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

Date: Tuesday, Oct. 6, 6:00 PM
Location: IKTO
Present: Mike Bates, Helena Ventrella, Shannon Gilbert, Vince Rosati, Emily Borland, Kevin Kavanaugh,
Regrets: Michelle Maggio, Matt Woods, Giovanni Cassano, Mark Mackenzie
Recorder: Emily Borland

1. Call to Order:
Shannon, the Vice Chair of the board, calls the meeting of the Walkerville Business Improvement Area to order at 6:07 p.m.

2. Approval of Agenda:
- ●Approved by consent

3. Disclosure of Interest:
- ● Mike has stepped down from Chair and will not be voting on any decisions, Shannon will chair the meeting and AGM as current Vice Chair.

4. Adoption of Past Minutes:
- **Minutes from Sept. 8, 2026**
  - *MOTION to pass: Helena motions, Vince seconds it - CARRIED*

5. Reports:
- **Coordinator Report: Emily**
- ***Instagram: 1,029** new followers - we are now sitting at **13K** followers.*
- ***Facebook: 886** new followers – we are now sitting just under **14K*** followers
- Taste of Walkerville content generated over 1 million interactions, views, and responses, all media outlets covered, one american media outlet covered it as well, bloggers and online outlets covered it - all in all amazing engagement
- Quarterly newsletter and Holiday Walk posters distributed via block captains
- Working with block captains to do end of year directory update for 2026
- ***AGM - Nov. 30:***
  - Save the Date sent out via email, facebook group, social media messages
  - Need to confirm if we need a projector and mic - Brewery has one - yes we will need, need to test
  - Vito's catering - confirm and reach out about prices and quantities
    - ***MOTION to pass: Helena motions, Kevin seconds it - CARRIED***
  - They'll have beer for purchase, someone working the counter.
  - No awards this year
    - ***MOTION to pass: Vince motions, Michelle seconds it -***

CARRIED

- We are presenting Mark Mackenzie thank you gift, invite him to the AGM, maximum $100
  - ***MOTION to pass: Michelle motions, Vince seconds it - CARRIED***
- Invite Anthony from WPS
- Invite Kevin from Ambassador Security
- Elections of new board
- Add a deadline for board nominations: Nov. 7th - once a week reminder comms
- Emily to MC AGM and create powerpoint slide
  - Helena and Matt - Beautification by Nov. 1
  - Shannon and Matt - Events by Nov. 1
  - Mike & Shannon - Chair Report - overview by Nov. 1
  - Johnny/Howard - Finance by Nov. 1 – Emily will create neater spreadsheet for it to present at AGM - 2027 Budget Approval on the slide
  - Security presentation for Nov. 1 - Emily to ask Ambassador in email
  - Strategic plan overview - Em to do
  - Amend the agenda to reflect these above changes
- scheduled plan for AGM distributing materials - need approval

- Holiday Walk support - socials, events meeting and planning..etc.
- Strategic plan progress organized in a spreadsheet - need updates from everyone on progress - still waiting
- Quote received from TWEPI about visitor guide for 2027, inquire for QR code and our 2027 event save the dates for $200 +HST
  - ***MOTION to pass: Vince motions, Michelle seconds it - CARRIED***

<u>In the process of:</u>

- Create marketing admin calendar for the year 2027
  - AGM date for 2027:
    - Tuesday, November 30
    - Holiday Walk, Nov. 19 and 20th
    - Walkerville Art Walk TBD
    - Taste of Walkerville TBD
- Q4 newsletter to go out in Dec
- Creator directory trifold for handouts in 2027
  - ***MOTION to pass: Kevin motions, Vince seconds it - CARRIED***

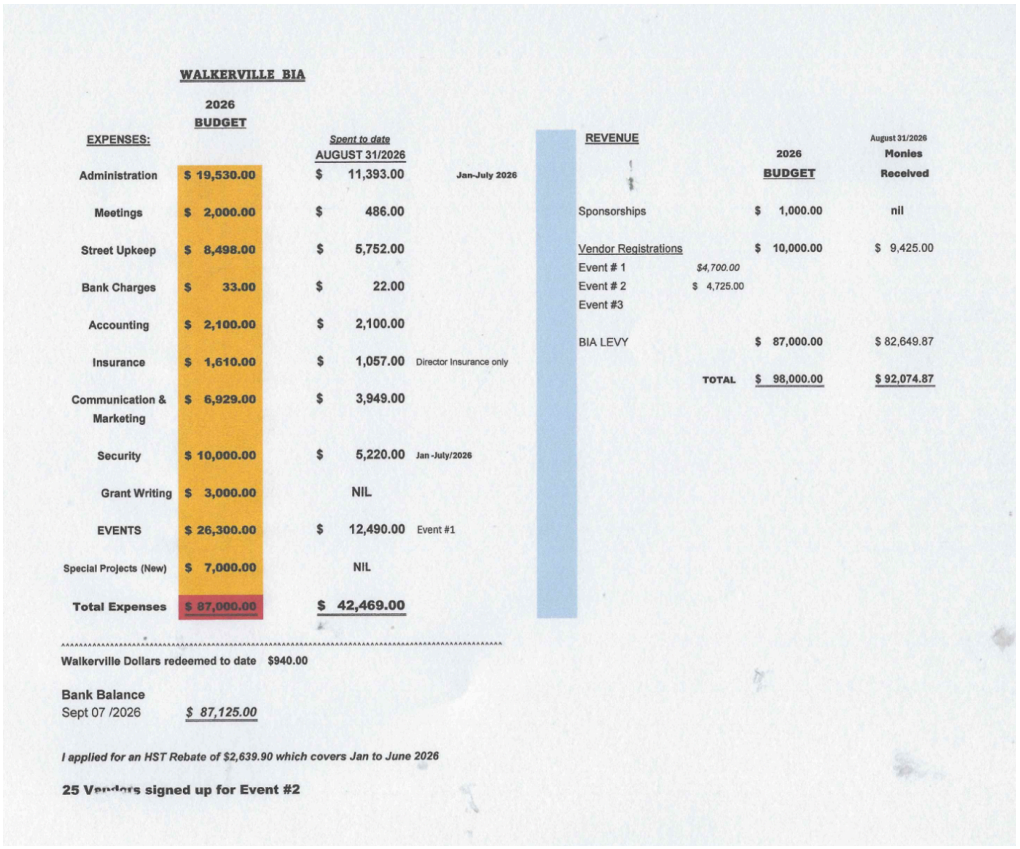
● Beautification Report: Helena

- Helena got in touch with Garlatti about lighting for holidays, he also rewired the Snowflake so it will work in the parkette - Helena will reach out to the City Parks department and give an update at the next meeting to see if they have any lighting we could borrow or use for the Holiday Walk
- The pots are being winterized and picked up by the City

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

- **Events Report: Shannon**
  - Approx. $8,000 spent on Taste of Walkerville, really good use of money for the success of the event, vendors happy, businesses participated a lot more this year and people who attended were happy, overall very pleased.
  - Holiday walk planning is underway, most activities booked, Santa, photographer and Horse and Carriage.
  - ***MOTION to pass: Helena motions, Kevin seconds it - CARRIED***

- **Financial Report: Giovanni**



WALKERVILLE BIA

EXPENSES:	2026 BUDGET	Spent to date AUGUST 31/2026	
Administration	$ 19,530.00	$ 11,393.00	Jan-July 2026
Meetings	$ 2,000.00	$ 486.00	
Street Upkeep	$ 8,498.00	$ 5,752.00	
Bank Charges	$ 33.00	$ 22.00	
Accounting	$ 2,100.00	$ 2,100.00	
Insurance	$ 1,610.00	$ 1,057.00	Director Insurance only
Communication & Marketing	$ 6,929.00	$ 3,949.00	
Security	$ 10,000.00	$ 5,220.00	Jan-July/2026
Grant Writing	$ 3,000.00	NIL	
EVENTS	$ 26,300.00	$ 12,490.00	Event #1
Special Projects (New)	$ 7,000.00	NIL	
Total Expenses	$ 87,000.00	$ 42,469.00	

REVENUE		2026 BUDGET	August 31/2026 Monies Received
Sponsorships		$ 1,000.00	nil
Vendor Registrations		$ 10,000.00	$ 9,425.00
Event # 1	$4,700.00		
Event # 2	$ 4,725.00		
Event #3			
BIA LEVY		$ 87,000.00	$ 82,649.87
TOTAL		$ 98,000.00	$ 92,074.87

Walkerville Dollars redeemed to date $940.00

Bank Balance
Sept 07 /2026 $ 87,125.00

I applied for an HST Rebate of $2,639.90 which covers Jan to June 2026

25 Vendors signed up for Event #2

  - Above image is an overview of the budget to date
- ***MOTION to pass: Vince motions, Michelle seconds it - CARRIED***

- **Chair's Report: Mike**
  - Strategic plan link was resent to all members as a reminder
  - Board member expectation packages will be rolled out with member nomination packages for new and existing memebrs
  - Board Member Nomination packages will be sent out by Emily throughout the next 3-4 weeks before AGM
  - Expectations and guidelines for Members will be included in a package Emily has prepared for Board Member Guidelines to give to new members in the

onboarding process. This was a part of the Strategic Plan and will be implemented in 2027 with new board members.

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

7. New Business

- Discussion on Matt bringing forward an invoice to be paid by board:
  - Vehicle collision during Art Walk event setting up/tearing down.
  - Total of the invoice: *$1,760.94* (Matt left room for in camera board discussion and vote because of conflict of interest)
  - Michelle motions to pay the invoice and reimburse for the *$1,760.94 invoice for the money sent to Steve Roy for the damage done to his vehicle during the art walk event* - carried.
  - Board ends in camera session, Matt returns
  - The board agrees we should get Mark and Mike a gift for there time served on the BIA board and helping actively contribute to the board of directors
    Motion to pass: Shannon motions, Vince seconds it - CARRIED

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

8. Next Meeting:

Date: Tuesday, November 3, 2026
Time: 6:00 PM
Location: Helena's Studio

9. Adjournment:

MOTION: Moved Shannon, Shannon to adjourn the Board Meeting by general consent at 7:04 pm - CARRIED