



**JIM-**

Before we begin into our formal agenda, the Waterfront District BIA respectfully acknowledges that the lands on which we live and work are the traditional lands of the Anishinabek Nation and the traditional territory of Fort William First Nation, signatory to the Robinson-Superior Treaty of 1850.

We would 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, it is bright.

Our AGM is filled with information and will hopefully answer questions and provide the insight into what is happening with the over the next few years. This year, in conjunction with municipal elections, we will have a Board Election. We are also going to complete the annual house keeping of reviewing and approving the 2021 audited financials and 2023 budget

**Meeting called to order at 7:51pm November 1, 2022** No Disclosures of Interest.

First, we would like to acknowledge our partners in improvement from across the City:

We want to thank our Mayor Elect Ken Boshcoff and councilors elect for attending tonight. I see both Kasey & Michael here - We look forward to working with you these next 4 years.

Thank you to our City of Thunder Bay Councilors - Brian Hamilton & Andrew Foulds, we do wonder if/which one of you will come back for the next 4 years.

Welcome to our Representatives from the Tourism - Paul Pepe (who will be presenting later this evening) and the Chamber of Commerce rep - Thera (Tara) Chicoine

Again we look forward to hearing from Ania Berezowsk from BDO Canada with our audited financials.

Your support of the development of the Waterfront District is greatly appreciated!

I will now pass the presentation responsibilities on to our Vice-Chair, Peter White --

## AGENDA

- Welcoming Remarks
- 2021 Audited Financial Statements
- 2022 in Review
- Membership Support
- 2023 Plans and Operating Budgets
- Reimagining the North Core
- Board Elections
- Tourism in 2022 & beyond
- Closing

## GUEST SPEAKERS

- Ania Berexowski CPA, CA
  - BDO Canada
- Paul Pepe
  - Manager, Thunder Bay  
Tourism



**PETER -**

Thank you Jim.

Before we begin we ask if there are any disclosures of interest. Hearing none...

The flow of our evening will follow this Agenda.

Which we will ask you to approve as it stands:

(AGM - Motion 2022-01)

Moved by: P. Walkden

Seconded by: J. Murray

Carried

We also need you to approve the minutes from the 2021 AGM that were circulated in the email prior to this meeting. (AGM - Motion 2022-02)

Moved by: J. Calonego  
Seconded by: P. White

Carried

We will now pass the presenting off to Ania Berezowski, Senior Manager, from BDO to present on our 2021 Audited Financials –

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# 2021 Audited Financial Statements

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



**BOARD OF MANAGEMENT FOR THE  
WATERFRONT DISTRICT BUSINESS IMPROVEMENT AREA**  
STATEMENT OF FINANCIAL POSITION  
as at December 31, 2021  
with comparative figures at December 31, 2020

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	<u>2021</u>	<u>2020</u>
	\$	\$
<b><u>Financial assets</u></b>		
Cash	65,656	43,879
Accounts receivable	14,107	31,475
HST receivable	2,490	2,683
Due from City of Thunder Bay	-	4
	<u>82,253</u>	<u>78,041</u>
<b><u>Liabilities</u></b>		
Accounts payable	14,512	19,510
Gift certificates payable	38,065	33,155
Due to City of Thunder Bay	12,821	-
	<u>65,398</u>	<u>52,665</u>
<b>Net financial assets</b>	<u>16,855</u>	<u>25,376</u>
<b><u>Non-financial assets</u></b>		
Prepaid expenses	2,054	1,912
Tangible capital assets (Note 2)	7,569	9,777
	<u>9,623</u>	<u>11,689</u>

BOARD OF MANAGEMENT FOR THE  
WATERFRONT DISTRICT BUSINESS IMPROVEMENT AREA  
STATEMENT OF OPERATIONS AND  
ACCUMULATED SURPLUS  
Year ended December 31, 2021  
with comparative figures at December 31, 2020

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	Budget 2021 \$	Actual 2021 \$	Actual 2020 \$
<b>Revenues</b>			
Taxes levied	91,500	91,503	81,504
Less: Taxes written off	-	(12,824)	-
	<u>91,500</u>	<u>78,679</u>	<u>81,504</u>
Contribution from City of Thunder Bay	91,500	91,500	81,500
Employment and Social Development Canada - wage subsidy	-	12,762	13,174
Digital Main Street - Community Economic Development Corporation	-	-	-
- Operating	-	-	20,499
- Administration	-	-	2,248
StrEATery - Community Economic Development Corporation	-	-	30,123
Contribution from other sources	-	9,954	11,073
	<u>183,000</u>	<u>192,855</u>	<u>240,119</u>
<b>Expenses</b>			
Advertising and promotion	31,600	37,548	20,460
Amortization of tangible capital assets	-	2,208	3,753
Co-ordinator	55,000	60,937	31,513
Bookkeeping	-	7,232	5,016
Digital Main Street expenses	-	-	20,498
Falconry	16,000	16,367	3,908
Health and safety	-	-	889
Meetings	6,000	992	562
Other	8,500	6,931	5,879
Office	3,300	399	652
Professional fees	8,500	3,816	3,053
Rent	6,300	5,997	3,562
Repairs and maintenance	23,300	25,996	4,075
Salaries and benefits - maintenance and other	19,000	31,333	19,771
Sponsorships	2,500	2,450	1,330
StrEATery and Marketplace expenses	-	-	90,278
Telephone and utilities	3,000	1,685	1,167
	<u>183,000</u>	<u>203,482</u>	<u>226,011</u>
Annual surplus (deficit)	-	(10,587)	14,108
Accumulated surplus, beginning of year	<u>37,965</u>	<u>37,965</u>	<u>22,957</u>
Accumulated surplus, end of year	<u>37,965</u>	<u>26,478</u>	<u>37,065</u>

Ask Members to approve the financial report as presented – Auditors report on the audited 2021 financials (AGM - Motion 2022-03)

Moved by: J. Calonego  
Seconded by: K. Ogima  
Carried

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This takes us to 2022 in review. Paul will expand more on the tourism aspects later. Right now we will focus on our Highlights and lessons learned.

## Waterfront District Pilots

### HIGHLIGHTS

- Tourism Development Fund - \$41,500
- Clean Green & Beautiful - \$20,000
- Reduction of aggressive seagulls
- Swell Bakery feature in Sept Walleye
- Sugar Shack in "The Jilly Box"
- So many Anniversaries!
- + Much more!



### LESSONS LEARNED

- Each created space must be activated
- Hearty wind resistant planting
- Accessibility audits
- Snow filled winters are difficult to activate without a snow removal budget

Over 2022, we tried another pilot iteration of summer patio initiatives. We were able to obtain capital cost assistance from the CoTB and funding through the Tourism Development Fund and the Clean Green & Beautiful Committee to offset membership costs. These extra pockets of funding allowed us to try new ideas (buskers, art on the street and expanded holiday events - stay tuned). The funding also paid for extra planting and watering (a significant expense).

Congratulations to our members who were featured outside of our small city and those who celebrated anniversaries, it's wonderful to see!

Keeping the seagull population under control has allowed patios to be enjoyed. We will look to council to help with the cost of this initiative since it keeps the general city public safe. We will continue to fund this and hopefully we will be able to obtain more, our finance lead will discuss further with the city.

As a city so steeped in winter, we are working with Tourism and Lakehead University Students to come up with attractive winter activations and events. When people are visiting the area we want them to have positive experiences they share with their friends and hopefully on social media. With the rejuvenation we look forward to more accessible and activated streets. In the interim we are applying creativity and using private property

for more winter events.

Lessons Learned - As we set up more pedestrian friendly spaces we realize the importance of activating the areas. We have learned spaces are enjoyed more when there is something for the general public to do or interact with - art on the ground, seating, an artist/musician/busker to see. We would like to thank Science North for having activities when times permitted.

We also learned the importance of assuring the CoTB plowing team is aware of any snow buildup in accessible parking spaces to be cleared. At this time, the city snow strategy only covers clean outs for parking meters and possibly one full snow removal in the budget. Any extra snow removal done by the membership is greatly appreciated.



This summer the Waterfront District had the incredible opportunity to liven up our streets beautiful mural in a parklet on Cumberland St. N. The mural was painted by Shelby Gagnon in collaboration with Corrina McKay.

Shelby Gagnon is an Anishinaabe/ Cree artist from Aroland First Nation. She is an arts educator, hide tanner, muralist, curator, environmentalist and advocate for the lands and waters. Corrina is a Ojibwe/Oji-cree multimedia artist who is also the coordinator for the Indigenous Youth Residency Program.

A direct quote from Shelby:

“The mural was inspired by the water and ebbs and flows of life. I wanted to honour other non human beings that are always surrounding us. The Dragonfly represents transformational change. We see how things are shifting and I hope it is for the better. whether it begins with the art, a conversation, a dream and feeling. We see water as transformational, always moving and changing with the seasons. I believe change is beauty and beauty is the art forms we find in the natural world.”

The mural is beautiful and brings a vibrant display of colour to our Cumberland St. N. parklet! If you haven't had a chance to see the mural yet, make sure to check it out! Thank

you to Shelby and Corrina for all your hard work!

## LINDSAY: SOCIAL MEDIA

- "The Weekend Roundup" promoting upcoming events
- BIA Business features & interview content
- Created Tourist forward content
- Organized social media giveaways
- Assisted Tourism Thunder Bay in welcoming the Viking Octantis

## JORDAN: INTERN

- Filled the CRM Spreadsheet (OBIAA initiative)
- Beautification Audits
- Newsletters
- Updated Member Contact Information



This past summer, we were again able to receive funding through Canada Summer Jobs.

We hired a Social Media Coordinator as well as an Intern. Their assistance over the summer months allowed our Coordinator to get out of the office more and apply for additional funding.

On the screen is a snippet of what they were able to accomplish. You will also see Lindsay has continued on until the end of the year. This is thanks to the tourism development fund support.

# Welcome to Our New Members!

## NEW MEMBERS

- Dilico
- Tomlin Subdivision
- Alder & Ivy
- Shine Photography Studio
- Seler
- Northshore Puzzles
- Evoke Salon (opened today!)

## COMING SOON

- Lavichē



Since our 2021 AGM, we have welcomed many new businesses and look forward to welcoming many more new businesses as vacant spaces fill.

We are so excited to see so many new businesses and expanding businesses in the area. It is a testament to all of your hard work that this area continues to grow and be a strong economic driver for the CoTB.

This isn't the only list, on this next slide, we also have all of the new businesses in in Goods & Co.

# Welcome to Our New Members!

## GOODS & CO.

- McChristies Bath and Body Co.
- Northshore Jewelry + Wild Badger
- The Refill Co.
- Stony Wilds
- Norm & Lou Handmade + Keiki Collective
- Sister Bear Designs
- Wilen Art & Supply
- Co. Lab Gallery
- Growing
- Poco Mas
- Sweet & Savoury Grazing Co.
- Humble Fish
- Woodside Bar
- Sugar Shack
- Velvet Rope Floral
- Uncommon Baked Goods
- Clay Collective NWO
- Sleeping Giant Brewery
- The Pasta Shoppe
- Superior Seasons
- Finn Origins Sauna and Lifestyle
- The African Boutique
- Superior Bakes
- Loud Women Collective
- Cree Stevens
- Crown & Birch (opening tomorrow)



we also have all of the new businesses in in Goods & Co.

We look forward to seeing more growth and the continued success of every business in the area.

Of note, we have seen an increase in demand and use of our BIA Bucks and Gift Certificates. If you have any questions about either please reach out to Kara. Remember, 100% of the sales are reimbursed to you the member.



At the last AGM we discussed concerns with Safety & Security. At this time, the BIA is not in a position to provide security and we do our best to support our membership in maintaining a safe area.

Multiple times this year we have reached out to support services, when they are/were available, and we have been in regular contact with the police.

We have repeatedly asked for additional monitoring by police and mental health workers. However, we have been informed it has been an extraordinarily busy year for the TBPS with significant calls for service and many serious incidents that are utilizing resources. There is no way to tell if things will slow down.

In order to try to address late night concerns, an internal email went to the entire Police Service to have increased uniform patrols in the area when time permits and resources are available.

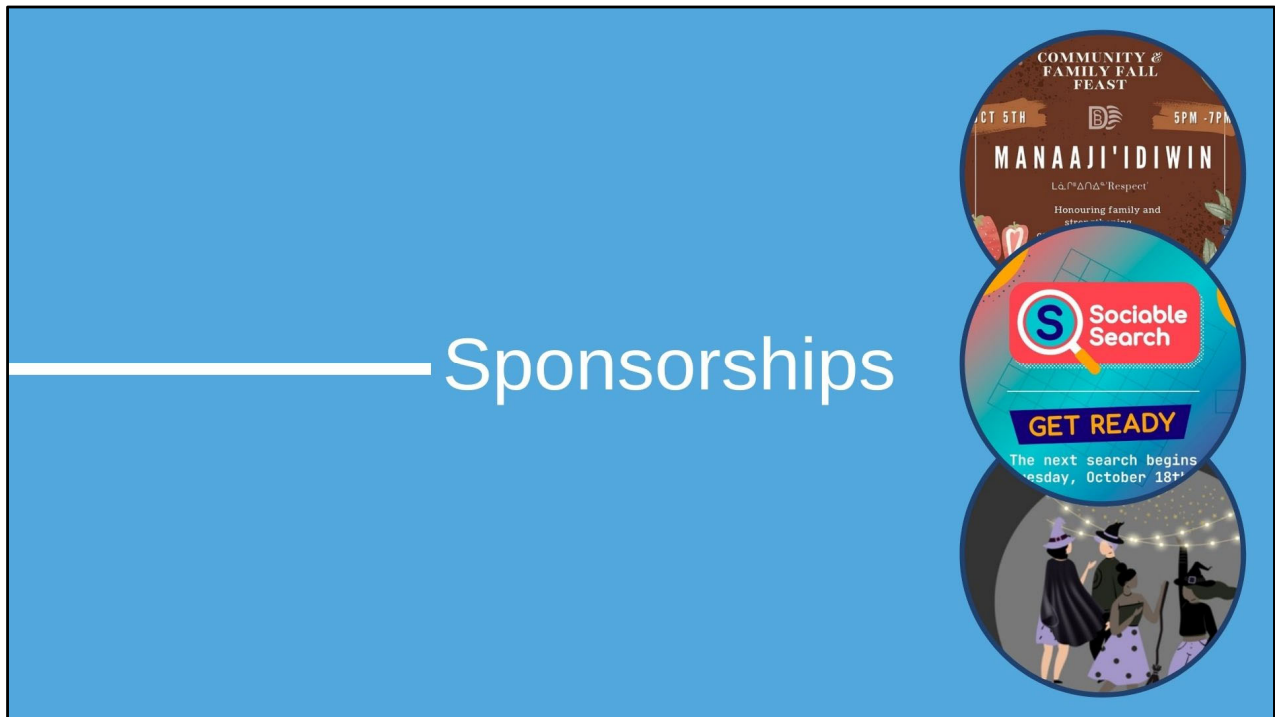
The other option presented to us was to have businesses submit an application for paid duty to have dedicated officers scheduled in the in the area at the times deemed most problematic.

We are still asking for mental health and addiction support services to walk the area and complete street outreach. However, all of the local resources are strapped for staff and funding.

If you want more information regarding off duty police please contact Kara for the link.

In terms of the need for Mental Health & Addiction Supports, the Ontario BIA Association Advocacy groups is working hard to reach the Provincial Government for assistance for all of our downtowns. There are over 300 BIAs in Ontario and we are not alone in our concerns and problems, so the group is taking it to the province to advocate for more, and various, supports (housing and social supports to name a few). OBIAA are working hard at the provincial and municipal levels of government.

We are very lucky Kara attends weekly OBIAA meetings for updates on this information and has become a part of the OBIAA board to help lend her skills and knowledge.



On a positive note, we are seeing more family oriented events happen in the area. Many of these events are ones we support through BIA Buck sponsorship. The increased foot traffic is creating a wholesome feel for families and tourists.

As mentioned earlier, we are seeing more return on sponsorship with BIA Bucks. As the Waterfront District BIA is a destination for events we receive more applications for sponsorship support.

While 2021, was a slower year, we saw an uptick in 2022 for sponsorship applications.

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- Go Beyond the Show
- Waterfront District Marketing Committee
- IGNITE- LU Research & Innovation Week
- Pride on RRR - Rainbow Collective & Thunder Pride
- Ecole Secondaire Catholique de La Verendrye
- St. Ignatius Competitive Cheer Team
- Sociable 2022 Searches/Scavenger Hunts
- Craft Revival Volunteer Support

- CoTB- Culture and Recreation
- Community Living Thunder Bay
- CoTB Culture and Recreation
- Centre Francophone
- Science North
- Dilico Family Services
- Summer Love Giveaway
- Community Feast
- United Way

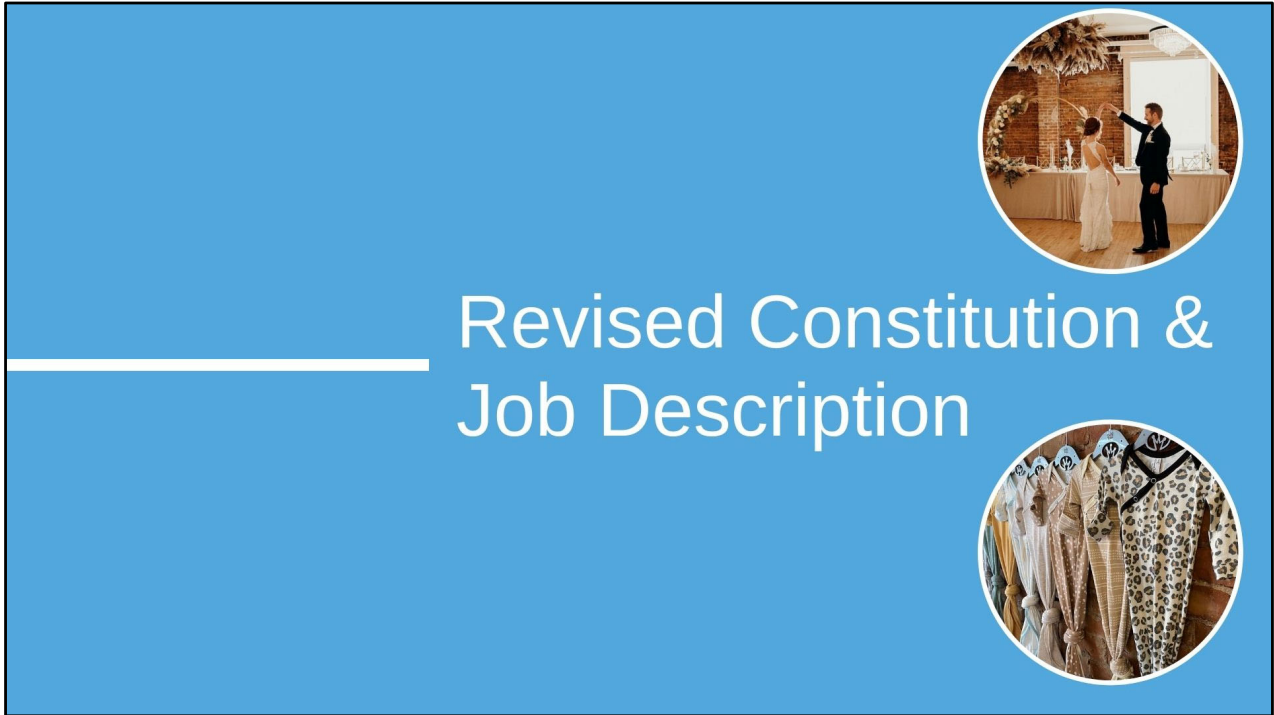


In 2022, we supported 17 initiatives through BIA Bucks and cash sponsorships to help bring people to the BIA. Showing on the screen is a list of the 2022 sponsorships.

We have to thank Rainbow Collective for their epic Pride event with countless attendees! Red River Road was what we hope to see for many events to come!

Sociable has received BIA Bucks to support their city wide scavenger hunts to bring people to support the Waterfront District. We look forward to the upcoming holiday Grinch rock hunt. Last year saw a large turn out, we have no idea what to expect this year!

As a reminder to our members, especially as we come into a fiscally responsible year, as you're approached to support local initiatives or fundraisers, don't forget to tell people about BIA Bucks. The BIA looks to support initiatives that support our members and bring more people to the BIA. For more information you can check out the application forms on our website under the "Contact us" header, or ask Kara, she is here to help.

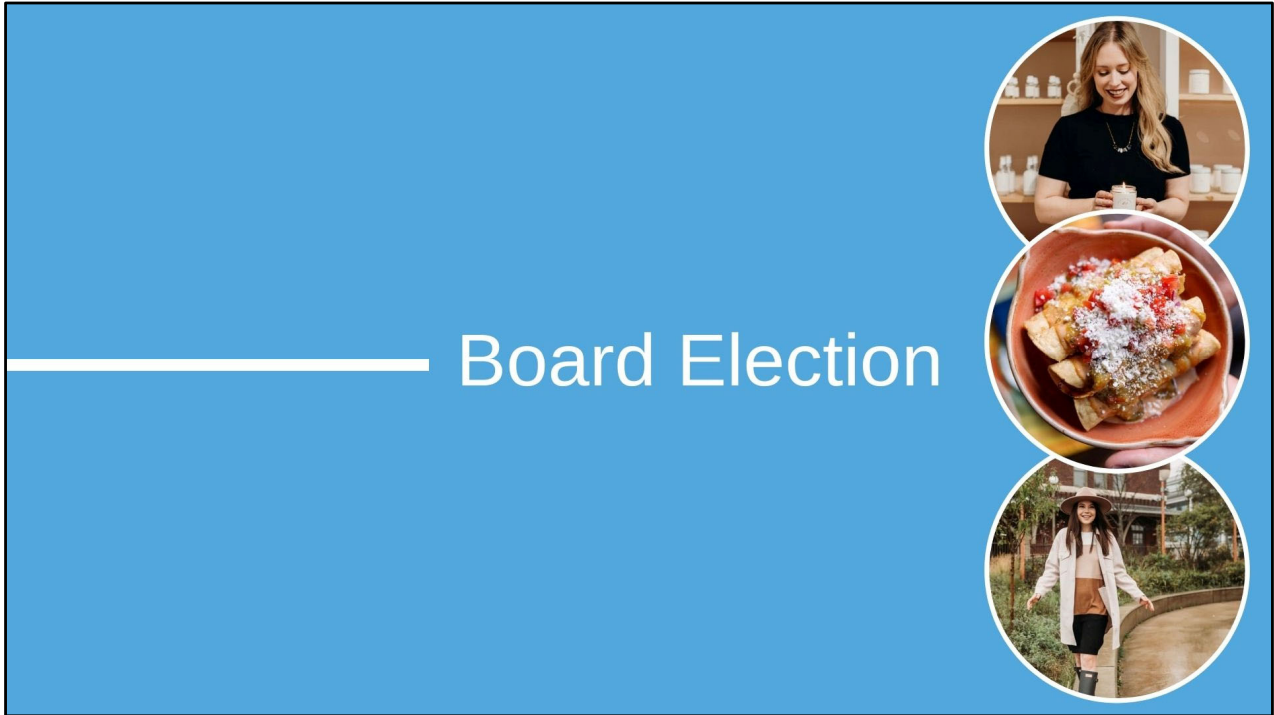


In your AGM package you received a marked up Constitution and job description for an Executive Director position. Over the past, almost, 5 years, the Waterfront District has gone through some significant changes. We have been lucky to have kept one person in the Coordinator position which has provided a much more responsive and consistent offering to our membership. Over these years, we have watched this role evolve and it was determined to attract new talent and retain current talent we must adjust our structure. This is why we are asking for your approval to change the constitution from referring to our Coordinator to that of our Executive Director. In accordance with the

(AGM - Motion 2022-04)  
Moved by: J. Calonego  
Seconded by: T. Trist  
Carried

We are also asking you to approve the Executive Director job description.

(AGM - Motion 2022-05)  
Moved by: K. Ogima  
Seconded by: P. Walkden  
Carried



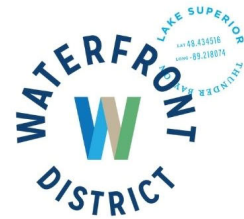
The Nomination Committee asked current Board members to notify them of their interest to continue on the Board of Management and asked our membership to apply a minimum of ten days before this AGM. The Committee then reviewed applications that were received.

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# Proposed Board of Management

## 2022-2026 BOARD OF MANAGEMENT

- Jim Comuzzi: Chair
- Peter White: Vice Chair
- Jordan Calonego: Treasurer
- Maelyn Hurley
- Thomas Trist
- John Murray
- Kory Morabito
- Phil Walkden
- Ken Ogima
- Robyn Despins (Cedar Stone)
- CoTB Councilor (TBD)



Based on the applications, the committee has brought forward this proposed Board of Management. Please note, the position of Councilor will be set by the City of Thunder Bay, who will also approve our new Board of Management Members.

The Nomination Committee has moved the motion to approved this Board for the 2022-2026

Approval of the Board for 2022-2026 (AGM - Motion 2022-06)

Moved by: T. Trist

Seconded by: M. Hurley

Carried

## Current Committees

- Finance
- Infrastructure and Beautification
- Marketing, Promotion and Special Events
- Membership Support
- Safety and Security
- Parking Authority Board
  - Representative Role



Our direction is set by a Strategic Plan, which we will review and redo in the coming years. Based on the plan, we have the following committees for members and the public to join. The committees lapsed during the pandemic and we will review in the coming year. Please feel free to reach out to Kara to share your interest in a committee and she will share your information with the committee lead.

Approval of the actions of the Board for 2021 (AGM - Motion 2022-07)

Moved by: J. Calonego

Seconded by: J. Murray

Carried

This now takes us to the Reimagining the North Core Update and our 2023 Budget. I will pass the presenting on to Jordan - thank you for your time tonight.

# Reimagining the North Core



We're looking for feedback to send to the CoTB on the downtown sewer and water/rebuild along Court St and Red River Rd planned for next summer.

On your arrival you were given a piece of paper asking for your feedback on the construction process. We ask you fill it out and return it to Lindsay or Kara for compilation after the meeting.

The City has responded to our request to appear at the AGM with a letter available at the registration table. We have multiple copies and will share the results with the City after this event and in subsequent meetings. Also, of note, a letter was sent to the Board Yesterday afternoon committing to an engagement session in January of this coming year. A copy of that letter is available at the registration table.

\*refers to a piece of paper with ideas to have the contractor work with abide by white the construction is happening. The city has held sessions for feedback and we hope you have attended them, but we do want to know for the construction, would 1 or 2 years be preferred?



# 2023 Plans and Operating Budget

Waterfront District BIA

Our goal is to work with the City on making our downtown a prosperous place – a great place to live, work and play. With the City planning major capital projects in the area, we are looking to market the area during the construction season as a place to support local and enjoy a community feel.

## 2023 Budget Submission to City of Thunder Bay

2023 Budget	
<b>Revenue</b>	
2023 BIA Tax Levy	106,500.00
Contributions from the City of Thunder Bay	91,500.00
<b>Total Revenue</b>	<b>\$198,000.00</b>
<b>Expenses</b>	
Advertising & Promotion	19,000.00
Beautification & Falconry	45,500.00
Membership Support (Reimagining Assistance)	8,950.00
Sponsorships & Gift Certificates (Redemptions)	15,000.00
Operating & Administrative Expenses	109,550.00
<b>Total Expenses</b>	<b>\$198,000.00</b>

This year, we have asked for a less than 4% increase to assure we are able to meet increasing costs. Over the past three years, we have been careful with our budget and have the intention to market the area during construction as a place you can shop. dine. play. stay and do business - even if it is a bit dusty.

We asked for an increase that split costs 50/50 with the City of Thunder Bay. Unfortunately, the City has asked us to reduce their contribution to remain at their 2020 rate.

Breaking it down:

Advertising & Promotion  
Media (social, website, radio & print)  
Events

Beautification & Falconry includes:  
Planters (\$15,000+)  
Maintenance  
Seasonal (winter) Beautification  
Seagull Management

Membership Support - for the 2023 construction season.

Sponsorship & Gift Certificates (Redemptions)

BIA Bucks & Limited cash sponsorship

Operating & Administrative

Accounting & Legal

Office (postage, supplies, bank)

Membership

Meetings

Conferences

Salaries

Rent, Telephone & Internet

Insurance

Student wages

Note to presenter: if in agreement, please ask for a motion from the membership to approve the proposed 2023 Budget as presented.

Approval of the proposed 2023 Budget (AGM - Motion 2022-08)

Moved by: J. Murray

Seconded by: P. Walkden

Carried

Discussion surrounding reallocating some funding for bird spikes.

Thank you for your time and questions. Do not forget to fill out the response form for the construction process. It will help inform the City how we want to move forward.

I will now pass the presentation to Paul Pepe from Tourism to close out the evening.

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# Tourism in 2022 & Beyond





JIM --

Thank you Paul.

We would like to thank all those involved in preparing this AGM this year.

Thank you to our guest speakers: Ania and Paul.

Thank you to Lindsay for helping out with preparation for the AGM and this evening.

Thank you to Lynn – our tireless book keeper and Kara (insert niceties here)

Thank you to the Board

Thank you to the location, the caterer as well as the AV provider.

With regards to the upcoming holidays – we will be busy. You will be receiving an email giving you a heads up of what is happening before Remembrance Day. We look forward to starting the Window Wonderland competition again this year and hosting the Horse & Carriage on Saturdays in December.

Lastly, we want to thank everyone for coming. If you ever have any questions or concerns remember to please get in touch with Kara.

Adjournment - (AGM - Motion 2022-09) 8:47pm