

AGENDA
and Schedule "A"
to the minutes of the meeting of the
Windsor BIA Advisory Committee
held Thursday, March 9, 2017
at 4:30 o'clock p.m.
Room 407, 400 City Hall Square East

1. CALL TO ORDER

2. DECLARATIONS OF CONFLICT

3. ADOPTION OF MINUTES

Adoption of the minutes of the meeting held November 22, 2016-
(attached)

4. PRESENTATION

Lori Newton, Bike Windsor-Essex to provide information relating to Bike Windsor-Essex and to outline ideas on how their organization and the BIA's can work together.

5. BUSINESS ITEMS

5.1 Memorial Cup Shuttle - May 19, 2017

The document entitled "The City of Windsor BIA "Spitfire Shuttles" Pilot 2017 Memorial Cup WBIAAC - March 9, 2017" provided by the Economic Development Officer is **atta r:hed.**

5.2 Overview Memorial Cup - Sam Magalas

Overview of the Memorial Cup provided by the Sport Tourism Officer

5.3 Cross Border Marketing Initiative

Greg Plante, Imaginative group - Cross Border Marketing Initiative

5.4 Way finding update

5.5 **Bicycle Parking on the Public Right-of-Way**

The "Bicycle Parking on the Public Right-of-Way Policy" is *attached*.

6. **NEW BUSINESS**

6.1 **"Interim Control By-law Prohibiting New Parking Areas in BIAs"**

Greg Atkinson, Senior Planner to provide an update.

7. **DATE OF NEXT MEETING**

To be determined.

8. **ADJOURNMENT**

Windsor, Ontario November 22, 2016

A meeting of the **Windsor BIA Advisory Committee** is held this day commencing at 4:30 o'clock p.m. in Room 407, 400 City Hall Square East, there being present the following members:

Councillor Rino Bortolin, Chair
Councillor Paul Borrelli
Councillor Chris Holt
Debi Croucher, Downtown Windsor BIA
David Grimaldi, Olde Sandwich BIA
Sarni Mazloun, Wyandotte Street BIA
Greg Plante, Pillette Village
Filip Rocca, Erie Street BIA
Jake Rondot, Walkerville BIA
Bridget Scheuerman, Ford City BIA and Olde Riverside BIA, Vice Chair

Also present are the following resource person

Michael Cooke, Manager of Planning Policy
Matthew Johnson, Economic Development Officer
Karen Kadour, Committee Coordinator

1. CALL TO ORDER

The Chair calls the meeting to order at 4:33 o'clock p.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

2. DECLARATIONS OF CONFLICT

None disclosed.

3. ADOPTION OF THE MINUTES

Moved by Councillor Holt, seconded by B. Scheuerman,
That the minutes of the Windsor BIA Advisory Committee of its meeting held
March 3, 2016 **BE ADOPTED** as presented.
Carried.

4. **BUSINESS ITEMS**

The document entitled "Trailblazing & Identification Sign Policy" is distributed and **attached** as Appendix "A". Highlights of the document relating to the business improvement areas are as follows:

- BIA's may apply for trailblazing or identification signs according to the following criteria:
 - Maximum of four locations jointly agreed between the BIA and the City Engineer
 - Design (colour and wording) to satisfaction of BIA's and the City on 12" x 36" sign blank
 - Cost of production and installation (including ongoing maintenance and replacement) recovered from the requesting BIA's)

The following comments are provided regarding trailblazing signage:

- Suggestion to work with the Senior Manager of Traffic Operations to develop a signage strategy for all of the BIA's
- The Trailblazing & Identification Sign Policy is quite outdated and a suggestion is proposed to update the policy.
- Trailblazing signage is orderly roadway signage that guides vehicles along a route.
- Important to establish a "brand" for the respective BIA's in terms of entry/exit signage.
- Way-finding guides people through an area or environment.
- How to do the BIA's attract new visitors to their areas.
- The differentiation between trailblazing and way-finding is defined as - trailblazing is "automobile based" and way-finding is "pedestrian based".

M. Johnson volunteers to work with the BIA's regarding trailblazing/way-finding signage. He adds the Ministry of Tourism and Culture has funding for specific signage projects. An update will be provided at the next meeting of WBIAAC.

M. Cooke indicates there is a BIA Assistance Program which may be available to help to cover the cost to have signage fabricated and installed.

4.2 Joint Advertising or Similar Joint Promo Initiatives

4.3 Promotion of PassQ,ort Purchase for U.S. Customer

It is generally agreed Item 4.2 and Item 4.3 be discussed jointly. Comments relating to joint advertising and the promotion of passport purchase for U.S. customers are provided as follows:

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- Suggestion to work with the U.S. to assist American citizens in acquiring passports that will allow them to visit the City of Windsor.
- It is noted 75% of U.S. citizens do not have passports. Suggestion for BIA's to advertise in the U.S. that they will assist them in obtaining a passport.
- Marketing strategy to "supersize your driver's licence" which will assist U.S. citizens in receiving a discounted enhanced driver's licence (derived from the BIA operating budgets).
- Suggestion for Tourism Windsor Essex Pelee Island (TWEPI) to assist in an advertising campaign to entice U.S. citizens to visit the BIA's and to invite Gordon Orr, CEO of TWEPI to present to WBIAAC at a future meeting as connections have been established with the U.S. media.
- A mechanism is required to transport U.S. citizens between the BIA's.
- Asks if there is interest in a collective buy-in with the BIA's for an advertising campaign of \$100,000 plus to promote U.S. visitors coming to the City of Windsor.
- It is proposed the BIA's approach their respective boards to determine if there is an interest in pursuing an advertising campaign.

D. Croucher states in the fall 2016, she met with the BIA's, TWEPI and the Windsor Essex Development Commission to develop an initiative to bring people to the BIA's for dinner and shopping. Although funding in the amount of \$120,000 was available, they could not confirm commitments from organizations, i.e. Casino Windsor and Devonshire Mall to participate in this initiative. She adds she has metrics from this fall campaign which will be shared with the BIA's.

Moved by Councillor Borrelli, seconded by J. Rondot,

That Gordon Orr, CEO, Tourism Windsor Essex Pelee Island **BE INVITED** to attend the next meeting of the Windsor BIA Advisory Committee on a date and time to be determined to provide a presentation relating to a Joint Advertising Campaign with the U.S. to promote the business improvement areas in the City of Windsor.

Carried.

J. Rondot puts forth a proposal to charter buses to bring patrons from the Casino (during seasonal and large events, i.e. FINA) to the various BIA's. It is generally agreed M. Johnson will investigate the feasibility of this concept and will report back.

4.4 Small Business Seminars for Web Presence - Work with the Windsor Essex Economic Development Commission

The Chair advises it is important that small businesses maximize their e□ presence, i.e. the Yellow Pages assist small businesses in maximizing their presence on websites. He suggests contacting the Windsor Essex Economic Development Commission and the WEtech Alliance to request a seminar be held in the Spring 2017 for small businesses within the BIA's. He adds topics of discussion at the seminar will include web presence and social media.

4.5 Coordination of Festivals (Dates to Avoid Overlap)

The Chair recommends event dates within the BIA's be shared with the BIA's to avoid an overlap of same day events.

5. NEW BUSINESS

Councillor Holt requests the report entitled "CQ34/2014 Responses - Progressive Options for Compact & Walkable Communities" from the City Planner dated November 4, 2016 be e-mailed to WBIAAC for information purposes.

In response to a question asked by D. Croucher regarding Open Streets 2017 and if budget dollars for this event should be set aside, M. Cooke responds Open Streets 2016 was a pilot project and a report outlining the logistics of going forward, will be presented to Council early in 2017.

D. Croucher asks if budget dollars should be set aside for the 2017 hanging baskets/planters program. The Chair states this is dependent on the outcome of the 2017 budget deliberations of City Council.

6. DATE OF NEXT MEETING

The next meeting will be held at the call of the Chair.

7. ADJOURNMENT

There being no further business, the meeting is adjourned at 6:26 o'clock p.m.

CHAIR

COMMITTEE COORDINATOR

The City of Windsor

BIA "Spitfire Shuttles" Pilot
2017 Memorial Cup

WBIAAC - March 9th

Memorial Cup

- The Memorial Cup is a championship trophy awarded annually to the Canadian Hockey League (CHL) champion. It is dedicated in honour of all soldiers who died fighting for Canada in any conflict.
- It is awarded following a four-team, round-robin tournament between the host team (Windsor Spitfires) and the champions of the CHL's three member leagues: the Ontario Hockey League (OHL), Quebec Major Junior Hockey League (QMJHL) and Western Hockey League (WHL)..
- The 2017 edition of the Mastercard Memorial Cup will take part at Windsor's WFCU Centre May 19 to 28. The Cup Arrival will occur on Thursday May 18th with the first game of the tournament happening Friday May 18th.

2017 Schedule

Date	Visiting Team	Home Team	Game Time
Friday May. 19	QMJHL	WINDSOR	7:00 pm EDT
Saturday May. 20	OHL	WHL	7:00 pm EDT
Sunday May. 21	WINDSOR	WHL	7:00 pm EDT
Monday May. 22	OHL	QMJHL	7:00 pm EDT
Tuesday May. 23	WHL	QMJHL	7:00 pm EDT
Wednesday May. 24	WINDSOR	OHL	7:00 pm EDT
* Thursday May. 25	TBD	TBD	7:00 pm EDT
Friday May. 26	TBD	TBD	7:00 pm EDT
Sunday May. 28	TBD	TBD	7:00 pm EDT

All games will be broadcast live on Sportnet

* Game only played if tie breaker is necessary

Fan Attendance

- The Mastercard Memorial Cup is expected to sell out all games resulting in approximately 60,000 in tickets sold.
- In addition to the games, the Windsor Spitfires will be offering a Fan Fest at the WFCU Centre which will be accessible to the general public including those without tickets to the games. The Spitfires estimate another 120,000 visitors to the Fan Fest portion of the event.
- It is estimated approximately 50% of tickets will be sold to local residents (season ticket holders). The other 50% will be sold to out of town guests (other participating teams fans and families, NHL scouts, out of town fans etc.)

Other Ways to Be Involved

"10 Wards in 10 Days"

- The Memorial Cup will be making an appearance every morning and will be in a different ward each day

Sales of limited edition merchandise

- The Spitfires are exploring the option of having Mastercard Memorial Cup merchandise available to be sold at various areas throughout Windsor. If special items are of interest, they can be requested for consideration (e.g. beer mugs). All must requests must go to Spitfires and then for CHL approval.

Benefits of "Spitfire Shuttle"

- Reduces traffic congestion at the WFCU during major events
- Provides residents with an alternative mode of transportation to and from the event
- Provides ticketholders with a package for the event
- Increases collaboration between the City, event holders and local BIAs
- Increase exposure to local BIAs (Restaurants, Bars, Shops)
- Provides tourists with the opportunity to visit the distinct neighbourhoods in the city
- Increases local economic development by increasing spending

Pilot BIA Shuttle Packages

Municipal Role

- BIA Capital Assistance Fund to assist with 70% of the cost up to \$1,000.
- Transit Windsor to provide route options

BIA Support

- Identifying a private transit option
- Provide a minimal financial contribution as a cost share with the city
- Coordinate and pitch shuttle service to members

Business/member Support

- Promote and pre-sell tickets to shuttle
 - Create marketing of the shuttle and special offers for the riders
 - Hold micro-events at their establishment to encourage residents, tourists and out-of-town guests to visit BIAs during the events
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Estimated Costs

Component	Estimated Cost	Details
1 Bus (round trip)	\$400	<p>The BIA Capital Assistance Fund would cover 70% of the total costs up to a Maximum of \$1000.00.</p> <p>Max Total Municipal contribution: \$9,000</p> <p>Max Total BIA contribution: \$2,700</p>

*In the example above the City would provide \$700.00 towards the pilot and the BIA would provide \$300.00.

Open Discussion

- How many BIAs would be interested in participating?
 - Are there BIAs that would jointly fund a shuttle (Ottawa, Erie, Walkerville)?
 - The design of the shuttle service is up to the individual BIAs. Things to consider:
 - How will member businesses be involved?
 - Provide packages to the game?
 - Special discounts for shuttle riders or ticket holders
 - Will you pre sell your tickets?
 - If so where? Hotels? Restaurants?
 - How would you coordinate this in your BIA?
 - Central pick-up/drop off or multi site locations?
 - What information would you require from the City, WFCO, Spitfires to make this a successful pilot in your BIA?
 - Demographics of the tourists attending?
 - Next Steps
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**THE CORPORATION OF THE CITY OF WINDSOR
POLICY**

Service Area:	Office of the City Engineer	Policy No.:	
Department:	Public Works - Operations	Approval Date:	
Division:	Transportation Planning	Approved By:	
		Effective Date:	
Subject:	Bicycle Parking on the Public Right-of-Way (ROW)	Procedure Ref.:	
Review Date:		Pages: 3	Replaces: Appendix 'A' Policy for Bicycle Parking on Public Property (LiveLink Report 10619)
Prepared By:	Jennifer Leitzinger, Transportation Planning Engineer		Date:

1. POLICY

1.1 This policy outlines the bike parking requirements for bicycle parking on the public ROW.

2. PURPOSE

2.1 The revised Bicycle Parking on the Public ROW Policy is to provide a consistent approach for the installation of bicycle parking in the City of Windsor, streamline the process for reviewing requests, and ensure the exposure to risk and liability is mitigated. The Bicycle Use Master Plan (BUMP) includes recommendations for end-of-trip facilities to encourage cycling.

3. SCOPE

3.1 The policy covers Bicycle Parking requests on the ROW:

3.1.1 Bicycle parking can be requested by a business or non-business (i.e. resident, resident association) within the following locations:

3.1.1.1 Within a Business Improvement Area (BIA);

3.1.1.2 Outside of a BIA.

3.1.2 Bicycle parking for streetscaping/reconstruction projects.

3.2 The policy does not cover bicycle parking on private property. Bicycle parking requirements for developments are addressed through the Official Plan, Zoning By-laws, and other related by-laws, standards, and guidelines.

4. RESPONSIBILITY

The responsibilities related to use of this policy are detailed as follows:

4.1 The Mayor and City Council are responsible for:

4.1.1 Approving, supporting and reviewing the Bicycle Parking on the Public ROW Policy.

- 4.2 The Office of the City Engineer is responsible for:
- 4.2.1 Establishing the Bicycle Parking on the Public ROW Policy and resolve any exceptions or disagreements;
 - 4.2.2 Administering the Bicycle Parking on the Public ROW Policy;
 - 4.2.3 Ensuring the Bicycle Parking on the Public ROW Policy is satisfactory in technical content;
 - 4.2.4 Recommending revisions to the Bicycle Parking on the Public ROW Policy;
 - 4.2.5 Recommending procedures under the Bicycle Parking on the Public ROW Policy.
 - 4.2.6 Approving procedures under the Bicycle Parking on the Public ROW Policy.

5. **GOVERNING RULES AND REGULATIONS**

5.1 Bike parking can be requested by a business or non-business (i.e. resident, resident association). These requests may be located within a BIA or outside of a BIA.

5.2 **Bike Parking Request (Within a BIA and Outside of a BIA)**

- 5.2.1 Eligibility Requirements -Bike parking on the public right of-way must meet the following criteria:
- 5.2.1.1 The Requester must confirm that bike parking cannot be accommodated on private property prior to contacting the BIA or City;
 - 5.2.1.2 If bike parking on private property is not feasible, the City Engineer or designate will decide if bike parking will be provided on the public right-of-way;
 - 5.2.1.3 The final location of the bike parking will be determined by the City Engineer or designate.
- 5.2.2 Requestor will cover the cost of the bike parking and installation;
 - 5.2.3 Installation will be done by the City and/or an approved City of Windsor contractor;
 - 5.2.4 Bike parking will be owned by the City of Windsor;

5.3 **If Bike Parking Request is Within a BIA**

- 5.3.1 Request for bike parking must be made through BIA;
- 5.3.2 BIA must confirm that the style and location is appropriate;
- 5.3.3 If BIA agrees with this request, City Administration (Transportation Planning) is to be contacted for further review;
- 5.3.4 Maintenance costs in BIA areas will be covered by the BIA.

5.4 **If Bike Parking Request is Outside of BIA**

- 5.4.1 Request can be submitted through 311;
- 5.4.2 City Administration shall approve the style and location;
- 5.4.3 Maintenance costs will be covered by the Operations Department.

5.5 **Streetscaping / Reconstruction Projects**

- 5.5.1 The inclusion of bike parking is completed in consultation with the appropriate City departments;

- 5.5.2 If bike parking is within a BIA, City departments shall consult with the BIA during the planning stages and discuss appropriate bicycling parking locations;
- 5.5.3 The costs for the bicycle parking and installation are included in the capital budget for this project;
- 5.5.4 Installation will be done by the City and/or an approved City of Windsor contractor during the capital project;
- 5.5.5 Bike parking will be owned by the City of Windsor;
- 5.5.6 Maintenance within the BIA is covered by the BIA.
- 5.5.7 If outside of a BIA, maintenance will be covered by Operations Department.

5.6 Cost of bicycle parking will be included in By-Law 166-2014 (A By-Law to Establish and Require Payment of Fees and Charges).

6. **DEFINITIONS**

N/A

7. **RECORDS, FORMS AND ATTACHMENTS**

- 6.1 Filing and record retention requirements are not required for this Policy.
- 6.2 There are no relevant forms/form numbers associated with this Policy.

Appendix A - Policy for Bicycle Parking on Public Property

1.0 Bike Rack Requirements
1.1 Functionality
<p>The bike rack should:</p> <ol style="list-style-type: none">1. Support the bicycle upright by its frame, not just one wheel.2. Enable the frame and one or both wheel to be locked.3. Prevent the wheel of the bicycle from tipping over.4. Be securely anchored.5. Be usable by bikes that are not equipped with a kickstand.6. Be usable by bikes equipped with cages for water bottles.7. Be usable by a wide variety of sizes and types of bicycles.
1.2 Security
<p>Bicycle racks will accommodate the high security U-shaped bike locks that secure both the frame and front wheel as well as chain/cable type locks.</p>
1.3 Capacity
<p>Bike parking needs will be assessed according to the intensity and type of use to be serviced. The capacity of the rack should be consistent with the bike parking needs of the area. Multiple unit bike racks will be used if required to meet the bike parking needs of the area, subject to the approval of the Manager of Urban Design & Community Development, in BIAs, and areas designated Civic Image, Schedule G, of the City's Official Plan only.</p>

Appendix A - Policy for Bicycle Parking on Public Property

1.4 Appearance

Post & ring style bike racks and multiple unit bike racks will be the **City Standard** on public-tight-of-ways and on public property throughout the City of Windsor and will be galvanized (void of paint), with raised lettering that reads, "City of Windsor". Raised lettering may not be available for multiple unit bike racks. However, consideration should be given to customizing these racks in some way. Examples of typical post & ring style bike racks and multiple unit bike racks are illustrated to the right.

Notwithstanding the above, BIA's will be permitted to change the lettering and cap the standardized "City of Windsor" post and ring bike rack, subject to the approval of the Manager of Urban Design and Community Development, and other provisions noted in section 1.5. If BIA's request an alternate finish to galvanizing, brushed aluminum and/or coloured powder coating will be considered if maintenance issues can be addressed and resolved.

The bike rack must be consistent with the intended character theme of the district and other streetscape elements.

Examples of Post & Ring and Multi
Unit Bike Racks

1.5 Maintenance

The bike rack must be durable and low maintenance. Factors such as metal gauge, welding type and finish are key indicators of durability. The bike rack should be rust resistant, vandalism resistant, and resistant to noticeable wear from normal use.

The preferred finish is galvanized finish.

Appendix A - Policy for Bicycle Parking on Public Property

<p>1.6 Cost</p> <p>The bike rack must be competitively priced while meeting the security, capacity, appearance and maintenance requirements expressed in the bike parking policy. The cost should be compared on a per bike capacity.</p> <p>A Developer or other privately funded group may choose to exceed the price limit if they agree to fund the difference between the city standard and any proposed modifications to the bike rack. Proposed modifications can include changes to lettering, and cap only. As indicated above, powder coated finish may be considered. The Developer or other privately funded group will be expected to fully fund the additional expenses specific to the BL such as BLA name, logo and powder coating finish. Any proposed modifications are subject to the approval of the Director of Urban Design & Community Development and the Executive Director of Operations.</p>
<p>1.7 Company Reliability</p> <p>The bike rack supplier should be reliable and have a proven customer satisfaction track record.</p>
<p>2.0 Bike Rack Location</p>
<p>2.1 Proximity</p> <p>Bicycle parking will be located in well lit, secure locations within a reasonable distance of the main entrance and/or window of the building or location served. Every attempt will be made to locate the parking within 15 m (50 ft) of the main entrance of the building or location served.</p>

Appendix A - Policy for Bicycle Parking on Public Property

<p>2.2 Visibility</p>
<p>Bike racks will be sited in highly visible pedestrian oriented locations, so that they can be viewed from the main entrance and/or facade windows. If sited close to windows there is opportunity for indoor surveillance.</p>
<p>Bicycle parking spaces will be at least 1.8 metres (6 ft) long and 0.6 metres (2 ft) wide, and overhead clearance in covered spaces should be at least 2.1 m (7 ft). A 1.5 metre (5 ft) aisle for bicycle maneuvering should be provided and maintained beside or between each row of bicycle parking. Note: Under current Zoning, when located on private property, bike racks must be 1 metres from the wall if on a walkway.</p> <p>The bike rack will be positioned for its full use. Users should be able to park their bicycles at the rack and maneuver the bicycles without threatening to damage adjacent stationary objects. Bike racks, including when in full use, should not act as a trip hazard to pedestrians.</p> <div data-bbox="1291 492 1627 909"> </div>
<p>2.4 Long-term Parking</p>
<p>Long-term bicycle parking areas should be covered and must be located at ground level adjacent to high traffic areas.</p> <p>Long-term bicycle parking areas should protect against theft, vandalism and the natural elements. Ideally, long-term parking should be located in a locked room.</p>

Note: Refer to Appendix B - Bike Rack Comparison Chart, attached for information purposes only. The chart presents information on a few bike racks that are available from different suppliers.
 Note: When BUMPS is amended to the Official Plan, this policy should be included.