

Meeting: Via Italia BIA Board Meeting

Date: July 18, 2023; Location: BIA Office, 836 Erie St.; Time: 7:00 PM

**Director Attendees:** Filip Rocca, President; Pietro DiPonio, Vice-President; Mike Vonella Jr., Secretary; Teresa Silvestri, Past President; Tony Conciatori, Director; Graham Marko, Director (late); Adriano Ciotoli, Director;

**Regrets:** Mark McKenzie, Councillor; Franca Conciatori, Treasurer; Pete Vitti, Director

**Member Attendees:** Grace Ferrara

**Minutes Submitted:** Mike Vonella and Brandi Myles

## Call to Order

### Adoption of the Minutes:

- Moved by Pete DiPonio, seconded by Teresa Silvestri
- That the minutes of the meeting of the Via Italia BIA Board of Directors held June 20, 2023 BE ADOPTED as presented
- Carried.

### Finance:

- Teresa Silvestri, Past President, reports that there is currently \$55,508 in the bank. Final levy installment for the year should be received in August.

### Events & Marketing:

#### *Carrousel of Nations:*

- Summary discussion regarding the event. General consensus was that the smaller physical location helped to create a more dynamic atmosphere and despite the weather people everyone was happy. Estimated \$25,000 was spent from a budgeted \$30,000. Final numbers will be tallied within the next few months.

#### *TDVI/St. Angela Fest:*

- **TDVI-** Pete DiPonio reports permits are being issued within the week. Street closes at 8 am on the 12<sup>th</sup> with barricades being erected. Graham mentions construction work scheduled for Elsmere late summer. The city administrators have noted that it won't interfere with race day. Approx 30-40 racers have confirmed with an expected 150 closer to the event, including the well-known pro-riders, Barry family and Dylan Bibic. The race is sanctioned and promoted by the Ontario Cycling Association.
- **St. Angela Fest-** The St. Angela Fest seems to be all set from the BIA's perspective and involvement. They will be closing Parent to Lillian on the weekend and have asked for the BIA's barricades and signs. The BIA has encouraged multiple times to church organizers to include programming throughout the entire physical span of their street

closure during the weekend, especially on Sunday instead of making the additional street blocks that are closed appear empty. They have been reminded that the BIA will not have any further commitment other than the \$1000 donation that was already paid towards the festival and use of the barricades.

#### *Social Media:*

- Brandi states that the Social Media Manager, Christina Coletti, has been diligent and has exceeded her contract requirements. Contract states 3 posts per week on 2 platforms, and she has surpassed that with daily stories, reels, Mondays business spotlights, and creating a new Tik Tok and Threads accounts with content. Facebook and Instagram had 14,735 engagements, and were up 670%.
- Brandi to send directors the data report from Christina, and schedule her for next board meeting to make presentation. Contract expires after Labour Day and board will need to discuss next steps.

#### **Beautification/Safety:**

##### *Heritage Garden:*

- Mulch has been finished. Derek J moved most of it through overtime and Brandi and Pat Lizzi finished it. Leo Silvestri requests attention to the garden lights and streetlight poles that aren't working. Filip reports that Enwin is scheduled to fix all the poles on the street that night.
- Mural is deteriorating in patches. Brandi to ask Derkz for recommendations on how to best fix it.
- Power is still out at the garden. GFI's are an ongoing issue.
- Teresa S requests block closure for duration of Butterfly Festival. Brandi to begin process with city.

##### *Streetscaping:*

- DiMaio is still looking into specifications for posts regarding a possible permanent overhang/banner for the street.
- Brandi has put in requests to city to repair and enhance the BIA benches and garbage receptacles. Noted that no new garbage containers will be provided until city implements new policy with composting and recycling in 2025.
- Brandi has requested a tree to be planted outside of 854 Erie, as well as remove the tripping hazard left from a garbage can that had been ran over and the base was left.
- Brandi to request bench to be moved from outside of Giuliana's Housewares to elsewhere in BIA.
- Filip has been in discussions with Enwin regarding GFI's. Filip sent lists of which poles and trees are out, and they have fixed some but others still aren't working. Some GFI's won't reset and they need to be physically changed with proper covers in order to stop the the breaking. Noted that poles have been removed from posts in previous years and water gets in the remaining holes. Unless the hole is plugged, the water will continue to erode



the gfi's. More information is needed from \$9000 invoice estimate which has been submitted. Filip to follow up.

#### *Bocce Court:*

- Permits have been approved and ground should be broken soon.

#### **Safety:**

#### *Cameras:*

- Councillor Agostino stated prior that cameras downtown are \$3000 each and \$500/month each for monitoring. Cameras must be installed on independently owned buildings with permission. The city and downtown are working on pricing and would like to get a group pricing for all BIA's. Initially using Downtown Detroit as Project Greenlight as initiative's template.
- Adriano questions whether there could be options for individual businesses to buy their own cameras and the BIA pay for monitoring.
- Discussion deferred.

#### *Garbage Receptacle Locks:*

- Herby Curby theft is becoming an issue within the BIA
- DWBIA has a program in collaboration with the city where the BIA buys locks and provides them to the merchants. All keys will have a master key that the city collectors will use. Merchants buy their own chains. Brandi to follow-up with city to see if Via Italia can use the same, or similar, program and get prices on locks. Discussion deferred.

#### *Traffic Calming:*

- Filip and Brandi met with Councillor McKenzie and discussed possible pedestrian activated crosswalk, and temporary traffic control measures (radar speed feedback signs, flexible posts). City is meeting to discuss amending requirements for Class A roads such as Erie. Councillor McKenzie to keep BIA updated with progression of amendments.

#### *Insurance:*

- Price comparisons for annual insurance with difference being estimated \$1250 in contents and equipment coverage and a premium difference of \$375-475.
- Hamilton Insurance offered \$3875-\$3775 is premium, and \$65,000 in contents and equipment coverage
- Ives Insurance offered \$3400 premium, and \$66,250 in contents and equipment coverage
- Both offered \$6 million general liability and \$5 million directors liability
- Discussion regarding staying with current at the lower price vs moving to new. Motion to stay with Ives Insurance at the lower price for more coverage made by Filip which is passed unanimously.

**Open Discussion/New Business:**

- Pete D notes the new TDVI banner is up across the road. He also notes that the MCC agreed to let the BIA use their sandwich board throughout the year and he has made inserts for it to advertise the TDVI and St Angela Fest. He will be moving it throughout the street to help bring awareness. He also notes that TDVI has tshirts to give out to front of house staff at restaurants. Pete and Brandi will work on distribution of shirts.
- Adriano C. asks about alley sign, tree lighting and
- Adriano C asks about documents digitized. Discussion to confirm that the alley sign is in the city queue, the tree lighting has been deferred until the GFI and Enwin issues have been resolved, and minutes, agendas and supporting documents are posted and emailed throughout the year. Hard copies are kept at the office as well for easy access. Discussion deferred.
- Teresa states that Nizam Accounting generously donated their efforts because they want to contribute to the success of the BIA and street.
- Adriano C inquires about the shuttle. Graham notes it's for sale for \$4000 and no suitable offers have come through.
- Adriano C inquires about BIA dollars. Discussion deferred to fall meetings after the festivals.
- Adriano C inquires about mural festival. BIA to reach out again to organizers.
- Filip asks about an appreciation evening for Carrousel volunteers and will investigate a date for a possible thank you evening.
- Teresa would like the sign at Shred to be refastened, so it doesn't wrinkle. Brandi notes that Labonte Signs put it up and they would be the ones needed to rectify the situation. Brandi to ask Allegra about contacting Labonte to fix it.

**Motion to adjourn:**

- Pete DiPonio makes a motion to adjourn the meeting, which is passed unanimously.

**Next meeting:**

- The next board meeting is scheduled for Tuesday, August 15, 2023, at 836 Erie St, BIA Office, at 7:00 PM.

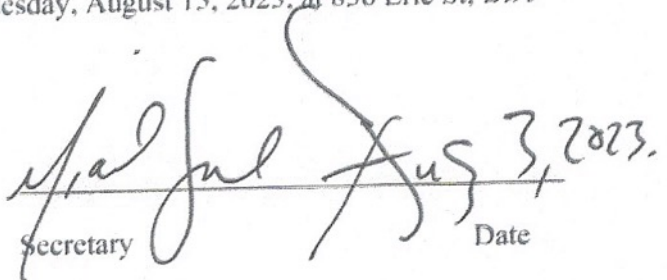
**End of meeting.**



President

Aug. 3<sup>rd</sup>/23

Date

  
Secretary

Aug 3, 2023.  
Date



Social Media Review: July 2023

It has been wonderful to get to know the businesses and the people of Via Italia the last two months. The Via Italia Socials (Instagram, Facebook, TikTok and the newest social media app, Threads) have shown a great improvement. In addition to Instagram and Facebook, I have created a TikTok account and posting video clips about businesses as well as the latest social media platform, Threads. It is important to be seen on each platform as it engages with many different audiences of all ages and areas not just in Windsor. Overall, there has been an engagement increase of 670% on socials from both reels (video clips) and pictures. The resharing of the posts and videos as well as the audience engagement has been great! It has been wonderful to hear personal stories or comments regarding Via Italia businesses as soon as it is posted. The engagement is what matters and here is some of our Instagram engagement statistics since the beginning of June. I have started a Small Business Spotlight series on Mondays which has been highlighting businesses including, Windsor Eats, Mancini's Bakery, Mediterranean Seafood and the Fashion Show clothing stores that were featured.

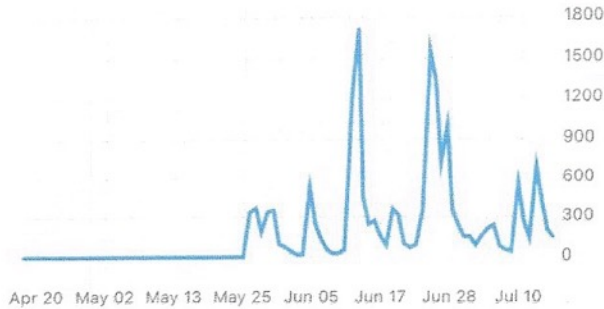


Facebook – Reels (Videos) – there has been a significant number of views as well as reshares, comments. The insights include an increase of 14.7 thousand people engaged and social numbers have increased on each platform.



### Plays

**17,099** +100% from previous 90 days



8:27



### Insights

Last 28 days ▾

Jun 19 - Jul 16

#### Performance ⓘ

[See all](#)

##### Reach

**31.5K** +367%  
from previous 28 days

##### Engagement

**14.7K** +670%  
from previous 28 days

##### Net

**67**  
from

The reels and engagement on Facebook and Instagram:



### Reels insights

Last 90 days ▾

Apr 18 - Jul 16

#### Overview ⓘ

##### Reels reach

**4,626** +100% from previous 90 days



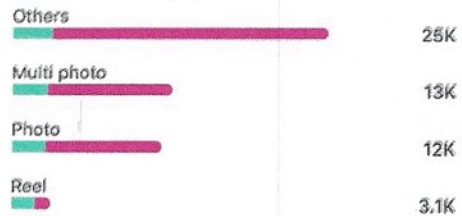
#### Media

based on reach

##### Media type

[See all](#)

11.4% Followers 88.6% Non-followers



#### Next Steps:

The focus for the rest of summer are the new additions to the area and creating a business spotlight focus on the newer businesses as well as hidden gems in the area that the public may not know about. In addition to the St. Angela Festival, a huge focus will be showcasing The Tour Di Via Italia on socials.