

Walkerville Business Improvement Area (WBIA) Board of Directors Meeting Minutes

Date: Tuesday, March 3, 6:00 PM

Location: Helena Ventrella Design Ltd.

Present: Mike Bates, Kevin Kavanaugh, Angus MacKinnon, Shannon Gilbert, Emily Borland, Helena Ventrella, Mark Mackenzie, Vince Rosati

Regrets:, Matt Woods, Michelle Maggio, Giovanni Cassano

Recorder: Emily Borland

1. Call to Order:

Mike, the Chair of the board, calls the meeting of the Walkerville Business Improvement Area to order at 6:01 p.m.

2. Approval of Agenda:

- Approved by consent

3. Disclosure of Interest:

- None

4. Adoption of Past Minutes:

- Minutes from AGM, February 2, 2026

MOTION to pass: Kevin motions, Shannon seconds it - CARRIED

5. Reports:

● **Coordinator Report: Emily**

- Instagram: 1,254 followers - we are now sitting at 12.7K followers.
- Facebook: 785 new followers – we are now sitting just under 13.6K followers.
- Distribution Plan created: Will send to block captains: (Still need to confirm the block captains of 2026)
- Award messages, follow up emails and handouts
- Membership list filter and need to update current tenants
- Welcome Package creation and refinement - need approval
- New WBIA Drive - all documents transferred
- New emails for events and beautification - Implementation of new events gmail, migration from old vendors gmail files to new email, label and organized folders, creation of new beautification gmail.
- Organize all new BIA content in folders in new drive, prep new 2026 agendas and send out meeting minutes and agenda, create document for how to access drive for all directors on board
- EVENTS: Create 2026 forms for all events, update banners and 2026 info, give ownership to events email and make copies for the archives,
- Marketing/communications overview, audit current efforts, look at budget, strategic plan within the current budget

- **MOTION to pass: Helena motions, Vince seconds it - CARRIED**

- **Beautification Report: Helena**

- Met with the City to discuss the potential of getting new garbage cans for events and the Walkerville area - discussed the idea of getting self locking bins - art work on the outside is possible, they're \$3000/piece
- The City will assign a street vacuum for something like our Earth Day cleanup
- An electrical library is being proposed for Jubilee Parkette; it is in the approval process for the library board to approve it - Library to potentially cover costs, but need upgraded power in the parkette - Helena and Shannon meeting with the City at the parkette to discuss.
- New branding/logos for Visit Walkerville, working on - we will have options next meeting for people in hopes to implement them in new banners and other materials this year
- **MOTION to pass: Angus motions, Vince seconds it - CARRIED**

- **Events Report: Shannon**

- Working on 2026 events
 - March 15th Emily will put out Art Walk vendors application form

- **MOTION to pass: Shannon motions, Kevin seconds it - CARRIED**

- **Financial Report: Giovanni**

- Vince to do new template for the budget
- \$4,288.83 - 3rd allocation from City for our HST rebate, received
- \$2,399.60 HST rebate
- \$37,500.00 **1st allocation from the City to our BIA for 2026**

- **MOTION to pass: Mark motions, Angus seconds it - CARRIED**

- **Chair's Report: Mike**

- Refine Fitness, now Redefine fitness - just circulating for awareness
- Security: Reviewed the schedule for Ambassador, three times a week in the winter, four times a week in the warmer months - Vince is being asked to forward the contract to the board as well as all the reports for the board to view in the drive.

7. New Business

- The role of secretary will be removed, Emily will be taking minutes and sending out agendas
- **MOTION to pass: Shannon motions, Vince seconds it - CARRIED**

8. Next Meeting:

Date: Tuesday, April 7, 2026

Time: 6:00 PM

Location: Vito's Pizzeria

9. Adjournment:

MOTION: Moved by Mike, Mike to adjourn the Board Meeting by general consent at 7:06pm - CARRIED