MINUTES

Board of Management Meeting **Tuesday July 15, 2025**

Meeting No:07-2025

Present		**Regrets**	**Absent**
Aldo Ruberto- Chair	Crystalee Mouland- Director	Steve Fraser- Director	
Tony DiPaolo- Vice Chair			
Rajni Agarwal- Councillor/Treasurer			
Josh Gillingham- Director			

Recording: Administrative Coordinator- Raechel Reed

Minutes

Item	Action	Responsibility
1.0 CALL MEETING TO ORDER- The meeting was called to order at 5:48 PM Conflict Declared on 4.3- Josh Gillingham		
2.0 APPROVAL OF AGENDA- **Motion-32-2025** Motion to Approve Agenda 05-2025 & 06-2025 **Moved by: Josh Gillingham Seconded by: Crystalee Mouland**	**CARRIED**	
3.0 APPROVAL OF PREVIOUS MINUTES **Motion-33-2025** Motion to approve meeting minutes #05-2025, as there was no quorum at June's meeting & meeting minutes #06- 2025 **Moved by: Rajni Agarwal Seconded by: Tony DiPaolo**	**CARRIED**	

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4.0 BUSINESS ARISING FROM PAST MINUTES 4.1 GARBAGE CANS- a) The rollout of the new garbage cans is scheduled, and delivery to the Fort William BIA is expected by the end of August. b) Once installed, they will provide a more consistent and modernized look throughout the district and help address ongoing concerns about litter in high-traffic areas. The BIA will notify the membership when installation begins and will provide a map of the new garbage can locations to ensure everyone is informed. 4.2 PARKING UPDATE – a) The City of Thunder Bay has invested significantly in promoting the new 2-hour free parking initiative, including billboards, online branding campaigns, and other advertising efforts to encourage visitors to take advantage of this program and support local businesses. b) With ongoing construction projects on Simpson Street, Leith Street, and the broader South Core revitalization efforts, parking availability will be impacted in the coming months. This may create additional challenges for both customers and business owners in the area. c) Ensure regular updates on road closures, detours, and parking changes are communicated promptly to members. d) Explore options for temporary parking solutions during peak construction periods. e) Timely communication will be prioritized so that members can plan accordingly and inform their customers as needed. 4.3 RENTAL SPACES- BIA OFFICE RELOCATION a) The current BIA office lease is set to expire at the end of September. To prepare, we have explored several potential spaces within the downtown area that would meet our operational needs and provide a welcoming environment for staff and visitors. * After careful consideration, the Caledonia Building has emerged as the most suitable option. Adequate room for staff, storage, and meeting needs. Centrally located	**ACTION** **ACTION** **DISCUSSION**	**COORDINATOR** **COORDINATOR**

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in the downtown core, making it accessible for members and stakeholders. A bright, professional, and well-maintained space that aligns with the BIA's image. The rental cost is $715 per month plus hydro, internet, and phone services. **Motion-34-2025** Motion to relocate the BIA Office to the Caledonia Building. **Moved by: Tony DiPaolo Seconded by: Crystallee Mouland** Coordinator will reach out to Tbaytel to explore potential discounts or bundled service packages for internet and phone. **Motion-35-2025** Motion to negotiate a partial rent agreement with the new landlord to allow us to begin moving into the new location by September 23rd, ensuring at least one week for a seamless transition. **Moved by: Rajni Agarwal Seconded by: Tony DiPaolo**	**CARRIED** **ACTION** **CARRIED**	**COORDINATOR**
5.0 COMMITTEE REPORTS -update		
5.1 Financial and Treasurer's Report- a) The current funds available in the BIA account are approximately $38 000 and the levy of $30 000 is yet to be deposited in the BIA Account. **Motion-36-2025** Motion to Defer Financials and Reconciliation **#06-2025** until August Meeting. **Moved by: Tony DiPaolo Seconded by: Aldo Ruberto**	**DISCUSSION** **CARRIED**	
5.2 <u>BEAUTIFICATION</u> a) Colliers are requesting the BIA continue with lawn maintenance in the Parkette. Further discussion and the BIA can't contract a maintenance person to cut the grass in the parkette at this time. Our dollars have been allotted	`	

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to other items in our budget and will respectfully refer it back to the City. Send out a notice to the City on the BIA's stance.	**ACTION**	**COORDINATOR**
b) **Flowers and Shrubs** for garden beds in the BIA There are 10 shrubs and plants for the garden beds in the BIA at Creekside. Tony DiPaolo will pick up and plant the shrubs as soon as possible	**ACTION**	**TONY DIPAOLO**
Motion-37-2025 Motion to purchase the Tree shrubs and plants from Creekside Nursery for $320 plus tax. **Moved by: Rajni Agarwal Seconded by: Josh Gillingham**	**CARRIED**	
The three garden beds adjacent to Centennial Square are in a state of disrepair. Many of the bricks surrounding the beds are deteriorating, with several loose or broken bricks creating potential tripping hazards along the sidewalk. These beds are highly visible in the downtown core, When the City dismantles the garden bed on the east side of Victoria Avenue, could the bricks from that project be salvaged and repurposed? These reclaimed materials could be used to restore the Centennial Square Garden beds. Call the city.	**DISCUSSION**	
c) **CGB PROJECTS-** <u>BANNER ARMS AND REPLACEMENTS</u> Chris at Memorial Banners will have the banner arms sent over at the same time as the city are receiving theirs for this year's Memorial Day. Call for an update by July 31st, 2025	**ACTION**	**COORIDINATOR**
<u>4 DIRECTIONS PANELS- NEXT STEPS</u> Order Name Plates: Secure professional, durable name plates for each panel that clearly identify their respective direction and significance. Tony DiPaolo to talk with North Graphics	**DISCUSSION** **ACTION**	**COORDINATOR**
Meanings and Descriptions: Add a concise description on each panel explaining its cultural meaning and relevance. This will ensure that visitors understand the panels'	**ACTION**	**TONY DIPAOLO**

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significance immediately. Incorporate QR Codes: Design and install QR codes on each panel that link directly to a dedicated page on the Fort William BIA website. This page can provide expanded information about the panels. <u>LINK TO CEDC WALKING TOUR:</u> Collaborate with the CEDC to integrate a direct link from their walking tour platform to the 4 Directions Panels content, further increasing visibility and engagement. <u>GRAFITTI REMOVAL PROJECT</u> The BIA recently had to revisit the request for quotes for our graffiti removal project. Unfortunately, the initially awarded contractor was unable to secure the required WSIB certification within the proposed timeline, making it necessary for us to seek alternative service providers. In reviewing the scope of the project, the amount of graffiti within the BIA's boundaries is minimal. To maximize the impact of this initiative and support the broader downtown community, we propose extending graffiti removal services beyond the BIA's borders. This would allow us to assist businesses located immediately adjacent to our area, strengthening relationships with neighbouring property owners and contributing to an overall cleaner, more welcoming South Core **Motion- 38-2025** Motion to award 2133048 Ontario Limited the graffiti removal contract in the BIA **Moved by: Josh Gillingham Seconded by: Crystallee Mouland**	**ACTION** **ACTION** **ACTION** **DISCUSSION** **DISCUSSION** **CARRIED**	**COORDINATOR** **CEDC/COORDINATOR** **CEDC/COORDINATOR**
5.3 <u>SAFETY AND SECURITY</u> a) Temporary Encampment – The BIA have until Monday July 21st to lobby Councilors who could potentially switch their vote.		

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Unfortunately, the BIA is not permitted to make another deputation at the upcoming Council meeting on Monday. b) To make our position clear, we encourage all board members, business owners, and stakeholders to engage in direct outreach to Councillors through emails and phone calls before the meeting. This is an opportunity to share personal perspectives and emphasize the importance of protecting the South Core's progress. c) Engagement with the Chamber of Commerce Regarding the Temporary Encampment The BIA need to initiate a conversation with Charla Robinson, at the Chamber of Commerce, to better understand the Chamber's position on the proposed Temporary Shelter Village at 114 Miles Street East. As a key voice for the local business community, it is important to know the Chamber's current stance on the encampment proposal and its potential impact on downtown Fort William. Whether the Chamber is aligned with the concerns raised by the Fort William BIA regarding the encampment's effect on revitalization efforts, public perception, and the stability of businesses in the South Core. How the Chamber can amplify the BIA's advocacy by supporting downtown businesses at the Council table and through other channels. Opportunities to collaborate on a unified message that reinforces the importance of protecting and strengthening economic development in downtown Fort William. Building this partnership would not only demonstrate solidarity within the broader business community but also strengthen our collective voice in engaging City Council and influencing decision-making.	**DISCUSSION** **DISCUSSION** **DISCUSSION** **ACTION** **DISCUSSION**	**JOSH GILLINGHAM**
5.4 MARKETING AND EVENTS a) CEDC TOURISM EVENT- SOUTH CORE ROAR The board discussed the status of the South Core Roar event and agreed to postpone it due to several factors impacting the South Core: Road closures resulting from the Victoriaville revitalization and Simpson Street construction. The uncertainty surrounding the proposed Temporary Shelter Village and the potential construction of 40 units starting as early as December.	**DISCUSSION**	

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Limited funding, as the BIA received $20,000 from the CEDC Tourism Fund but had requested $50,000 to fully execute the event. Next Steps: Postpone and reschedule the event to allow time to apply for additional grants, with the goal of securing up to $100,000 in funding for a future date. Allocate the current $20,000 in tourism funding toward the development of the South Core Roar app, which will be used to: Capture and measure event data, including tourist activity and vendor participation. Support event logistics such as 50/50 draws, vendor registrations, and visitor engagement. The board agreed this approach will provide a stronger foundation for hosting a successful and impactful South Core Roar in the future.	**ACTION**	**RAJNI AGARWAL**
6.0 <u>NEW BUSINESS</u> a) <u>VICTORIAVILLE BOARD REINTIGRATE INTO THE FORT WILLIAM BIA</u> The board discussed the reintegration of the Victoriaville Board of Management businesses back into the Fort William BIA. Originally, the Fort William Business District BIA and the Victoriaville Board operated as a single business association representing the downtown south core. When Mirabelli Corp, the management company of Victoriaville Mall, created a separate association for the mall, this split the organization into two entities. With the demolition of Victoriaville Mall now underway and plans in place for new green spaces, enhanced walkability, and the reopening of Victoria Avenue, there is an opportunity to reunite the two areas under the Fort William BIA. **ITS IMPORTANT TO NOTE:** Ensuring that businesses previously represented by the Victoriaville Board feel welcomed and supported as part of the FWBIA. The need to engage these businesses proactively, explaining the benefits of rejoining and addressing any concerns during the transition. Working with the City of Thunder Bay to formalize boundary adjustments if necessary. The potential for expanded membership to strengthen advocacy efforts and	**DISCUSSION** **ACTION**	**COORDINATOR**

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build momentum during the downtown revitalization process.		
7.0 **NEXT MEETING** **Motion-39-2025** August 12, 2025 **Moved by: Rajni Agarwal Seconded by: Josh Gillingham**	**CARRIED**	
8.0 Adjournment 7: 41pm		