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Windsor, Ontario February 27, 2013

A meeting of the **Windsor BIA Advisory Committee** is held this day commencing at 9:30 o'clock a.m. in Room 405, 400 City Hall Square East, there being present the following members:

Councillor Alan Halberstadt, Chair  
Councillor Percy Hatfield  
Arnold Blaine, Ottawa Street BIA  
Debbie Croucher, Downtown Windsor BIA  
Rochelle Emery-Luckett, Downtown Windsor BIA  
Kerry Ippolito, Ford City BIA  
Tessa Mancini Ruggirello, Erie Street BIA

**Regrets received from:**

Mary Ann Cuderman  
Greg Plante  
Caroline Postma  
Bridget Scheuerman

**Also present are the following resource personnel:**

Chris Aspila, Planner II - Official Plan Review, Policy & Special Studies and Land Information  
Mike Clement, Manager, Parks Department  
Bruno Ierullo, Executive Director of Employment & Social Services  
Constable Mike Jurilj, Windsor Police Services  
Bill Kralovensky, Supervisor of Parking Enforcement  
Helen Lebert, Supervisor, Employment Services  
John Marrocco, Supervisor, Community Programs  
Diane Quinn, Employment & Training Initiatives Manager  
John Wolf, Manager Traffic Operations  
Karen Kadour, Committee Coordinator

**1. CALL TO ORDER**

The Chair calls the meeting to order at 9:30 o'clock a.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

2. **ADOPTION OF THE MINUTES**

Moved by R. Emery-Luckett, seconded by K. Ippolito,  
That the minutes of the meeting of the Windsor BIA Advisory Committee held  
August 31, 2012 **BE ADOPTED** as presented.  
Carried.

3. **DECLARATIONS OF CONFLICT**

None disclosed.

4. **PRESENTATION**

Bruno Ierullo, Director of Employment and Social Services is present to demonstrate how Employment & Social Services has taken an Economic Development, Economic First Approach to assisting employed persons. The approach is very much tied to assisting employers/investors in obtaining qualified individuals for their business, and how employers/investors can access training incentives to offset initial costs.

B. Ierullo distributes a PowerPoint Presentation, attached as Appendix "A" and the salient points of discussion are as follows:

- In 1995, there were 16,000 auto workers. In 2011, there were 6,300 auto workers.
- The percentage of terminations exiting to employment (2004) is 6.65%
- Ontario Works & Employment Ontario – Integration makes sense
  - Additional and Complementary Resources –
  - Attractive to Employers- Makes for an easier sell
  - Advantageous from a Poverty Reduction and Cost Avoidance Perspective
- Challenges include: privacy and information sharing, marketing, seen as a competitor of other EO providers, operational silos, the Ontario Works "stigma", outcomes.
- As of 2012, 137 employers have been enlisted in the program.
- Number of exits due to employment, earnings, ODSP (includes Employment Ontario in 2011 data) – 1,695
- Number of employment placements with training incentives from 2009 to date: 1,468
- 1,422 exits from OW to Employment (2011) \$1 million gross/mo or \$12 m/year savings
- 430 case closures (2011/2012) EO
- \$3.6 million/gross/annually/avoided OW costs (based on \$700/mo/case average cost)
- Every \$4 million in net city savings = 1% tax rate reduction
- The \$15 million gross in OW/EO cost avoidance/savings = \$1.45 million net city cost avoidance/savings

B. Ierullo distributes an information package from Employment and Social Services, attached as Appendix "B".

A. Blaine indicates BIA's have limited budgets and he asks if this initiative can provide workers to maintain the landscaping aspects of the BIA's.

B. Ierullo advises the goal of Employment Services is to provide full time permanent employment.

H. Lebert suggests a proposal be presented to the Ontario Job Creation Partnership to determine the feasibility of developing a landscaping work project in the BIA's.

The Chair notes he will endeavour to work with the Parks Department to consider employing Ontario Works recipients for landscaping maintenance in the BIA's. He suggests that the persons employed could be utilized one day a week throughout the BIA's.

## 5. BUSINESS ITEMS

### 5.1 Commercial Inventory Update

C. Aspila distributes the "2012 BIA Occupancy/Vacancy Summary – September to November 2012", attached as Appendix "B".

C. Aspila advises the vacancy rates from 2007 to 2012 are as follows:

2007	10.3%
2009	16.4%
2012	18.5%

Councillor Hatfield suggests an e-mail be sent to the BIA Coordinators to determine the number of BIA members, the number of retail businesses, the number of vacancies and how many buildings have been demolished.

K. Ippolito indicates that some BIA members "deliberately" choose to keep their building vacant to achieve the lower tax rate.

### 5.2 Blanket Ontario Business Improvement Area Association (OBIAA) Membership

This item is deferred to the next meeting to allow the Manager of Planning Policy to be in attendance.

**ACTION REQUIRED:** The Chair requests the Manager of Planning Policy provide a report outlining the cost and implications of a Blanket Ontario BIA Membership for the next meeting of WBIAAC.

The Chair distributes the "Comparative Property Tax Analysis By Assessment Class" (Source BMA 2012 Municipal Study – Ontario municipalities with populations greater than 100,000), **attached** as Appendix "C".

### **5.3 Tree Grates**

M. Clement succinctly provides the following comments relating to the tree grates in the BIA's:

- Pea gravel finds itself on sidewalks causing a safety issue
- Suggests tree grates be replaced with rubber mulch with an elastic binder – Examples include the tree grates on Wyandotte Street East between George and Drouillard
- Rubber mulch with an elastic binder allows easy absorption of water by the trees, can conform to any shape, easy to install, reduces maintenance, and is made from recycled tires.

### **5.5 Cycling on Sidewalks**

Constable Mike Jurilj, Windsor Police Services (WPS) is present to provide information relating to cyclists riding on city sidewalks. He indicates if police in marked cruisers witness cyclists riding on sidewalks, they have full authority to issue a Provincial offence notice. He states if someone witnesses a recurrent problem with an individual(s) riding on a sidewalk, to simply call the WPS general line and an officer will be sent to patrol the area and to issue tickets.

J. Wolf in consultation with a Staff Sergeant determined no one but the Windsor Police has the authority to detain someone.

The Chair requests WPS provide the number of tickets issued to those cycling on the city sidewalks for 2012.

### **5.6 Grace Period**

J. Wolf states the 5 minutes grace period is built into the parking meters.

A. Blaine asks if the Commissionaire is in the process of issuing a ticket, can the ticket be cancelled if the owner of the vehicle approaches before the completion of the

ticket? B. Kralovensky responds the Commissionaires have been provided the grace to cancel the ticket if the owner approaches before the completion of the ticket. He states if the ticket has been placed on the windshield, it cannot be cancelled.

D. Crocher advises there are "old infrastructure meters" in the DWBIA. She states if a customer comes downtown to shop and arrives at a malfunctioning meter, that person can either stay and risk the possibility of receiving a parking ticket, or move the vehicle to another meter. She notes this practice discourages people from coming downtown.

J. Wolf states the DWBIA is the largest area where meters are jammed with straws, gum and razor blades.

**5.4 Walkable and Livable Communities**

This item is deferred to a future WBIAAC meeting.

**6. DATE OF NEXT MEETING**

The next meeting will be held at the call of the Chair.

**7. ADJOURNMENT**

There being no further business, the meeting is adjourned at 11:17 a.m.

\_\_\_\_\_  
CHAIR

\_\_\_\_\_  
COMMITTEE COORDINATOR

**AGENDA  
and Schedule "A"  
to the minutes of the meeting of the  
Windsor BIA Advisory Committee  
held February 27, 2013  
at 9:30 o'clock a.m.  
Room 405, 400 City Hall Square East**

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1. **CALL TO ORDER**
2. **ADOPTION OF MINUTES**  
Adoption of the minutes of the meeting held August 31, 2012 – *(previously distributed)*
3. **DECLARATIONS OF CONFLICT**
4. **PRESENTATIONS**
  - 4.1 The Executive Director of Employment and Social Services to provide a presentation demonstrating how Employment & Social Services has taken an Economic Development, Economic First approach to assisting employed persons. The approach is very much tied to assisting employers/investors in obtaining qualified individuals for their business, and how employers/investors can access training incentives to offset initial costs.
5. **BUSINESS ITEMS**
  - 5.1 **Commercial Inventory Update**  
Commercial Inventory Update – *to be e-mailed.*
  - 5.2 **Blanket Ontario Business Improvement Area Association (OBIAA) Membership**  
Request the City consider the purchase of a blanket OBIAA Membership
  - 5.3 **Tree Grates**  
Request by J. Charette to replace the red or black rubber chips with patted down pea gravel
  - 5.4 **Walkable & Livable Communities**  
Proposal to invite Dan Burden, Executive Director and Cofounder of the Walkable & Livable Communities Institute to Windsor as part of the Green Speaker Series for the Windsor Essex County Environment Committee. Background Information is *attached.*

5.5 **Cycling on the Sidewalks**

Request by A. Blaine for Commissionaires to be given the authority to enforce the by-law relating to cycling on sidewalks.

**Clerk's Note:** *Representatives from Windsor Police Services have been invited to speak to this matter.*

5.6 **Parking Meters – Five Minute Grace Period**

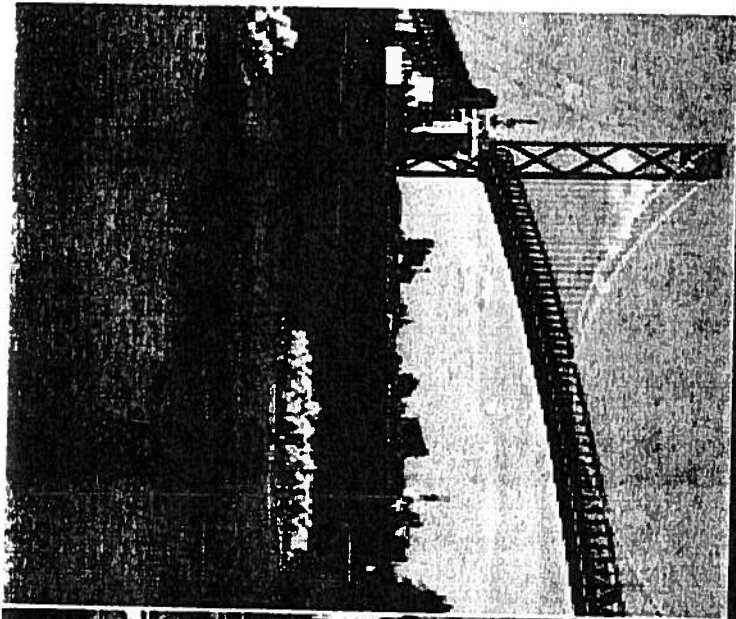
Request by A. Blaine for Commissionaires to provide a 5 minute grace period for parking infractions to be cancelled if the car owner returns as the ticket is being issued.

**Clerk's Note:** *The Manager of Traffic Operations has advised the 5 minute grace period is "built" into the timing mechanism of the meter.*

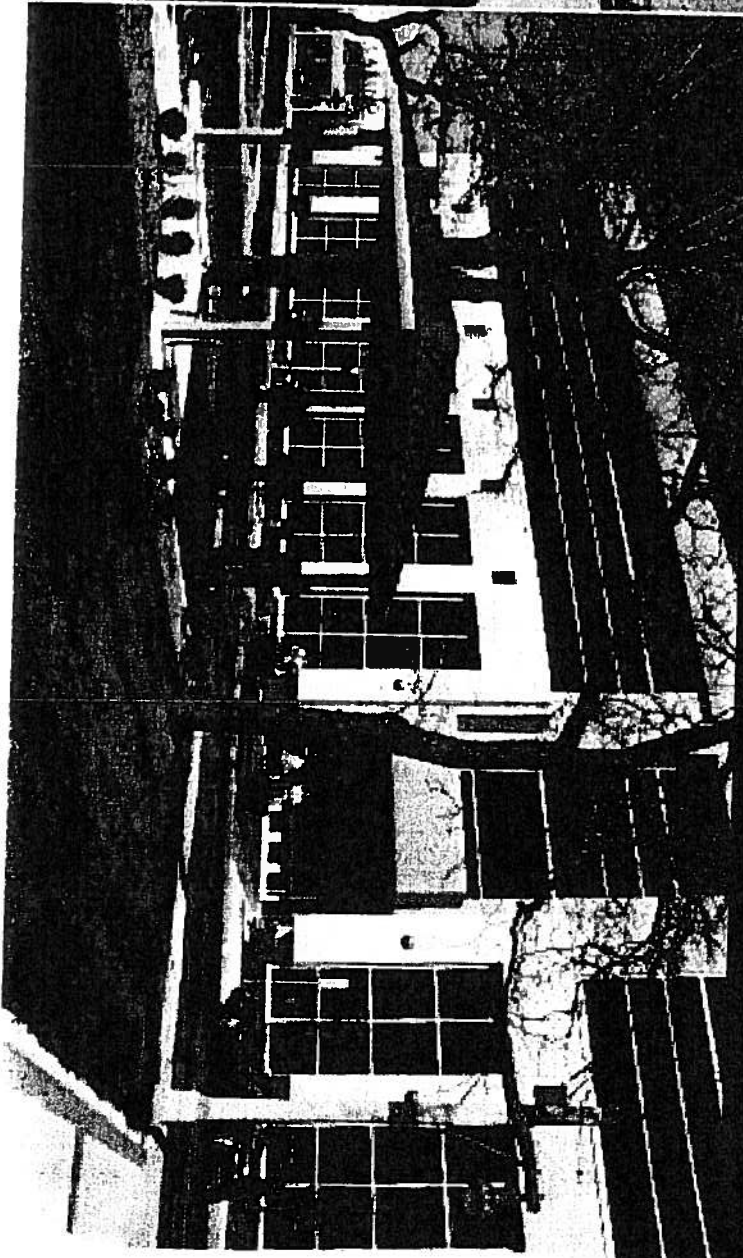
6. **DATE OF NEXT MEETING**

To be determined.

7. **ADJOURNMENT**



THE CITY OF  
**WINDSOR**





**2.2 Lessons Learned:**  
**Integrated Approaches to Addressing Poverty and  
Employment to Create Positive Outcomes for  
Individuals and Families**

**Presenters:**

**Bruno Ierullo**

**Theresa Kralovensky**

**John Marrocco**

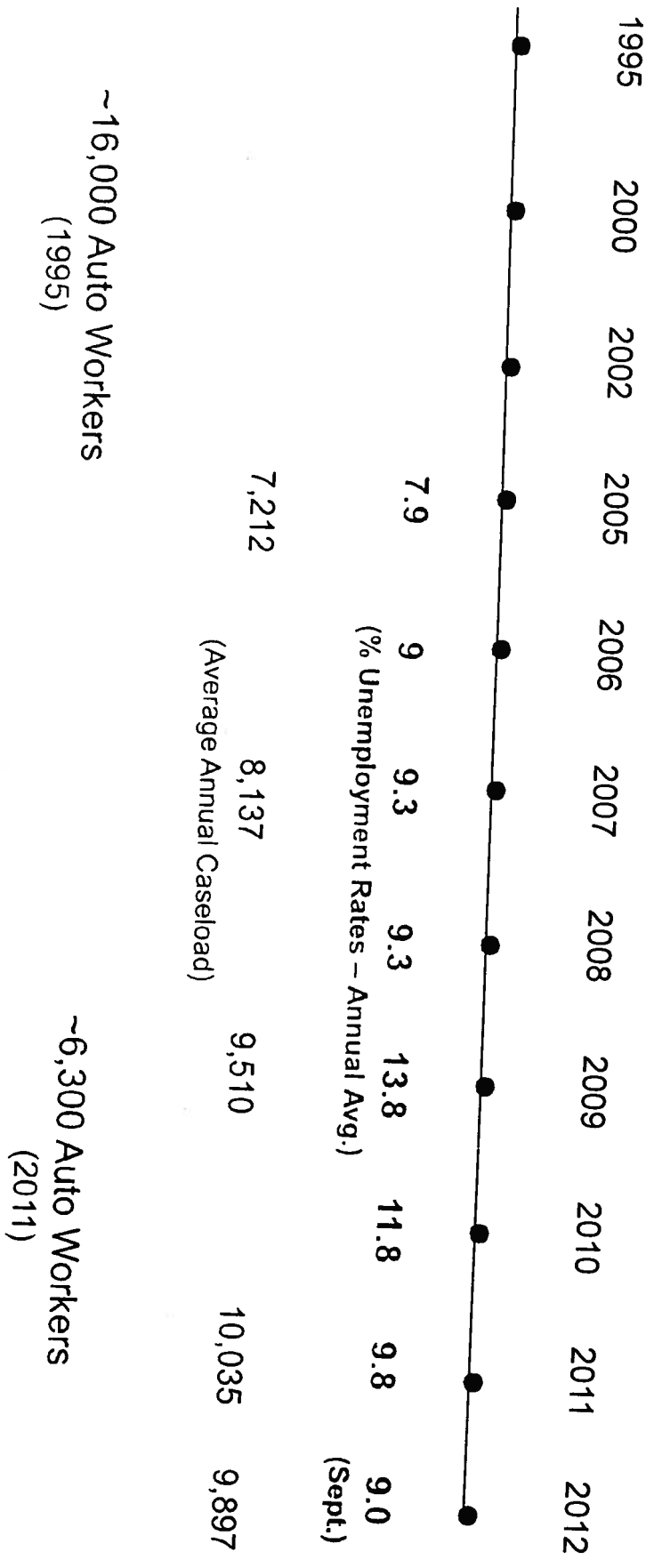
**Helen Lebert**

# **Agenda**

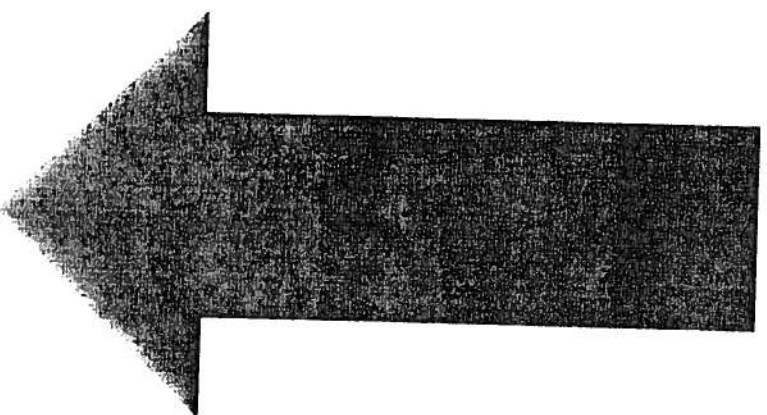
- Introduction
- Background
- Change in Focus
- Integration: Challenges and Opportunities
  - Why CMSM Involvement?
  - Next Steps

# BACKGROUND

## Economy & OW Stats



**Percentage of  
Terminations Exiting  
to Employment  
(2004)**



**6.65%**

# Elements for Engagement

Diversification

Employer/Investor  
Services

Budget  
Reallocation

Economic  
Development

New Partnerships  
& EO

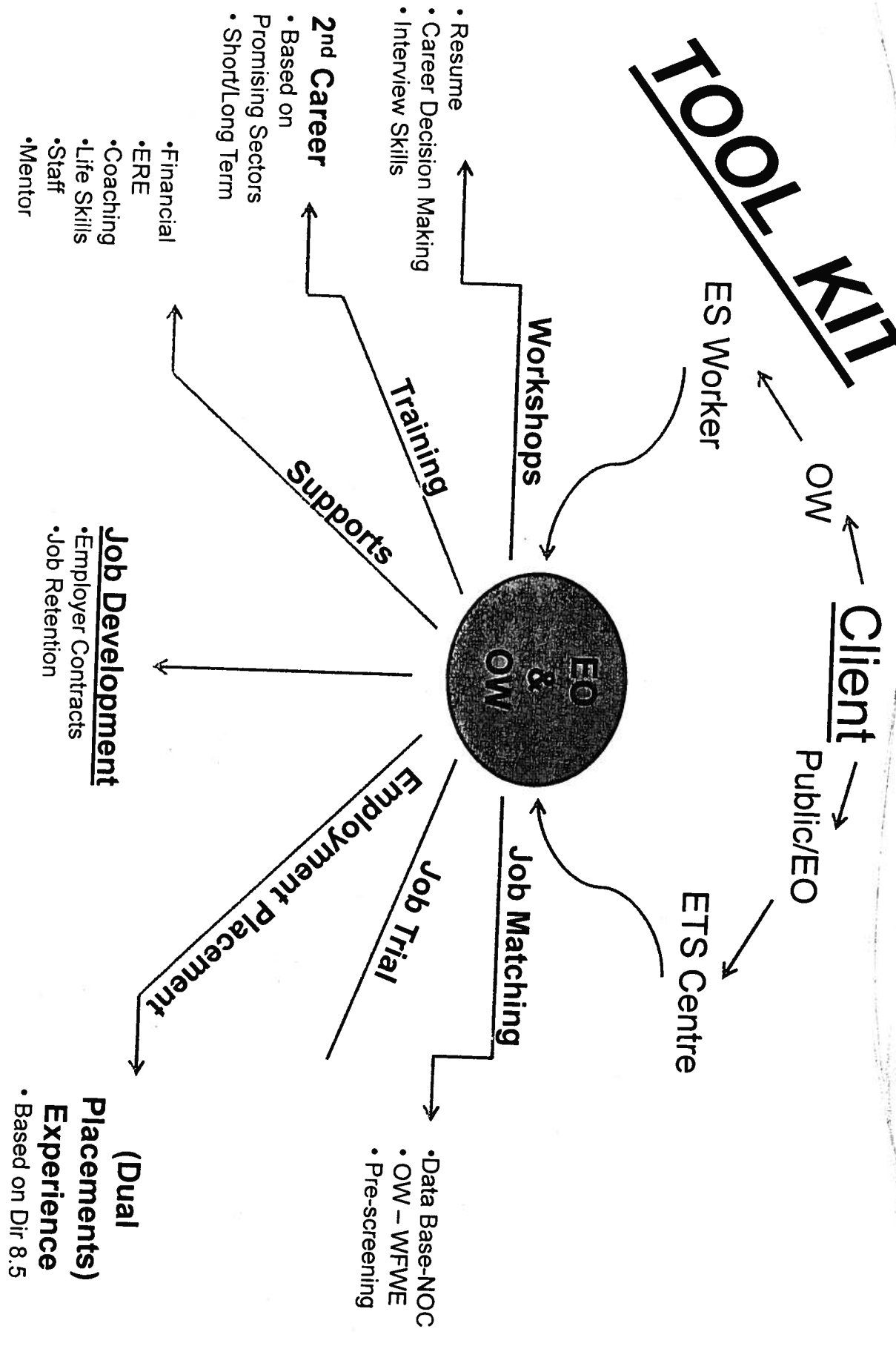
Employment First

Target Vulnerable  
Groups

# **Ontario Works & Employment Ontario Integration Makes Sense...**

- Additional and Complementary Resources – A more Complete Spectrum of Supports & Services
  - Attractive to Employers – Makes for an Easier Sell
- Advantageous from a Poverty Reduction and Cost Avoidance Perspective

# TOOLKIT



# **Why Should CMSM's be Involved** **in Economic Development &** **the Delivery of Employment Ontario?**

Investors often contact municipalities or municipally –funded Economic Development Corp. for services. CMSM's have a lot to offer.

- Integrated Tool Kit - OW/EO
- Employment supports and incentives

Municipalities are:

- “Quality of Life” Focused
- The Local Connector - can best facilitate community partnership - cross sectors

Municipalities help people with needs

- One stop
- Holistic approach



# **CHALLENGES**

- Privacy and Information Sharing
- Marketing
- Seen as a Competitor of Other EO Providers
- Operational Silos
- The OW Stigma
- Outcomes

# **Attitudinal Change**

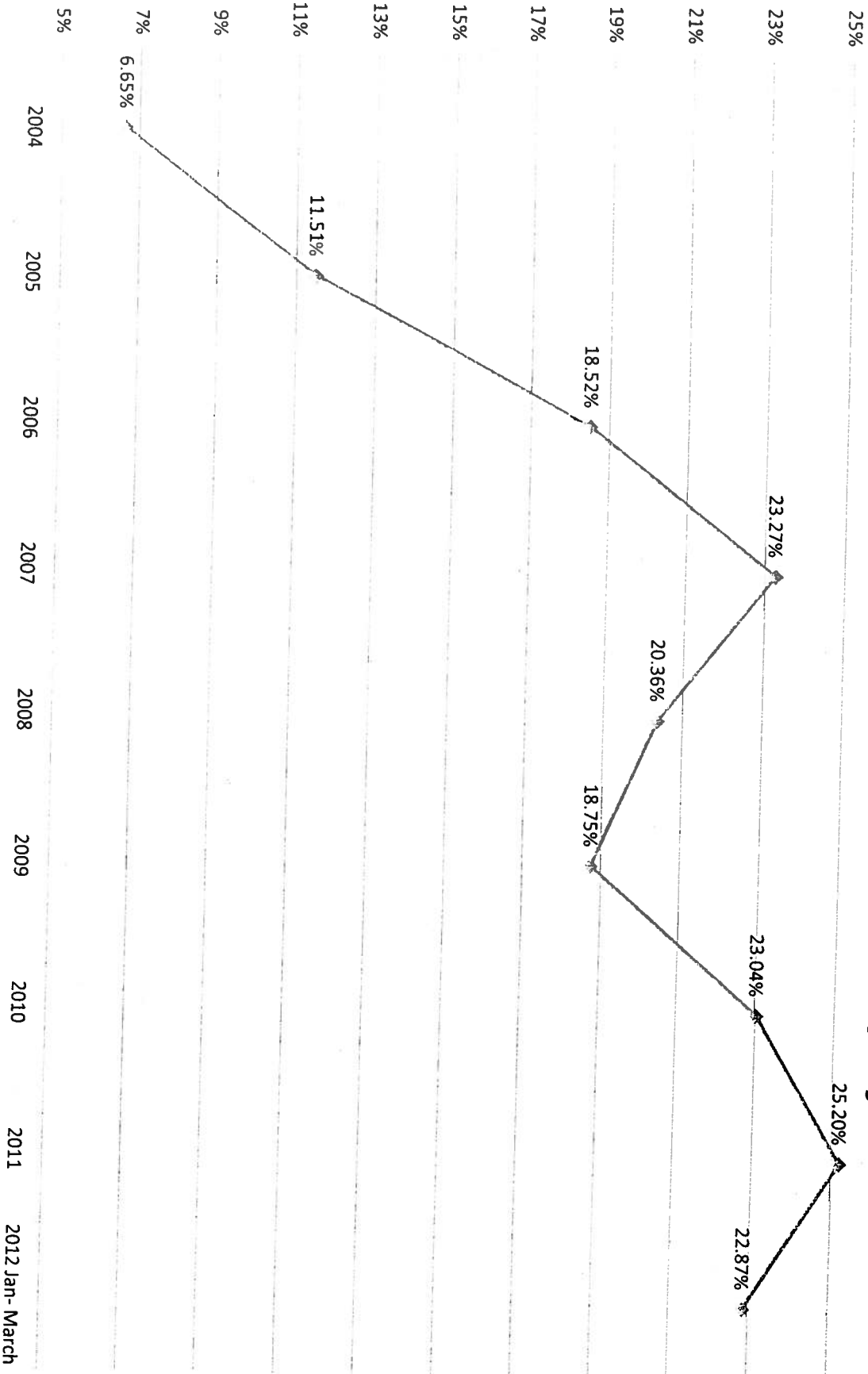
## **Strategic Alliances**

- Economic Development Corp.
- Employment Ontario
- Workforce Windsor/Essex

**De-Stigmatization and Inclusion in the  
Mainstream Workforce**

**Increased Outcomes**

# City of Windsor EA Outcome Percentage of Terminations Exiting to Employment



# **Number of Employers**

**The number of agreements with Employers progressively increased...**

<b>2006</b>	<b>1 Employer</b>
<b>2007</b>	<b>1 Employer</b>
<b>2008</b>	<b>4 Employers</b>
<b>2009</b>	<b>14 Employers</b>
<b>2010</b>	<b>33 Employers</b>
<b>2011</b>	<b>92 Employers</b>
<b>2012</b>	<b>137 Employers</b>

# **Is Anyone Better Off?**

**Number of Exits due to Employment, Earnings, ODSP  
(includes Employment Ontario in 2011 data)**

**1,695**

**Number of Employment Placements with Training  
Incentives from 2009 to-date**

**1,468**

# **The Business Case**

**1,422** exits from OW to Employment (2011)

**\$1 million gross/mo** or **\$12 m/year savings**

**430** case closures (2011/2012) EO

**\$3.6 million gross/annually/avoided OW costs**

Based on \$700/mo/case average cost

# **The Business Case**

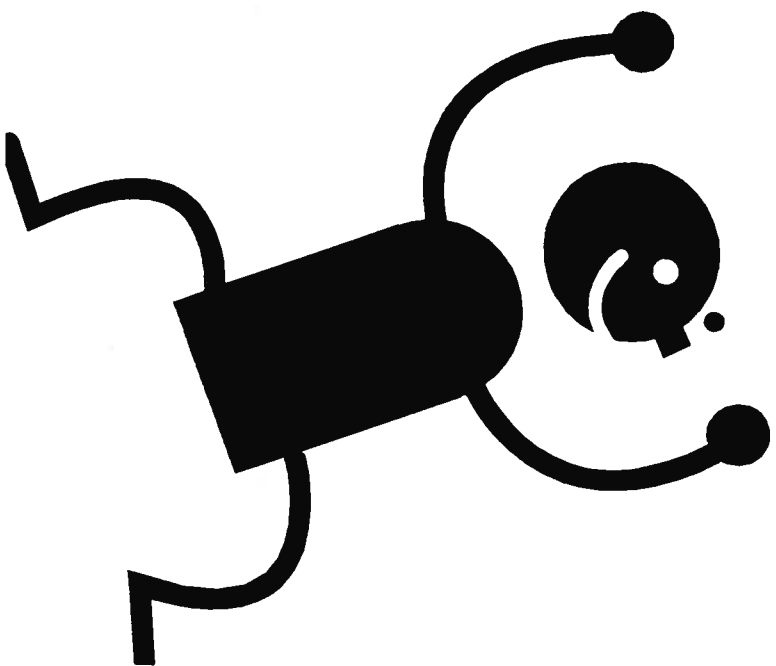
Every \$4 Million in Net City Savings = 1% Tax Rate Reduction

The \$15 Million Gross in OW/EO Cost Avoidance/Savings =  
\$1.45 Million Net City Cost Avoidance/Savings

**OR**

0.36% Reduction in the Tax Rate  
(for 2011)

EXCITING TIMES  
AHEAD





2012 BIA Occupancy/Vacancy Summary

BIA	No Change in Tenant	Tenant Change	Total Vacant	Change to Vacant	Previously Vacant	Change from Vacant	Demolished	New Building	Sub Total	Not Surveyed Yet	Total	Vacancy Rate
Downtown	272	50	98	41	57	41	6	5	415	14	429	23.6%
Erie St	70	12	23	16	7	12	0	0	110	3	113	20.9%
Ford City	64	0	42	5	37	11	0	0	80	1	81	52.5%
Olde Riverside	34	7	8	3	5	5	0	1	50	4	54	16.0%
Olde Sandwich Towne	20	11	12	9	3	0	0	0	40	2	42	30.0%
Ottawa St	86	13	31	11	20	7	0	0	117	6	123	26.5%
Pilette Village	30	11	8	4	4	2	0	0	47	2	49	17.0%
Wyandotte Town Center	124	20	34	12	22	14	0	0	170	1	171	20.0%
Walkerville	54	10	9	1	8	3	0	0	68	9	77	13.2%
<b>BIA Total</b>	<b>754</b>	<b>134</b>	<b>265</b>	<b>102</b>	<b>163</b>	<b>95</b>	<b>6</b>	<b>6</b>	<b>1097</b>	<b>42</b>	<b>1139</b>	<b>24.2%</b>
Non-BIA	2269	381	507	240	267	111	48	29	3078	594	3672	16.5%
<b>City</b>	<b>3023</b>	<b>515</b>	<b>772</b>	<b>342</b>	<b>430</b>	<b>206</b>	<b>54</b>	<b>35</b>	<b>4175</b>	<b>636</b>	<b>4811</b>	<b>18.5%</b>

Source: City of Windsor Planning Department  
February 20, 2013

WBI/AAC  
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**Comparative Property Tax Analysis By Assessment Class**  
 (Source BMA 2012 Municipal Study - Ontario municipalities with populations greater than 100,000)

	Unit of Measure	2012 Property Taxes City of Windsor	2012 Average of Comparative Municipalities	Windsor Taxes % Above / Below Comparative Average
Residential- detached bungalow, 1,200 sq. ft.	Per house	2,957	3,378	-12.5%
Residential- senior executive home, 3,000 sq. ft.	Per house	6,202	5,931	4.6%
Multi Residential- walk-up apartments	Per unit	1,363	1,494	-8.8%
Multi Residential- mid/high-rise apartments	Per unit	1,800	1,694	6.3%
Commercial- office buildings	Per sq.ft.	2.30	3.39	-32.2%
Commercial- neighbourhood shopping	Per sq.ft.	3.85	4.19	-8.1%
Commercial - hotels	Per suite	1,699	1,890	-10.1%
Commercial- motel	Per suite	1,590	1,376	15.6%
Industrial- standard, below 125,000 sq. ft.	Per sq.ft.	1.78	2.04	-12.7%
Industrial - large, above 125,000 sq.ft.	Per sq.ft.	1.79	1.45	23.4%
Industrial- vacant land	Per acre	3,681.0	5,301.0	-30.6%