

Windsor BIA Advisory Committee Meeting held November 21, 2018

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
Joan Charette, Walkerville BIA
Yaw Asiedu, Downtown Windsor BIA
Lawrence Holland, Ottawa Street BIA
Cara Kennedy, Walkerville BIA
Justin Lafontaine, Erie Street BIA
Sami Mazloum, Wyandotte Street BIA
Bridget Scheuerman, Olde Riverside BIA, Ford City BIA and Pillette Village BIA

Regrets received from:

Councillor Paul Borrelli
Councillor Chris Holt (meeting conflict)

Guest in attendance:

Huzaifa Saifee, Audit Lead, PwC, regarding ***Item 4.1***

Also present are the following resource personnel:

Greg Atkinson, Planner III, Economic Development
Wanda Letourneau, Manager Horticulture
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 B. Scheuerman, seconded by S. Mazloum,
That the minutes of the Windsor BIA Advisory Committee of its meeting held
February 15, 2018 **BE ADOPTED** as presented.
Carried.

4. Business Items

4.1 Universal Constitutional By-law Template Update and Next Steps

City Council at its meeting held June 4, 2018 approved the following:

Moved by: Councillor Kusmierczyk
Seconded by: Councillor Marra

Decision Number: CR307/2018 PHED 579

That Report No. 17 of the Windsor Business Improvement Area Advisory Committee
indicating:

*That Matthew Johnson, Economic Development Officer BE REQUESTED to liaise with PwC to coordinate the development of a universal template for a Constitutional By-law with details for the constitutional by-law to be provided by the nine BIAs and recommendations as identified in the "PwC Summary of Findings for the City of Windsor Internal Audit of Nine Business Improvement Areas"; that BIA's BE REQUESTED to provide a board resolution accepting the action plan, and further, that the Constitutional By-laws and bank reconciliation controls BE PROVIDED to PwC by September 30, 2018, **BE APPROVED.***
Carried.

The Chair indicates if a BIA does not currently have a constitutional by-law, the document entitled the "City of Windsor Business Improvement Area Constitutional By-law" has been provided as a template and as a guiding document to create one.

Moved by S. Mazloum, seconded by L. Holland,
That the Universal Constitutional By-law template **BE APPROVED** as a means of promoting information sharing among the BIA's; and further that BIAs be encouraged to adopt and implement the sections most relevant to their operations to satisfy any requirements of the Internal Audit findings.
Carried.

In response to a question asked by C. Kennedy regarding why the BIA's do not all utilize the same template, the Chair responds the BIA's are all individual unique entities whose constitution is derived from the membership.

4.2 Flower Planting within the BIA's

Wanda Letourneau, Manager Horticulture provides the following comments relating to flower planting within the BIA's:

- The BIA's are all unique in their individual needs and wants from year to year.
- Plants can be grown in-house at a reduced rate.
- The annual flower order must be finalized by June of the previous year.
- If specific plants are required, i.e. geraniums, please notify the Manager of Horticulture.
- Hanging baskets are collected prior to the first frost as there are 1,200 hanging baskets and limited staff to collect them.

In response to a question asked by B. Scheuerman regarding if the hanging baskets can be left up if a festival is being held, W. Letourneau responds this accommodation will be considered.

The Chair asks if there is any value to asking the BIA's what flowers they would want for their BIA. W. Letourneau responds certainly there is value and if the city can grow the flowers in-house there would be cost savings. She adds she will provide a list of specific flowers/plants that are available from the greenhouse.

Moved by C. Kennedy, seconded by J. Charette,
That the verbal update provided by Wanda Letourneau, Manager Horticulture regarding flower planting within the BIA's **BE RECEIVED**.
Carried.

4.3 Digital Main Street Program

The City of Toronto and Toronto Association of BIAs operates a Digital Main Street program that assists businesses with the adoption of digital technologies. The Province of Ontario and Ontario BIA Association has provided funding to help small main street businesses across Ontario improve their adoption of digital technologies through the following programs:

- The Digital Transformation Grant Program – Provides \$2,500 to each qualifying small main street Ontario business to purchase and adopt digital tools and technologies.
- Digital Service Squad Grant Program – Provides \$10,000 to qualifying municipal and business associations to set up Digital Service Squads to provide one-on-one assistance to small main street businesses in communities across Ontario.

The Chair states each BIA can apply for this funding and if there are any questions, he suggests they contact Nancy Creighton, Senior Business Advisor, Ministry of Economic Development, Job Creation and Trade.

S. Mazloun leaves the meeting at 5:11 o'clock p.m.

Moved by B. Scheuerman, seconded by C. Kennedy,
That information relating to the Digital Main Street Program **BE RECEIVED**.
Carried.

5. New Business

City Council at its meeting held June 4, 2018 approved the following (CR308/2018):

Moved by Councillor Kusmierczyk, seconded by Councillor Marra,
*That Report No. 18 of the Windsor Business Improvement Area Advisory Committee indicating:
That consideration be given to relocating the "Bright Lights Windsor" event from Jackson Park to one of the BIA's BE APPROVED.*

The Chair suggests inviting Mayor Dilkens to attend the next meeting of WBIAAC to discuss possibly dispersing the lights to all of the BIA's, or to one BIA. He adds the Bright Lights Windsor event may be held in the Civic Esplanade in the future.

In preparation of the Mayor's attendance, B. Scheuerman proposes that a location for the lights in the BIA's be determined.

L. Holland indicates the impact will be lessened if the lights are located throughout all of the BIA's.

C. Kennedy expresses concern that there may be insufficient power to support the lights in the BIA's.

C. Kennedy broaches the subject of costs related to festivals and holding events in the BIA's, i.e. street closures and bagging meters. J. Charette adds costs in the amount of \$5,146 were paid to the city for the Art Walk which represents 30% of their BIA budget.

Moved by J. Charette, seconded by B. Scheuerman,
That Administration **BE REQUESTED** to report back on the costs associated with street closures for festivals in the city, and further, that comparator data from other municipalities outlining the justification for the costs **BE PROVIDED**.
Carried.

6. Date of Next Meeting

To be determined.

7. Adjournment

There being no further business, the meeting is adjourned at 5:47 o'clock p.m.

CHAIR

COMMITTEE COORDINATOR