



Ford City Business Improvement Association
Board of Directors Meeting Minutes

When: Monday, April 15, 2024 at 5:30pm

Location: CO: Workshare (1000 Drouillard Rd. Upper)

Called to Attendance:

Kaitlyn Karns, Executive Director of the Ford City BIA

Appointed Board of Directors as of April 25, 2023:

Shane Potvin, Nicole Baillargeon, Dana Horwitz, Marina Maffessanti, Lauren Potvin & Ward 5 Councillor, Ed Sleiman

Ex Officio Members: **Kate Gibb**

Delegates/ Guests:

Topics of Discussion

1. **Approval of the April 15, 2024 Board Meeting Agenda**
 - a. **First:** Lauren
 - b. **Second:** Dana
 - c. **All in Favour:** Yes
 - i. **Add a topic regarding the Sheds.**
2. **Approval of the February 12, 2024 Board Meeting Minutes**
 - a. **First:** Laruen
 - b. **Second:** Dana
 - c. **All in Favour:** Yes
3. **Financial Report & Updates from the Executive Director and Treasurer**
 - a. In March the three expenses were: Festival Tent deposit for DOD, ED pay and the last month of storage unit fees. The storage unit is now empty and the budgeted line item from the storage unit will now go to paying the Chamber of Commerce member fee.
 - i. In April we deposited the first 50% of the BIA's levy.
 - b. **Bank Signing Authorities**
 - i. Kaitlyn has sent a letter to WFCU to change the bank signers from Marina to Nicole. Kaitlyn will keep everyone updated on the process and when we all need to go into the bank to sign the paperwork.
 - ii. We are looking to go with Desjardins instead of MCC. The full board is on board if this works out on the side of Desjardins.
4. **2024 Dropped on Drouillard Updates**
 - a. **Exclusive Vendor Call-** The Vendor Call closes on Sunday! We have had a great response thus far, but if you know of anyone who still wants to apply,

the must do so before Sunday. The footprint of the festival is changing so we will be able to accommodate more vendors.

- b. **Sponsorship Timeline-** We would like to continue to push for sponsors. Any leads are greatly appreciated. Capitol Power and Desjardins have agreed to sponsor the event again for the 3rd year in a row. We would like to have at least 2 more sponsors confirmed by end of May.
 - i. **KK to ask VIA Rail again**
 - ii. **Shane to reach out to Rocket**
- c. **Velvet Edge-** Velvet Edge has sent a proposal in for entertainment, again free at cost. Give VE a lot to activate. The board agrees to give them a spot as a sponsor.
- d. **Bands/ Budget-** Working on getting bands lined up for this year. Sticking to a similar budget for bands that we did last year and Ian Hind has confirmed that he will work the sound again (yay).
 - i. Marina to send Kaitlyn DJ info to coordinate with Russel and the BIA to handle the hiring. KK to answer Mothers against drum machine group.
- e. **Photography-** Nicole Harris from Yellow Bird Studios will be our festival photographer this year. Her fee is \$500.

5. **Ford City Flea Updates**

- a. **Accepted Vendors:** Approximately 20-25 vendors
 - i. FCF generated approximately \$1,000 in revenue. \$300 of the revenue will go to musicians to play for the afternoon during the event. The musicians are the Ford City Ramblers and Leighton Bain (both local).
- b. Please share the word about the event. A reminder that the street will not be closed.

6. **My Main Street Grant Application**

- a. The FCBIA collaborated with Centre for Cities on a My Main Street Community Activator Grant. The proposed project would involve both organizations to create a new touring program, modelled off of the Detroit Institute. If the grant is successful, other than bringing more people to Ford City and making this the hub, the grant would cover the Executive Director salary for the remaining of the year, freeing up those funds to other projects. Results will be announced by May 31, 2024 and if successful the project will be done December 31, 2024.

7. **Open Streets**

- a. OS is changing the route this year to an East End route. The FCBIA will still be included from Richmond to Wyandotte St. OS is on September 22, 2024. More details to come once Kaitlyn has the green light from the City to share the information.

8. Traffic Calming (Shane)

- a. City is suggesting new parking and bollards to slow down traffic. The bump outs will wait, if they are going to still happen, until after Windsor Utilities does their water updates in the next 5 years.
- b. Kaitlyn and Shane have a meeting about the trucking route this week to see what the future of the trucking route is.

9. Windsor-Essex Regional Chamber of Commerce Membership Updates

- a. Working on a press release with the Chamber. The total cost is \$1,858.85 for the year.

10. Sheds/ Lot Shops

- a. Kaitlyn was finally able to have a conversation with Kyle's assistant, Bobbie. There will be a simple lease agreement with the tenants.
 - i. \$200 per shed, per month. McDPI wants to make sure the utilities are covered first, which is approximately \$40/ month total. They would also like the BIA to collect the funds and then divide the remaining total between the BIA and McDPI.
 - 1. $\$400 - \$40 = \$360 / 2 = \180 a month for FCBIA and \$180 for McDPI.
 - ii. Lease would begin June 1st, and the call will go out after the DOD vendor call closes.

11. Additional Comments/ New Business

Next meeting: May 6th, 2024 at 5:30PM