our first Board of Management Meeting after this AGM, we will be appointing Board of Management Members to head different committees. We are looking forward to what we can all do, together, as a community.

These committees are a way to make sure you are involved even if you are not a Board member; each committee meets separately to work on planning and implementing initiatives. If you are interested in any of these topics and want your voice to be heard, we strongly encourage you to join a committee!

We will send out our finalized list of the committees after our December Board Meeting. To take the first step and join a committee, please reach out to Kara and she will ensure you are put in contact with the right people.

-- Next Slide --



2019 Audited Financial Statements

Presented by Ania Berezowski CPA, CA
Senior Manager at BDO Canada

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PETER -

I would like to ask Ania Berezowski, Senior Manager, from BDO to present on our 2019 Financial Report –

Financial report to be on the screen (Ania will screen share)



2019 Audited Financial Statements

Presented by Ania Berezowski CPA, CA
Senior Manager at BDO Canada

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PETER -


Thank you Ania.

Ask Members to approve the financial report as presented – Auditors report on the audited 2019 financials (AGM - Motion 2020-02)

Moved by: J Calonego
Seconded by: P White

Carried

--Next Slide--



2021 Plans and Operating Budget

Waterfront District BIA

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PETER -

This brings us to our proposed 2021 budget.

Introduce Jordan Calonego – our newly appointed treasurer

-- Next Slide --

2021 Budget Submission to City of Thunder Bay

Item	2020 Budget
Revenue	
2021 BIA Tax Levy	91,500.00
Contributions from the City of Thunder Bay	91,500.00
Total Revenue	\$183,000.00
Expenses	
Advertising & Promotion	20,611.00
Beautification & Falconry	36,119.00
Membership Support	6,000.00
Sponsorships & Gift Certificates (Redemptions)	13,500.00
Operating & Administrative Expenses (Accounting, Conferences, Insurance, Rent, Supplies, Wages (Summer Students & Coordinator))	106,770.00
Total Expenses	\$183,000.00

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JORDAN

Our goal is to work with the City on making our downtown a prosperous place – a great place to live, work and play.

The City is planning major capital projects in the area, which effects us in some substantial ways – one being that we are now not making capital expenditures as much of what you see that’s “public” space in our BIA is likely to be rebuilt in the coming 2 or 3 years.

Our operating budget has been \$163,000 per year for a few years. We’ve been able to find further revenue due to grant applications and various other sources of funding, which has permitted us to hire summer students, etc.

In 2018 we added two properties to the BIA, the Casino and it’s parking lot. We also added one property in 2019.

What this did is lower our levy per property as the total never went up.

We believe we’re the only BIA in Ontario where the property owner contributions

to the budget of the BIA are matched dollar for dollar by the City. Most BIAs are entirely funded via property owners.

We've been running small budget deficits, but last years was somewhat more substantive (\$8k).

Since 2017 our BIA Coordinator role has increased from 20 hours a week to 35 hours a week. During Covid-19 the Coordinator worked 50-60 hour weeks. It was a very busy time.

Our Summer Students are funded via the Canada Summer Jobs program and they work as ambassadors downtown and this year ran the daily operations of the StrEATery.

Breaking it down:

Advertising & Promotion

- Media (social, website, radio & print)
- Events

Beautification & Falconry includes:

- Planters
- Maintenance
- Seasonal Beautification
- Seagull Management

Membership Support

- Newly revised line item this year – we are looking for viable suggestions

Sponsorship & Gift Certificates (Redemptions)

- Limited cash sponsorship & BIA Bucks

Operating & Administrative

- Accounting & Legal
- Office (postage, supplies, bank)
- Membership
- Meetings
- Conferences
- Salaries
- Rent, Telephone & Internet
- Insurance
- Wages

Note to presenter: if in agreement, please ask for a motion for the membership to approve the proposed 2019 Budget as presented.

Approval of the proposed 2021 Budget (AGM - Motion 2020-03)

Moved by: P. White

Seconded by: L. Northway

Carried

If there are more members opposed to the proposed budget – a revised proposed budget will be circulated with a voting mechanism – before the end of 2020.

-- Next Slide --



PETER -

Thank Jordan

Note to presenter: Motion that the membership approve the actions of the Board for 2021.

Approval of the actions of the Board for 2021 (AGM - Motion 2020-04)

Moved by: J. Calonego

Seconded by: S. Cooper-Rochon

Carried

Before we get into the presentations and discussion for the evening:

We would like to propose our next Annual General Meeting to be on either October 7th, 2021 or October 21st, 2021.

We will be sending out a Survey in the coming days for members to indicate which date works best.

-- Next slide --



PETER -

We would like to welcome Kayla Dixon, Director of Engineering and Operations, City of Thunder Bay to speak on the upcoming Red River Road and Court Street renewals and to address some of the questions and concerns that were provided by our BIA members and stakeholders.

(Presentation to be on screen, Kayla will screen share)

-- Next Slide --



PETER -

Thank you Kayla for attending our AGM to talk about the Red River Road and Court Street renewals.

Please welcome Devon McCloskey, Planning Services Supervisor for the City of Thunder Bay. Devon is here to talk about the Community Improvement Plan Financial Assistance Programs that are available.

(Presentation to be on screen, Devon will screen share)

-- Next Slide --



PETER –

Thank you Devon

Hand off to JIM

While we are on Thank yous, we would like to thank our coordinator Kara for all of her hard work over the last year, for preparing this AGM in a virtual setting, and for her commitment to making the Waterfront District even greater.

Also, thank you again to our guest speakers: Kayla Dixon, Guy Walter, Devon McCloskey from the City of Thunder Bay and to Ania Berezowski for making the financials interesting.

-- Next Slide – (last slide)



JIM -

With regards to the upcoming holidays – holiday planning is underway, and we look forward to working with all of you to create and promote LOCAL. Everyone will be home for Christmas this year, so why not spend it with us in the Waterfront District?

Lastly, we want to thank everyone for coming. If you have any questions regarding what is happening in the coming weeks and year, please get in touch with Kara at thewaterfrontdistrict@tbaytel.net or 343-9032.

Adjournment - (AGM - Motion 2020-05)

Moved by: P. White

Seconded by: J. Calonego

Carried

End – 6:55pm October 8, 2020