

Meeting: Via Italia BIA Board Meeting

Date: January 16, 2024; Location: Mezzo Ristorante, 804 Erie St.; Time: 7:00 PM

Director Attendees: Filip Rocca, President; Mike Vonella Jr., Secretary; Teresa Silvestri, Past President; Tony Conciatori, Director; Graham Marko, Director; Adriano Ciotoli, Director;

Regrets: Pietro DiPonio, Vice-President; Franca Conciatori, Treasurer; Mark McKenzie, Councillor; Pete Vitti, Director.

Members: Leo Silvestri; Grace and Fernando Ferrara; Sarah Athanasia & Danny Zagas

Minutes Submitted: Mike Vonella and Brandi Myles

Call to Order by Filip Rocca

Adoption of the Minutes:

- Moved by Teresa, seconded by Graham
- That the minutes of the meeting of the Via Italia BIA Board of Directors held November 20, 2023, BE ADOPTED as presented
- Carried

Finance:

- KPMG concluded their year-end audit and the final installment cheque from the city arrived. Holdback cheque should be delivered sometime within the next few weeks. It's noted that there are ongoing conversations with the bookkeeper about the communication and that 2024 needs to be a less chaotic year with finance submissions and open communication between auditors and bookkeeper for a timely and detailed manner.
- Current bank balance is \$37,229 with a \$25,000 reserve.

Appointments of Executive Officers:

- Discussion of Executive Officers from past year and upcoming. All would like to continue with their positions and board decides unanimously to have directors maintain their current roles.

Marketing & Events:

Coffee With A Cop:

- Upcoming morning of "Coffee With A Cop" to discuss safety and any concerns one on one with members of WPS and Councillor McKenzie. Filip invites board and encourages members to go and invite others. Being held by WPS and City of Windsor at Gina's Café with the BIA as a host. Filip and Brandi had discussed this with Barry Horrobin from WPS as part of a three prong strategy to help area businesses and residents with safety.

This would be the first phase, followed by a town hall to build off and address questions and concerns further, and then an area walkabout with Barry H from WPS to identify areas of concern and how to fortify them for added security.

Social Media:

- Contract has expired. Drone footage Tik Tok, Threads. Overhauled Instagram page with highlights. Collaboration with other influencers. Self care strategy. Business spotlights on Mondays. Since she began six months ago, she has garnered over 1000 new followers organically. Graham notes that's a 25% increase. Brandi notes she would be willing to stay if the board would like to extend her contract. Discussion regarding pros and cons of switching social media managers. Filip suggests offering a six month contract. Motion to offer Christina Coletti a six month extension of contract by Filip. Seconded by Teresa. Unanimous.

Beautification:

Lights- Trees and Poles

- East end trees are all unlit. Filip has had multiple conversations with Enwin. Teresa states the lights are unplugged, and conversation ensues regarding how they may have all been unplugged. Discussion on what the BIA owns and the city owns regarding lighting on the street. Filip to continue to work with Enwin to get everything lit up. Filip to get quote from Bre&El, who initially installed the lights, for further work. Graham to get another quote as well. Tony notes that it's an ongoing issue and that the money should be spent to do it all properly once and for all. Brandi notes that other BIA's are taking decorative string lights out of their trees due to the financial aspects and ongoing efforts needed to maintain them. Board discusses finding someone to continually maintain them and putting money aside for them. Quotes from Filip and Graham to follow for the project.

Safety:

- Discussion about police response time
- Adriano mentions he gets crime report from WPS and Erie Street ranks highest on report. Brandi states that she has spoken with WPS and Barry regarding that. It was explained that the catchment area on those reports is wider than the physical location of Erie and included areas further north and south of the BIA borders. WPS is currently looking at reallocating their zoning for the crime reports to better represent the BIA. The BIA is under 4% of crime whereas the reports state a much larger number on paper.
- Few needles have been found. Filip mentions to call police and they will pick them up and dispose of them properly.
- Garden shed was broken into at Christmas. Mezzo was broken into over the holidays. Copper wires are being cut from posts and Enwin told Filip that it's Cogeco's wires and are being stolen to be sold for cash.

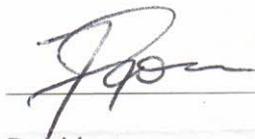
Open Discussion/New Business:

- Adriano mentions that New Beginnings may have funding for street cleaning and has discussed it with Filip. He and Filip to meet with New Beginnings to discuss steps forward.
- New massage business to open where old Chess Cafe used to be
- Spontastic Treats moving with her husband, Mr. Spoon, who used to bbq outside of the store, to open a café downtown
- Parking lot by Medica is done. Bocce courts should be done in spring. Caboto Club would like to do Bocce tournament during Carrousel
- Vape shop on Moy and Erie is now called Sham Produce
- KFC is being renovated
- Bravo Vape warehouse building has been sold
- Mancini Bakery changed name to Dolce Italian Bakery
- Sarah and Danny mention they have found garbage spilled behind their business and would like the city to clean it. Filip states that it's unfortunately the business owner or property owner that is responsible.

Teresa moves to adjourn meeting. Unanimous

End of Meeting

Next regularly scheduled board meeting is scheduled for Tuesday, February 20, 2024, at 836 Erie St, BIA Office, at 7:00 PM



President

FEB 2/24

Date



Secretary

Date