



Meeting #10-20

Thursday October 12, 2017

510 Victoria Ave E

8:00am – 10:00am

## Minutes

***Attendance: Shelby Ch'ng, Ashley Sauer, Raechel Reed, Larry Hebert, Aldo Ruberto, Craig Napper***

***Regrets Sent: Robert Tindall***

***Absent: Mike Larizza, Kathy Skirving***

***Recording Minutes: Kristina Belanger***

1. Meeting called to order at 8:08am
2. **Motion to approve agenda**  
Moved: Craig Napper, Second: Larry Hebert  
Approved Unanimously
3. **Motion to approve minutes of Thursday, September 14**  
Moved: Larry Hebert, Second: Craig Napper  
Approved Unanimously
4. **Motion to approve September 2017 Finances**  
Moved: Ashley Sauer, Second: Raechel Reed  
Approved Unanimously
5. Additions to the Agenda
  - Open Streets discussion
  - Discussion of trees touching the buildings
  - Plan for Board Christmas Party
6. Standing Items – Strategic Planning Updates:
  - Security & Safety (Mike & Robert)
    - No updates
  - Branding (Shelby)
    - Shout will post a survey of 4 possible names for the rebrand – they intend to use focus groups with all stakeholders to create logos, colours and tag lines for each. Following the completion – the final selections will be brought forward to our members and the general public for input and final vote
  - Advocacy (Larry)
    - No updates

- Communication & Marketing (Raechel)
    - Discussed the potential of having Thunder Bay Live provide promotional videos for all the businesses in our BIA for a nominal fee in 2018  
**Action: Item to be added to Executive Meeting Agenda to establish a budget, at which time a motion will be brought forward to the board**
  - Engagement (Craig)
    - Update: Members expressed concern about not decorating Patterson Park. TO address the concern, Coordinator contacted Paul Pugh about having the City can take over decorating Patterson Park as it is outside our boundaries. The request has been forwarded to City administration
    - Event Planning Meeting with the community is taking place tonight (October 12, 2017) at 5pm at 510 Victoria Ave E
    - **Motion to set budget of up to \$10,000 for community Christmas party**  
 Moved – Ashley Sauer, Second: Aldo Ruberto  
 Approved, one abstention
  - Beautification (Mike & Robert)
    - **Motion to approve \$1,473.25 for installation and removal of garland on tree grates, based on 83 tree grates**  
 Moved: Raechel Reed, Second: Larry Hebert  
 Approved Unanimously
  - Governance (Shelby/Executive)
    - Recap of OBIAA Governance Training Session – Coordinator working on updates to Constitution and creating draft policies and procedures to be brought forward for approval
    - **Motion to send Coordinator and Chair to 2018 OBIAA Conference**  
 Moved: Larry Hebert, Second: Aldo Ruberto  
 Approved Unanimously
7. Façade Improvement Program Applications:
- **Motion to approve \$2,500 for new signage for JJ's Family Restaurant**  
 Moved: Craig Napper, Second: Larry Hebert  
 Approved Unanimously
  - **Motion to approve \$2,500 for new signage for Modern Twist**  
 Moved: Craig Napper, Second: Larry Hebert  
 Approved Unanimously
  - **Motion to approve \$2,500 for new signage for Marv Chony**  
 Moved: Craig Napper, Second: Larry Hebert  
 Approved Unanimously
  - **Motion to approve \$2,480.35 for new signage for Mister J Men's Fashion**  
 Moved: Aldo Ruberto, Second: Larry Hebert  
 Approved Unanimously

- **Motion to approve \$2,500 for painting Renco Foods**  
 Moved: Ashley Sauer, Second: Craig Napper  
 Approved Unanimously
  - **Motion to approve \$850 for painting Renaissance Building**  
 Conflict of interest declared by Aldo Ruberto, the Board agreed that he was not to vote on the matter  
 Moved: Craig Napper, Second: Raechel Reed  
 Approved Unanimously
8. Open Streets
- Larry Hebert presented traffic count for the weekend of Open Streets – reports included numbers for the entrances at the east and west end of Victoriaville on Victoria Avenue, which was part of the route. Numbers were low in comparison to the rest of the month (i.e., event did not increase traffic in the area). The event was poorly organized, discussed the potential for asking for reimbursement.  
**Action: Item to be discussed further at Events Planning Meeting. Kristina will take points brought up and draft letter to Eco Superior**
9. Board Christmas Party
- Date set for Wednesday November 29, 2017 at 6:00pm  
**Action: Kristina to advise Victoriaville of date, and obtain quotes from New York Sub, the Hub, Giorg and Blue Door Bistro.**
  - **Motion to set budget of up to \$1,500**  
 Moved: Larry Hebert, Second: Raechel Reed  
 Approved Unanimously
10. Discussed the potential for the councillors on our board to talk to City administration about the trees touching the buildings  
**Action: Shelby, Larry and Aldo to bring forward concerns to City administration**
11. Next meeting set for November 9, 2017 at 5:00pm, at 510 Victoria Ave E
12. Meeting adjourned at 9:39am