

# Board of Management Meeting March 20, 2017 - 4:00 pm

## Minutes

### Board Members in Attendance:

Julio Batres- Cavidia Chairperson, Tonny Barranca – Sec/Treasurer,  
Lisa Thomas, Amanda McKenzie, Sal DiPietro, Phil Ritchie, Ron Charbonneau,  
Joe Mrkal, Joyce Morocco and Steve Ichelson

Conference Call: Jim Diodati

Absent:Carolynn Ionnoni

**Staff:** Richard Gilbert – Project Manager

**Guests:** No Guests

### Agenda:

1. Welcome and overview of the Agenda – Julio Batres-Cavidia  
Introduced Councilor Joyce Morocco as a new Board Member and welcomed her back to the Board

Resolution: To approve the Agenda as proposed by the Chairman  
Moved by: Steve Ichelson      Seconded by: Tony Barranca      Carried

2. Approval of the minutes of the last meeting – Feb. 17, 2017  
Moved by: Tony Barranca      Seconded by: Amanda Mckenzie Carried  
Action:

3. Treasurer's Report – Tony Barranca  
Moved by: Tony Barranca      Seconded by: Ron Charbonneau Carried

4. Project Manager's Report – Richard Gilbert  
Provided an overview of various activities as per report below, along with a list of potential projects that were in brainstorming stage. Joyce Morocco suggested focus should be on revamping the website, and organizing a marketing meeting that could lead to a marketing committee.

Resolution to approve the Project Manager's Report as presented:  
Moved by: Tony Barranca      Seconded by: Steve Ichelson      Carried

5. COD Report 2016 – Ron Charbonneau  
Ron indicated that a new COD Executive was being formed that will be lead by Karen Stearne of Heart Niagara

6. Humane Society - Rent Assistance Update  
Phil Ritchie provided an update regarding a new location for the Humane Society Cat Centre, and indicated that he and Cathy Fugler had met to tour the property, and that he was waiting for her to get back to him.
7. Bus Terminal Video System Proposal – Julio and Richard  
Julio provided some background to the Video Sign system at the bus terminal, and indicated that Richard had contacted the company who installed it, and asked for a proposal to replace existing player, update videos that were playing on previous, install internet connectivity, and provide monthly maintenance program. Proposal is below. It was recommended that the proposal be tabled until after the marketing meeting.
8. Budget Finalization: Discussions pertaining to the Budget were deferred until the next meeting at which time Julio would have more details regarding various items in question.
9. Meeting Adjournment:  
Moved by: Tony Barranca      Seconded by: Steve Ichelson      Carried:

# Project Manager Report

## New Downtown Potential Projects in 2017+

### Introduction

The Project Manager Report this month is more of an expression of what could and hopefully will be, as opposed to what has been, although there have been a number of highlights:

- The installation and unveiling ceremony of the Jay Cochrane Exhibit in Dare Devil Alley featuring the Mayor, MPP, BIA Chair, Constance Cochrane, Bob Bolibruck and other related City staff and Councilors. Guest were invited to Druxy's after the ceremony for snacks and a coffee
- The Humane Society has met with Kieffer Developments re a space for the Cat Centre, and we are awaiting confirmation of the space before proceeding with an agreement between the BIA and the Society regarding subsidizing rent payment.
- The computer has been updated, internet connection established and phone system installed.
- A number of meetings have been attended with COD, Cultural Committee, Cultural Fund Coordinator, Canada Day and Santa Claus Parade organizer, as well as impromptu meetings with members in their place of business or on the street.
- The Video Sign System at the bus terminal was not operating and we contacted the Video-Sign to come in and make recommendations regarding future operations. Their proposal is included in the agenda for today's meeting.
- We are meeting with a professor from CDI, a career college in Toronto, along with his Event Management Students to explore ideas pertaining to the development of an Investment Showcase for Niagara Falls Downtown. The purpose of the showcase is to promote the downtown as an ideal investment location for residential/condominium, commercial, retail and destination development.

## **New Downtown Potential Projects in 2017+**

- a. Investor/Developer Showcase
- b. Small Business Showcase
- c. Niagara Wine and Culinary Centre
- d. Dare Devil Alley Expansion
- e. Mark Twain's Niagara
- f. Niagara Gate Way Cycling Trail and Tour Promotion
- g. Queen and Parkway Signage
- h. Casablanca Tourism Centre - Downtown Marketing
- i. New Video Development
- j. Website Restoration
- k. Liaison with Tourism Niagara
- l. Cross Marketing and Promotions with North End Tourism Attractions
- m. Video Camera Inventory and Maintenance
- n. Flagship Building Enhancements
- o. Tourism-Based Tradeshows
- p. Geo Cache Application for Winning Prizes in Downtown NF
- q. Incentive Marketing Initiative



## Proposal for Downtown Niagara Falls

The purpose of this proposal is to identify the services and related costs involved to upgrade video content on the system at the Erie Street bus terminal, as well as provide on-going maintenance and management services.

### Phase 1

- 1) Edit and integrate the existing 3 mini-videos into 1 video, remove businesses that have closed, add new businesses, and provide "Calls to Action!"
- 2) Add promotional footage, on a monthly basis, as required for special events and promotions such as Springlicious, Canada Day Parade and Celebrations, Santa Claus Parade, etc.
- 3) Liaise with an internet provider to provide a direct line to the player at the Bus Terminal, cost to be paid by the BIA
- 4) Provide a new player with Showcase Software installed to play videos

### Phase 1 Investment

1) Editing, integrating and providing calls to action:	\$ 500
2) Maintaining and adding new footage, as per provided files:	\$ 50
3) Approximate cost for internet installation:	\$ 150
4) Approximate monthly internet cost:	\$ 50
5) New player equipped with software and content:	<u>\$ 400</u>
6) One-Time	\$ 1,050
7) Monthly:	\$ 100

### Phase 2

1. Provide website demonstration video that would feature various aspects of the Downtown website and individual businesses
2. Upgrade website monthly by adding individual business feature pages that call for action and provide more specific info on offerings
3. Provide monthly Website maintenance and upgrades including removal of stores that are no longer in business, new stores, directories update, etc., on a monthly basis

### Phase 2 Investment:

Preparing website demonstration/tour:	\$ 500
Provide upgrades, feature pages and maintenance:	\$ 250
One-Time:	\$ 500
Monthly: Includes Phase 1 monthly	\$ 250

### Other:

- 1) Video Ads at Casablanca Tourist Info/Travel Centre per month:  
(Includes preparation of ads., and is on a 6-month contract) \$ 100