

AGENDA
and Schedule "A"
to the minutes of the meeting of the
Windsor BIA Advisory Committee
held Tuesday, November 22, 2016
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 March 3, 2016 *-(attached)*

4. **BUSINESS ITEMS**

4.1 **Way-Finding Update and Discussion**

4.2 **Joint Advertising or Similar Joint Promo Initiatives/Cooperation**

4.3 **Promotion of Passport Purchase for U.S. Customers**

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

4.5 **Coordination of Festivals (Dates to avoid overlap)**

5. **NEW BUSINESS**

6. **DATE OF NEXT MEETING**

To be determined.

7. **ADJOURNMENT**

KK/
Windsor, Ontario March 3, 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 Rina Bortolin, Chair
Councillor Paul Borrelli
Councillor Chris Holt
Debbie Croucher, Downtown Windsor BIA
David Grimaldi, Olde Sandwich BIA
Greg Plante, Pillette Village BIA
Jake Rondot, Walkerville BIA
Bridget Scheuerman, Ford City and Olde Riverside BIA's

Guest in attendance:

Matt Couloufis

Also present are the following resource personnel:

Michael Cooke, Manager of Planning Policy
John Wolf, Senior Manager of Traffic Operations
Karen Kadour, Committee Coordinator

1. CALL TO ORDER

Councillor Borrelli (appointed Acting Chair at the July 23, 2015 meeting) calls the meeting to order at 4:31 o'clock p.m. and the Committee considers the Agenda being Schedule "A", **attached** hereto, matters which are dealt with as follows:

2. ELECTION OF CHAIRPERSON

The Committee Coordinator calls for nominations from the floor for the position of Chairperson. J. Rondot nominates Councillor Bortolin, seconded by Councillor Holt. The Committee Coordinator asks if there are further nominations from the floor for the position of Chairperson. D. Grimaldi nominates B. Scheuerman, seconded by G. Plante for the position of Chairperson. The Committee Coordinator requests a show of hands which results in a tie. B. Scheuerman indicates support for Councillor Bortolin as Chair; withdraws from the Chairperson position, and offers to act as Vice Chairperson. The Committee Coordinator asks Councillor Bortolin if he accepts. Councillor Bortolin accepts the position of Chair.

Moved by J. Rondot, seconded by B. Scheuerman,
That Councillor Rino Bortolin **BE ELECTED** Chair of the Windsor BIA Advisory
Committee.
Carried.

Councillor Bortolin assumes the Chair.

Moved by D. Grimaldi, seconded by G. Plante,
That Bridget Scheuerman **BE ELECTED** Vice Chair of the Windsor BIA Advisory
Committee.
Carried.

ADDITIONS TO THE AGENDA

Moved by J. Rondot, seconded by B. Scheuerman,
That Rule 3.3 (c) of the Procedure By-law 98-2011 be waived to add the
following addition to the Agenda:

5.5 E-mail from David Grimaldi dated February 29, 2016 regarding the voting
membership of a BIA, and personal liability insurance for Executive Directors of
BIA's. Responses from the Manager of Risk and Insurance and from the City
Clerk are also included.

Carried.

3. DECLARATIONS OF CONFLICT

None disclosed.

4. ADOPTION OF THE MINUTES

Moved by J. Rondot, seconded by Councillor Holt,
That the minutes of the Windsor BIA Advisory Committee of its meeting held July
23, 2015 **BE ADOPTED** as presented.
Carried.

5. BUSINESS ITEMS

5.1 Increase in Patio Fees

Mark Winterton, City Engineer is present and available to answer questions.

D. Croucher questions why City Council has not maintained their commitment to waive the sidewalk cafe fees until the year 2018. She states the City of Windsor has been the hardest hit in all of Canada and the fees are not reflective of this economic climate. She suggests the fees be waived to 2018, after which \$1.50 increase and 50 cents per year thereafter until the cap of \$3.00 is reached.

M. Winterton advises the City's budget is approved on an annual basis and notes the Schedule of Fees can be changed at any time, however, Council has mandated a zero percent tax increase and notes any variations would require a funding source.

Moved by D. Croucher, seconded by B. Scheuerman,
That City Council **BE REQUESTED** to consider waiving the sidewalk cafe permit and patio fees to the year 2018.
Carried.

Clerk's Note: The following information is provided subsequent to the March 3, 2016 WBIAAC meeting to apprise the Committee of Council's decision regarding this matter.

The report of the Right-of-Way Supervisor dated February 8, 2016 entitled "CQ6-2016 - Sidewalk Cafe Fees is **attached** as Appendix "A".

City Council at its meeting held March 7, 2016 adopted the following:

Moved by: Councillor Francis
Seconded by: Councillor Elliott
Decision Number: CR110/2016
That the report of the City Engineer dated February 18, 2016 entitled "CQ6-2016 - Sidewalk Cafe Fees" **BE RECEIVED** for information; and further,

That Option **B** as outlined in the report **BE APPROVED**, which is a phased approach with a \$0.50 incremental increase over a six (6) year period.
Carried, Councillor Bortolin voting nay.

5.2 Removal of One-Hour Free Parking in the Municipal Parking Garages

The Chair states during the 2016 budget deliberations, City Council approved \to remove the one hour free parking in the municipal parking garages.

D. Croucher requests the one-hour free parking be reinstated in the municipal parking garages as the Downtown BIA merchants advertise free one-hour parking.

M. Winterton indicates as some **U** of W/St. Clair College classes are approximately 40 minutes in length, students park in the municipal garage (free for the first hour) then, leave the garage and return for another hour of free parking.

J. Wolf states a report will be going to Council that will provide numerous options regarding sustainable funding in parking including the one-hour free parking. He notes after a period of time, the impact of the removal of the one-hour free parking will be realized.

D. Croucher expresses concern regarding the four hour accessible parking spots located in the downtown core. She states the users of the accessible parking spots work downtown, utilize the parking area for four hours, move the car and then park again for another four hours. J. Wolf suggests an amendment be made to the Parking By-law regarding this matter.

5.3 Way-Finding Initiative

Councillor Holt reports he attended a conference where consultants provided comprehensive information regarding way-finding for BIA's. He notes the way-finding initiative is included in the 20-Year Strategic Plan.

The report of the Commissioner of Traffic Engineering and the General Manager, Convention and Visitors Bureau dated March 22, 2000 entitled "Trailblazing" and CR366/2000 regarding the update Trailblazing and Identification Sign Policy is distributed and ***attached*** as Appendix "B"

The salient points of discussion regarding the way-finding initiative are as follows:

- Way-finding signage directs people to destination/individual areas.
- Many residents drive, park and leave unaware of other experiences Windsor has to offer.
- All trailblazing signage is paid for by the requester.
- Suggestion for maps in the BIA's that identifies "you are here".
- Recommend Trailblazing Policy be updated. Suggestion to create a "program" for way-finding and not a "policy change".
- Historically, the Traffic Department has provided layout of the signs, constructed the signs, installed the signs and provided maintenance.
- Way-Finding is not only signage but is marketing and cooperation between the BIA's.

Moved by Councillor Holt, seconded by G. Plante

That Administration **BE REQUESTED** to report back regarding the logistics of creating a Way-Finding Program that will help people to easily locate attractions and points of interest in the Business Improvement Areas by the use of signage.

Carried.

5.4 Potential Cost Savings

The Chair advises potential cost savings can be realized by sharing a staff member among the BIA's, or by sharing billboard space in the U.S.

D. Croucher reports the DWBIA is considering billboards in the U.S. and adds she will contact other BIA's to determine interest in this endeavour.

J. Rondot suggests working with MBA Students from the Odette School of Business to assist with strategic planning for the BIA's.

5.5 Voting Membership of a BIA, and Personal Liability Insurance for Executive Directors of a BIA

The e-mail from David Grimaldi dated February 29, 2016 regarding the voting membership of a BIA, and personal liability insurance for Executive Directors of BIA's. and, the responses from the Manager of Risk and Insurance and the City Clerk is distributed and attached as Appendix "C".

In response to a question asked by D. Grimaldi regarding if an employee or volunteer of a BIA are covered by their Personal Liability Insurance in a lawsuit, the Manager of Risk and Insurance provides the following comments as outlined in the e mail:

"Because the BIA is a separate legal entity from the Corporation of the City of Windsor, we cannot provide you with legal advice. Generally speaking, whether an official of an organization can face personal liability in a civil suit for their actions will depend on factors such as whether they were acting within the scope of their duties at the time, and whether the organization agrees to indemnify them. As was reported in the media regarding the Shores of Erie Wine Festival, when it comes to criminal or regulatory charges, hiding behind the organization does not appear to be an available option. If your Executive Directors have concern, I recommend the BIA seek independent legal advice on the matter."

In response to the question posed by D. Grimaldi in his e-mail dated February 29, 2016 regarding "who makes up the voting membership of a BIA", the City Clerk in her e-mail dated March 1, 2016 responded this matter has *"been referred to our Legal Department for review and disposition."*

6. NEW BUSINESS

None.

7. **DATE OF NEXT MEETING**

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

8. **ADJOURNMENT**

here being no further business the meeting is adjourned at 6:02 o'clock p.m.

CHAIR

COMMITTEE COORDINATOR

AGENDA
and Schedule "A"
to the minutes of the meeting of the
Windsor BIA Advisory Committee
held Thursday, March 3, 2016
at 4:30 o'clock p.m.
Room 407, 400 City Hall Square East

1. **CALL TO ORDER**

2. **ELECTION OF CHAIRPERSON**

3. **DECLARATIONS OF CONFLICT**

4. **ADOPTION OF MINUTES**

Adoption of the minutes of the meeting held July 23, **2015-(attached)**

5. **BUSINESS ITEMS**

5.1 **Increase in Patio Fees**

The City Engineer will be present to speak to this matter.

5.2 **Removal of One-Hour Free Parking in the Municipal Parking Garages**

The City Engineer will be present to speak to this matter.

5.3 **Way-Finding Initiative**

Discussion regarding a Way-Finding initiative to be undertaken and considered by the BIA's.

5.4 **Potential Cost Sharing**

Discussion regarding the potential cost sharing of administrative expenses and services between the BIA's.

6. **NEW BUSINESS**

7. **DATE OF NEXT MEETING**
To be determined.

8. **ADJOURNMENT**