

## Board Meeting Minutes: July 16, 2024

Location: BIA Office

Time: 7-8:30 pm

Director Board Members Present: Pete DiPonio, Franca Conciatori, Mike Vonella, Teresa Silvestri, Tony Conciatori, Graham Marko, Adriano Ciotoli  
General Members: Sarah Athanasia, Danny Zagas  
Non-Member Public: Brandi Myles  
Regrets: Pete Vitti, Mark McKenzie

Pete calls the meeting to order.

Minutes of previous meeting approved.

### Finance

- \$20,580.09 estimated currently in the Bank with August install still to come.
- \$25k in reserves.
- \$3844.29 outstanding cheques, with some being older.
- \$16,735.80 balance
- Hussein to send draft copies to KPMG tomorrow
- HST: letter has been sent for change of representation to CRA and it was rejected. Discussion on next steps. Franca and Teresa to continue to follow up.

### Marketing & Events

#### Carrousel Wrap-Up

- \$24,879.21 with security being the biggest expense. Noted that Garda will most likely not be used again due to the confusion they seemed to have throughout the weekend. Had to pull regular workers to cover the intersections while Garda figured out their staffing issues. Garda's billing is also off. Waiting for follow ups with them.
- Set up and tear down each day and night went well. Graham suggests picnic tables to be dropped off where they would be needed. Brandi notes that Spago didn't put their tables out this year and it could have used a few more tables. Friday was quiet. Saturday was busier. Sunday was also busy with 18 participants in the talent show.
- Renting the garbage bin from the city was great, and well worth the money. It enabled the street garbage to be put safely in, and some merchants' overflow garbage to be put in as well.
- Sawyer from Shred Shop was once again a huge help with setting up the parking lots for the stage, along with Graham who received the Friday morning deliveries and helped direct equipment drop-offs.

- Discussion on possibilities for upcoming years and where to improve and what can be added. To be continued.
- Mexican Festival at WindsorEats was both weekends and it was more successful than any other year. Questions as to whether they would ever want a street closure and Adriano states that the city won't allow it due to various circumstances.

#### Bocce Courts

- BIA would like to do a grand opening for them. The property owner is waiting for mural installation at the courts and would like to do one then. Brandi will keep in touch with them. TBD.

#### TDVI/St. Angela Fest

- Saturday & Sunday, Aug 10<sup>th</sup> & 11<sup>th</sup>
- Waiting on COI. T-shirts have been ordered from Allegra to be distributed to participating restaurants along the route. Everything else is going according to schedule.
- If there are VIP's coming into town for the races, they may be put up at the new building across from Mezzo that was once slated to be condos, and will now be an Air BNB.
- Church and TDVI notifications will be going out to 600 locations. TDVI is taking care of the church's notification deliveries.
- Teresa went to St. Angela meeting and asked for temporary paint to be used on street for the soccer games going forward. She mentions that things seem to be progressing well for their festival.

#### Butterfly Festival

- Sunday, Aug. 25<sup>th</sup>
- 4<sup>th</sup> Annual. 12 pm – 4 pm. Releasing of butterflies, pollinator plants giveaways, education on planting native gardens, vendors, face painting
- All applications in with city and proceeding within the appropriate timelines
- Mike will distribute Via Italia painted rocks with social media handles on them that Brandi made

#### Open Streets

- Sunday, Sept 22<sup>nd</sup>
- First time on Erie Street. Will be held from 10 am – 2 pm. Starts/Ends at Howard and Erie and goes to Parent for the Erie Street portion. The city is the deciding factor as to who is in place within the route. The BIA can suggest their preferences for whom they'd like to be set up along the way. Brandi mentions she had discussions with other BIA's who have hosted Open Streets in the past for their thoughts. Brandi mentions possibilities of Shred Shop, Steps of Faith and maybe some soccer groups setting up for physical activity. A few bands have messaged their interest, but the group would need to discuss it before any go-ahead is given. Requests a meeting to discuss how the BIA would like to present themselves. Meeting to take place within next few weeks.



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## Beautification and Safety

### Tree Lights and Banners

- Bob has noticed some decorative street lights that are in need of repair. Brandi has requested repair for two from Enwin already. The lights are also installed in other places like Southwood Lakes and should hopefully not be difficult to source. Discussion on weather fatigue on the plastic globes and that they're over 30 years old. Discussion on who is to maintain them and who is to pay for them, like the roundabout.

### Open Discussion

#### Speed Bumps in Alleys

- Discussion on whether a speed bump could be installed in an alley behind Medica. When the city was asked, they answered no due to snowplows.
- Also noted that the vertical stantions have been erected in various parts of the city and once again the questions arose as to why they can't be on Erie Street. The city has stated that the road is a Class A road and the councillor has stated that he is trying to get progress on rezoning it.
- Discussion on possible traffic calming measures and what could be done. To be continued.

### Social Media

- June 15 - July 16
- Facebook: Reach: 26.5 k (26,481 accounts reached organically); Content Interactions: 844; Page Visits: 1.9 k (up 81.5%); Followers: 5.7 k (new 38)
- Instagram: Reach: 12.1 k (organically); Profile Visits: 1.6 k (up 196.9%); Followers: 4.7 k (new 190)
- TikTok: 2286 views for posts during this time period. One TikTok from early June keeps gathering views and is at 9000+ (Café Crema from La Dolce Italia Bakery)
- Graham questions if the social media contract is up as he has two people interested in applying. Brandi to check current contract and report back.

### Police Communications

- Police have been trying to keep lines of communication open and had a good showing and presentation at the Town Hall held at Gastropub.
- Pete has discussed some ongoing concerns with police, including superintendents, and they have been receptive and active in implementing additional safety measures. Police are working with AGCO as well, regarding some bad actors in the area, and they have not been open since some dire instances. To be continued as it progresses.

Motion to end meeting by Pete. All in favour. Meeting Closed.

A stylized, cursive handwritten signature in black ink, consisting of several overlapping loops and a long horizontal tail.

Pietro DiPonio, President

A stylized, cursive handwritten signature in blue ink, featuring a large initial 'M' and a long, sweeping tail.

Mike Vonella, Secretary

