



Ford City Business Improvement Association
Board of Directors Meeting

Monday, June 12, 2023

In Attendance: **Kaitlyn Karns, Shane Potvin, Nicole Baillargeon, Lauren Potvin, & Marina Maffessanti**

Regrets: **Ed Sleiman, Dana Horowitz, Mike Difazio**

Absent: N/A

Meeting Opened at 5:28pm by Shane Potvin (Chair)

1. **Approval of the June 12, 2023 Board Meeting Agenda**
 - a. Motion- Marina
 - b. Second- Lauren
 - c. Approved- Yes

2. **Approval of the May, 2023 Board Meeting Minutes**
 - a. Motion- Marina
 - b. Second- Lauren
 - c. Approved- Yes

3. **Financial Report from the Executive Director and Treasurer**
 - a. The cheques for the sheds have been cleared and removed from the bank acct as of June 7, 2023 (Total of \$10,407.30).
 - b. In May we had \$600 of deposits in Vendor fees for DOD and 1 sponsor deposit of \$100 from WFCU.
 - c. We have deposited the cheques for our top two sponsors (\$5,000 total) for DOD.

4. **Welcoming Shawn. K & Introduction**
 - a. Realtor and construction worker in Ford City
 - b. Property owner in Ford City
 - c. Looking to add two residential units to the Polaris building and townhouses on the neighbouring lots
 - d. Asking the board what the wants and needs are of the neighbourhood
 - i. Commercial on the bottom and residential on the top

5. **Dropped on Drouillard Updates & Sponsor Updates**
 - a. Rocket Mortgage has decided they will not be sponsoring the event.
 - b. WFCU came in at \$100, TWEPI has also agreed to sponsor as a promotional sponsor and financial at \$750 and VIA Rail is back with two travel vouchers at \$250 each.
 - c. If anyone else knows of any other sponsors, please let Kaitlyn know.

- i. Lend City Mortgages as a possible sponsor suggestion from Kate Gibb- Kaitlyn to reach out.
 - ii. Shane is still waiting to hear back from Ford Motor Company.
- d. Music & vendors are all confirmed.
 - i. Mike and Marina are going to book the DJs.
- e. Followed up with Licensed Vendors as payments are due in 1 week.
- f. We need to decide about the mural painting at Dropped. This is going to cost more than anticipated and with no sponsorship from Rocket, it is not feasible. Open to thoughts and comments...
 - i. Kaitlyn to reach out to Lend City to see if they will sponsor the mural project for DOD.
 - ii. Everyone to reach out to sponsors for this specific ask.

6. **Shed Updates**

- a. Cheques have been deposited.
- b. ETA on the sheds: A couple weeks?
- c. Only 3 businesses have filled out the form, but we have had an extremely positive response on socials.
- d. Lauren suggests to shorten the contract from 4 months to 2 months
 - i. The board wants to keep the 4 months, but is willing to give the vendor an out if it is not working out after a month or 2
- e. Kaitlyn to reach out to the current applicants to gauge responses of the interest and to set up a viewing time to see the space

7. **ED's Meeting with the Arts Council Windsor & Region – Public Art Project**

- a. New Voices project
- b. Potential cost to Ford City IF we keep the billboard for the full year: \$3,750 for 10 exhibitions.
- c. Suggest to add a QR code or logo on the board ... need some context
- d. **Motion to vote to put the sign up at Pressure Drop for the duration of the free period from ACWR and then re evaluate in the winter. – Marina**
 - i. **Second- Lauren**
 - ii. **Approved- Yes**

8. **Decorative Ford City Signage**

- a. Signage outside of the BIA bounds and it makes it a little confusing about where the bounds are for incoming businesses
- b. Shane would like them taken down and moved to avoid this confusion
- c. Kaitlyn to email the City to take down the signs or relocate them to within the bounds
- d. **Motion to take the signs down: Marina**
 - i. **Second: Lauren**

ii. **Approved: Yes**

9. **New Business Updates: Studio RC, Bunch Relocation, Lunansky's, Ford City Coney Dogs, Ernie & Rustys & Motorcycle Shop (Blue House Incubator).**

10. **Additional Comments & Questions- N/A**

Meeting adjourned at (6:40pm)

Next meeting will be on July 10th at 5:30 as an in-person meeting at CO: Workshare (1000 Drouillard Rd. Upper)