

AGENDA
and Schedule "A"
to the minutes of the meeting of the
Windsor BIA Advisory Committee
held Tuesday, October 10, 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 the Minutes

Adoption of the minutes of the meeting held March 9, 2017– ***attached***

4. Presentations

4.1 Marisa Gatfield, Canadian Blood Services

4.2 Matthew Johnson, Economic Development Officer – Destination Development Association

4.3 Matthew Johnson, Economic Development Officer and a representative from the Windsor Essex Economic Development Corporation – Foreign Trade Zone Overview – E-mail from Matthew Johnson dated September 25, 2017 regarding Windsor-Essex Region Foreign Trade Zone Information Sessions – ***attached***.

4.4 John Wolf, Senior Manager Parking Operations - Mobile Payment for Parking System

5. New Business

6. Date of Next Meeting

To be determined.

7. Adjournment

KK/
Windsor, Ontario March 9, 2017

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
Sami Mazloum, Wyandotte Street BIA
Greg Plante, Pillette Village BIA
Jake Rondot, Walkerville BIA
Bridget Scheuerman, Ford City BIA, Olde Riverside BIA

Guests in attendance:

Lori Newton, Bike Windsor Essex regarding Item 4
Adrian Jenot, regarding Item 5.3

Also present are the following resource personnel:

Greg Atkinson, Planner III
Matthew Johnson, Economic Development Officer
Samantha Magalas, Sport Tourism Officer
Kristina Tang, Planner II
Karen Kadour, Committee Coordinator

1. CALL TO ORDER

The Chair calls the meeting to order at 4:30 o'clock p.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

2. DECLARATION OF CONFLICT

None disclosed.

3. ADOPTION OF THE MINUTES

Moved by Councillor Holt, seconded by G. Plante,
That the minutes of the Windsor BIA Advisory Committee of its meeting held November 22, 2016 **BE ADOPTED** as presented.
Carried.

ADDITIONS TO THE AGENDA

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

- 6.2 E-mail from the Manager of Transportation Planning dated March 8, 2017 entitled "BIA Representative – Bike Share Sub-Committee"
- 6.3 That on-street parking remain on Wyandotte between Jos. Janisse and Raymo Road within the Pillette Village BIA an between Ford and Glidden within the Olde Riverside BIA
- 6.4 Banner proposal
- 6.5 City of Windsor Procedure By-law

Carried.

4. PRESENTATION

The PowerPoint presentation provided by Lori Newton, Bike Windsor Essex entitled "Bicycling Means Business: The Economic Benefits of Active Transportation or How to Build a Great Cycling (and Walking) City, is **attached** as Appendix "A".

L. Newton provides an overview of the PowerPoint presentation as it relates to cycling in the BIA's as follows:

- Cycling provides healthier, more productive workers, fewer emissions, cleaner air, less congestion, increased retail vitality - \$10,000/year to drive a car versus \$300/year to ride a bike
- From 2007-2016, bike commuting nearly doubled in the 50 largest U.S. cities.
- There were 44,000 cycling trips in six weeks on the City of Windsor riverfront trail.
- Seventy-nine percent of local businesses in Windsor said business from cyclists increased in 2016 from the previous year.

- In terms of increasing cycling within communities, 58% of Ontarians surveyed said they would choose to cycle if they had:
 - Safe routes including protected bike lanes
 - Consistent networks that link neighbourhoods to destinations.
 - End-of-trip facilities with secure and convenient parking
- BIA's should not have to pay for bike parking; rather the City should be investing \$10,000 a year in bike parking per the Bicycle Use Master Plan.
- The City has provided "little bits of infrastructure" which has led to a "fractured infrastructure", i.e. bike lane ends here.

In response to a question asked by Councillor Holt regarding if L. Newton is willing to speak to the respective BIA Executive Boards regarding the cycling initiative, L. Newton responds affirmatively.

The Chair thanks L. Newton for her presentation.

5. BUSINESS ITEMS

5.1 Memorial Cup Shuttle – May 19, 2017

Matthew Johnson, Economic Development Officer, and Samantha Magalas, Sport Tourism Officer are present to provide an update regarding the Memorial Cup/BIA "Spitfire Shuttles" Pilot and the following comments are provided:

- The Memorial Cup was originally donated by the Ontario Hockey Association in 1919 to honour the national champions of junior hockey in Canada, the Memorial Cup trophy was dedicated in memory of all Canadians killed in World War One.
- The Memorial Cup is awarded following a four-team, round-robin tournament between a host team 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).
- Sixty teams are eligible to compete for the Memorial Cup representing nine provinces and four American states.
- The Memorial Cup is often regarded as one of the toughest trophies to win, due to 60 teams participating and the age limit only being 16-21.
- It was rededicated during the 2010 Memorial Cup tournament to honour all soldiers who died fighting for Canada in any conflict.
- 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).
- The Memorial Cup will be making an appearance every morning and will be in a different ward each day.
- 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 requests must go to the Spitfires and then for CHL approval.
- The benefits of the Spitfire Shuttle include:
 - Reduces traffic congestion at the WFCU during major events
 - Increases collaboration between the City, event holders and local BIAs
 - Increases 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.
- *In terms of the estimated cost of the Shuttle Pilot, the BIA Capital Assistance Fund to assist with 70% of the cost up to \$1,000.*
- As it relates to 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.
- Request that BIA's consult their respective boards regarding advance notice regarding drop-off and pick-up of patrons.
- Want to ensure this event touches each Ward.
- In speaking with Tourism Windsor Essex and Pelee Island, a Memorial Cup poster template will be available for the BIAs to utilize.

Moved by Councillor Holt, seconded by B. Scheuerman,

That City Council **BE REQUESTED** to consider releasing up to \$1,000 to each Business Improvement Area within the City of Windsor to be derived from the Corporation's BIA Assistance Program Fund for initiatives that facilitate economic development within the BIA's and, for participation in the 2017 Memorial Cup Shuttle Pilot Program.

Carried.

J. Rondot does not foresee charging patrons for the use of the shuttle bus, but suggests marketing the initiative as a "free bus".

D. Croucher states it would be ideal if TWEPI could provide Memorial Cup posters to the BIA's to ensure uniformity.

The Chair thanks Samantha Magalas and Matthew Johnson for their presentation.

5.3 Cross Border Marketing Initiative

Greg Plante and Adrian Jenot distribute the 'Imaginative Group WBIAAC' document to the members. The following comments are provided related to the Cross Border Marketing Initiative:

- What can Windsor offer that other places can't? Shop more. Play more. Indulge more. That is the message to get across with MoreWindsor.com. The short but catchy idea of "more" is punch enough to really drive home the idea of getting people interested in shopping, eating, playing, and staying in Windsor – SHOP. EAT. PLAY. STAY.
- U. S. visitors can stretch their dollar in Windsor built around SHOP EAT PLAY STAY.
- D. Croucher will contact TWEPI, the County, Chamber of Commerce, Development Commission and Casino Windsor to determine interest/funding in the Cross Border Marketing Initiative. Need support from the BIA's and their Boards if they wish to participate in the campaign.
- Require approximately \$50,000 to run a four month campaign. Main issue is to raise the profile and drive business into the BIA's.
- The U.S. is not aware of events being held in Windsor/Essex.

It is generally agreed the members will approach their respective Boards and report back to M. Johnson regarding their interest in this campaign.

Moved by Councillor Holt, seconded B. Scheuerman,
That the presentation by G. Plante and A. Jenot relating to the Cross
Border Marketing Initiative **BE RECEIVED**.
Carried.

The Chair thanks G. Plante and A. Jenot for their presentation

5.4 Way Finding Update

- In terms of Way Finding, M. Johnson provides the following update:
- BIA's interested in acquiring signs must contact the Senior Manager Traffic Operations and provide the following information:
 - The BIA name and contact information.
 - The locations of the proposed signs. As per the Trailblazing & Identification Sign Policy, there is a maximum of four locations.
 - A draft artwork or design of the sign.

- All sign locations are reviewed by the city before approved and installed.
- Signs can be a minimum of 3 sq. ft. (example 12" X 36", 18" X 24", 20" X 21.6", etc.)
- Common Colours for Informational Signs – Generally horizontal rectangles or square using white, combined with green, black, brown or blue.
- The basic estimate for each sign is \$150 for each sign including installation.

Moved by D. Crouchman, seconded by J. Rondot,
That City Council **BE REQUESTED** to consider releasing up to \$600 to each Business Improvement Area within the City of Windsor to be derived from the Corporation's BIA Assistance Program for way-finding signage within the BIAs subject to locations approved by administration.

Carried.

J. Rondot suggests two-sided signs on Riverside Drive.

5.5 Bicycle Parking on the Public Right-of-Way

The Chair expresses concern that the Bicycle Parking on the Public Right-of-Way Policy references in section 5.2.2 that the "Requestor will cover the cost of the bike parking and installation". He states businesses are not paying for sidewalks or bus stops, why must they pay for bike parking and installation. He adds this is not a BIA issue, but is a transportation issue. He requests that Transportation Planning be tasked with providing other options in order to augment the Policy.

D. Croucher advises the DWBIA is looking at bike racks as public art.

Moved by Councillor Holt, seconded by S. Mazloun,
That Administration **BE REQUESTED** to provide a report addressing the following alternatives/options relating to bike parking within the Business Improvement Areas:

- Consider bike racks as decorative artistic fixtures
- The City of Windsor to look at bike racks as "transportation" and not as "street furniture"
- Bike racks should not be at the cost of the businesses within the BIA's.
- The BIA's to provide input relating to the location of the bike racks.

Carried.

6. NEW BUSINESS

6.1 “Interim Control By-law Prohibiting New Parking Areas in BIA’s”

City Council at its meeting held September 8, 2015 approved By-law Number 127-2015 being “A By-law to impose Interim Control on public parking areas, parking areas and parking garages within certain business improvement areas of the City of Windsor.” K. Tang advises this By-law was extended to September 2017 which freezes development of new or expanded parking areas to allow for the city to undertake a land use study. Since the By-law was passed by Council, the Planning Department has been working on policy and regulations concerning off-street parking areas in the BIA’s. Public consultation is planned for May to July 2017 relating to proposed policy changes and a survey will also be available on line.

Moved by D. Croucher, seconded by J. Rondot,

That the update relating to the “Interim Control By-law Prohibiting New Parking Areas in the BIA’s” provided by G. Atkinson and K. Tang from the Planning Department **BE RECEIVED**.

Carried.

6.2 BIA Representative – Bike Share Subcommittee

An e-mail from the Manager of Transportation Planning dated March 9, 2017 requesting a representative from WBIAAC to participate in the Bike Share Subcommittee, is distributed and **attached** as Appendix “C”. G. Plante volunteers to sit on the Bike Share Subcommittee.

6.3 Removal of Parking in the Pillette Village BIA and Olde Riverside BIA

B. Scheuerman advises both the Pillette Village BIA and Olde Riverside BIA suggest traffic be reduced on Wyandotte Street to one lane east and west; one lane for bicycles and one lane for parking.

Moved by Councillor Holt, seconded by D. Croucher,

That City Council **BE REQUESTED** to consider the following recommendations:

- That on-street parking remain on Wyandotte Street between Jos. Janisse Avenue and Raymo Road within the Pillette Village BIA and between Thompson Blvd and Glidden Avenue within the Olde Riverside BIA; and
- To support the reduction of traffic to one lane in each direction to make room for the cycling facilities.
- As a last resort, if there is a choice between bike lanes and parking on Wyandotte, the BIA’s choose parking.

Carried.

6.4 Banner Proposal

B. Scheuerman states the city will be proposing the placement of banners on poles.

6.5 City of Windsor Procedure By-Law

D. Grimaldi indicates there have been challenges with some members within the Sandwich Towne BIA. He recalls the city at one time provided a parliamentary workshop and the BIA's were invited to attend.

7. DATE OF NEXT MEETING

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

8. ADJOURNMENT

There being no further business, the meeting is adjourned at 6:35 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 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 **attached.**

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**