

Walkerville BIA Board of Directors Meeting MINUTES

Date: Tuesday, July 7 at 6:00 PM

Location: Tiki

Present: Mike Bates, Giovanni Cassano, Michelle Maggio, Matt Woods, Helena Ventrella

Regrets: Mark Mackenzie, Shannon Gilbert, Emily Borland, Kevin Kavanaugh,

Recorder: Helena Ventrella

1. Call to Order:

Mike calls the meeting of the Walkerville Business Improvement Area to order at 6:07 p.m.

2. Approval of Agenda:

- Matt & Gianni all in favour

3. Disclosure of Interest:

- None

4. Adoption of Past Minutes:

- Minutes of the last regular meeting
Matt & Michelle, all in favour

5. Reports:

- Emily –
 - **Instagram:** 340 new followers - we are now sitting at 12.7 K followers.
 - **Facebook:** 1,072 new followers – we are now sitting just under 13.8K followers.
 - Updated website
 - Worked with committee on Art Walk
 - Finished Q2 newsletter

- **Financial Report – Giovanni**

See attached

MOTION to accept, Matt & Helena, all in favour.

- **Beautification Report – Helena**

Development of new Logo & Branding concepts underway

Request that next meeting be located at HVDL studio 624 Chilver Road for board presentation and feedback

Matt – updated BIA & Districting meeting at Walkerville Brewery regarding Heritage Status for Walkerville

BIA wants to include all of this information to make collaborative decisions regarding this area

There is Grant money available to refurbish the parkette,

City has cleaned it, weeded and re-mulched all beds,

There were two days of meetings with the City Parks Department regarding new planter beds & ground cover with wild grasses and City was very open to Matt's expertise

Tomorrow a Zoom meeting is booked with the Tree team of the City to review what works/lasts and which species of trees do not to ensure this is revisited for the Heritage Districting process proposal

There is a new traffic control program on Wyandotte where a bus stop has been merged with one near Funky Chow, and eliminated from the stop adjacent to the Tim Horton's westward near Devonshire since there were so many accidents at that previous location

The Byrd parking allocations have been set with the WBIA's approval; Near Taloola, Near Brant & Wyandotte, near Kildare House, Wineology and Refine.

Motion to accept, Gianni, 2nd Michelle, all in favour

- **Events- Matt**

Art Walk planned for July 18th for one day only of street closure

Windsor Public Library is supporting by bringing mobile book truck display

We lost several vendors to the Walkerville Brewery Night Market who is charging less for booths

And same vendors have moved to this location

City's new mandate that we have to pay for two police officers at each end of the road closure at \$87/person/hour translating to \$2,400 if the \$8,000 event budget

The 18 vendors lost would have paid for this expense

Member communication has been blocked by SPAM so better and clearer communication to get vendors on board sooner is important, maybe hand delivery by block captains

Epicure Walkerville –in September

MOTION to accept – Helena 2nd Michelle, all in favour

- **Chair- Mike Bates**

Strategic plan

Everyone on the board is to add and contribute to the completion and action plan of the strategic plan which is uploaded on WBIA's Google Drive, adding their respective segments

There is a new onboarding package being developed for new businesses in the WBIA;

Jake Rondot had binders with previous documents to act as the basis of the new package

Sponsorship opportunities is to be headed up by the Events Coordinator at Vito's-

Once Walkerville gifts are received by membership, these will be assigned to various levels of sponsorships as a thank you to our sponsors (target of 20 gifts)

Sponsorship packages will be prepared for monetary sponsorships for events only, not for purchases or acquisitions

Motion to approve – Gianni & Matt

7. Other Business

8. Next Meeting:

- Tuesday September at Helena Ventrella Design 6:00PM

9. Adjournment:

MOTION to adjourn, Helena and Gianni

- Meeting adjourned at 7:08 pm by consent.