

Windsor, Ontario November 22, 2016

A meeting of the **Windsor BIA Advisory Committee** is held this day commencing at 4:30 o'clock p.m. in Room 407, 400 City Hall Square East, there being present the following members:

Councillor Rina Bortolin, Chair
Councillor Paul Borrelli
Councillor Chris Holt
Debi Croucher, Downtown Windsor BIA
David Grimaldi, Olde Sandwich BIA
Sarni Mazloum, Wyandotte Street BIA
Greg Plante, Pillette Village
Filip Rocca, Erie Street BIA
Jake Rondot, Walkerville BIA
Bridget Scheuerman, Ford City BIA and Olde Riverside BIA, Vice Chair

Also present are the following resource personnel:

Michael Cooke, Manager of Planning Policy
Matthew Johnson, Economic Development Officer
Karen Kadour, Committee Coordinator

1. CALL TO ORDER

The Chair calls the meeting to order at 4:33 o'clock p.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

2. DECLARATIONS OF CONFLICT

None disclosed.

3. ADOPTION OF THE MINUTES

Moved by Councillor Holt, seconded by B. Scheuerman,
That the minutes of the Windsor BIA Advisory Committee of its meeting held
March 3, 2016 **BE ADOPTED** as presented.
Carried.

4. **BUSINESS ITEMS**

The document entitled "Trailblazing & Identification Sign Policy" is distributed and **attached** as Appendix "A". Highlights of the document relating to the business improvement areas are as follows:

- BIA's may apply for trailblazing or identification signs according to the following criteria:
 - Maximum of four locations jointly agreed between the BIA and the City Engineer
 - Design (colour and wording) to satisfaction of BIA's and the City on 12" x 36" sign blank
 - Cost of production and installation (including ongoing maintenance and replacement) recovered from the requesting BIA's)

The following comments are provided regarding trailblazing signage:

- Suggestion to work with the Senior Manager of Traffic Operations to develop a signage strategy for all of the BIA's
- The Trailblazing & Identification Sign Policy is quite outdated and a suggestion is proposed to update the policy.
- Trailblazing signage is orderly roadway signage that guides vehicles along a route.
- Important to establish a "brand" for the respective BIA's in terms of entry/exit signage.
- Way-finding guides people through an area or environment.
- How to do the BIA's attract new visitors to their areas.
- The differentiation between trailblazing and way-finding is defined as - trailblazing is "automobile based" and way-finding is "pedestrian based".

M. Johnson volunteers to work with the BIA's regarding trailblazing/way-finding signage. He adds the Ministry of Tourism and Culture has funding for specific signage projects. An update will be provided at the next meeting of WBIAAC.

M. Cooke indicates there is a BIA Assistance Program which may be available to help to cover the cost to have signage fabricated and installed.

4.2 Joint Advertising or Similar Joint Promo Initiatives

4.3 Promotion of Pass_Qort Purchase for U.S. Customers

It is generally agreed Item 4.2 and Item 4.3 be discussed jointly. Comments relating to joint advertising and the promotion of passport purchase for U.S. customers are provided as follows:

- Suggestion to work with the U.S. to assist American citizens in acquiring passports that will allow them to visit the City of Windsor.
- It is noted 75% of U.S. citizens do not have passports. Suggestion for BIA's to advertise in the U.S. that they will assist them in obtaining a passport.
- Marketing strategy to "supersize your driver's licence" which will assist U.S. citizens in receiving a discounted enhanced driver's licence (derived from the BIA operating budgets).
- Suggestion for Tourism Windsor Essex Pelee Island (TWEPI) to assist in an advertising campaign to entice U.S. citizens to visit the BIA's and to invite Gordon Orr, CEO of TWEPI to present to WBIAAC at a future meeting as connections have been established with the U.S. media.
- A mechanism is required to transport U.S. citizens between the BIA's.
- Asks if there is interest in a collective buy-in with the BIA's for an advertising campaign of \$100,000 plus to promote U.S. visitors coming to the City of Windsor.
- It is proposed the BIA's approach their respective boards to determine if there is an interest in pursuing an advertising campaign.

D. Croucher states in the fall 2016, she met with the BIA's, TWEPI and the Windsor Essex Development Commission to develop an initiative to bring people to the BIA's for dinner and shopping. Although funding in the amount of \$120,000 was available, they could not confirm commitments from organizations, i.e. Casino Windsor and Devonshire Mall to participate in this initiative. She adds she has metrics from this fall campaign which will be shared with the BIA's.

Moved by Councillor Borrelli, seconded by J. Rondot,

That Gordon Orr, CEO, Tourism Windsor Essex Pelee Island **BE INVITED** to attend the next meeting of the Windsor BIA Advisory Committee on a date and time to be determined to provide a presentation relating to a Joint Advertising Campaign with the U.S. to promote the business improvement areas in the City of Windsor.

Carried.

J. Rondot puts forth a proposal to charter buses to bring patrons from the Casino (during seasonal and large events, i.e. FINA) to the various BIA's. It is generally agreed M. Johnson will investigate the feasibility of this concept and will report back.

4.4 Small Business Seminars for Web Presence - Work with the Windsor Essex Economic Development Commission

The Chair advises it is important that small businesses maximize their presence, i.e. the Yellow Pages assist small businesses in maximizing their presence on websites. He suggests contacting the Windsor Essex Economic Development Commission and the WEtech Alliance to request a seminar be held in the Spring 2017 for small businesses within the BIA's. He adds topics of discussion at the seminar will include web presence and social media.

4.5 Coordination of Festivals (Dates to Avoid Overlap)

The Chair recommends event dates within the BIA's be shared with the BIA's to avoid an overlap of same day events.

5. NEW BUSINESS

Councillor Holt requests the report entitled "CQ34/2014 Responses - Progressive Options for Compact & Walkable Communities" from the City Planner dated November 4, 2016 be e-mailed to WBIAAC for information purposes.

In response to a question asked by D. Croucher regarding Open Streets 2017 and if budget dollars for this event should be set aside, M. Cooke responds Open Streets 2016 was a pilot project and a report outlining the logistics of going forward, will be presented to Council early in 2017.

D. Croucher asks if budget dollars should be set aside for the 2017 hanging baskets/planters program. The Chair states this is dependent on the outcome of the 2017 budget deliberations of City Council.

6. D A T E O F N E X T M E E T I N G

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

7. ADJOURNMENT

There being no further business, the meeting is adjourned at 6:26 o'clock p.m.

CHAIR

COMMITTEE COORDINATOR

AGENDA
and Schedule "A"
to the minutes of the meeting of the
Windsor BIA Advisory Committee
held Tuesday, November 22, 2016
at 4:30 o'clock p.m.
Room 407, 400 City Hall Square East

1. **CALL TO ORDER**

2. **DECLARATIONS OF CONFLICT**

3. **ADOPTION OF MINUTES**

Adoption of the minutes of the meeting held March 3, 2016 **-(attached)**

4. **BUSINESS ITEMS**

4.1 **Way-Finding Update and Discussion**

4.2 **Joint Advertising or Similar Joint Promo Initiatives/Cooperation**

4.3 **Promotion of Passport Purchase for U.S. Customers**

4.4 **Small Business Seminars for Web Presence - Work with the Windsor Essex Economic Development Commission**

4.5 **Coordination of Festivals (Dates to avoid overlap)**

5. **NEW BUSINESS**

6. **DATE OF NEXT MEETING**
To be determined.

7. **ADJOURNMENT**

TRAILBLAZING & IDENTIFICATION SIGN POLICY

I. CITYWIDE TRAILBLAZING

Applicants requesting the provision of special guide signing must be primarily a tourist attraction. Retail-oriented developments such as shopping centres, restaurants, hotels and motels are not eligible.

To qualify, such an establishment must have a reception structure and controlled entrance, and must maintain an exclusive parking area containing not less than 500 parking spaces.

Regional and International Transportation Facilities also qualify. Facilities outside the City of Windsor boundary qualify for trailblazing from Bridge and Tunnel only.

Trailblazing signs shall consist solely of the name and/or symbol of the establishment, plus a separate directional arrow.

The appearance of the sign shall be generally consistent with standards used by road authorities. Signs shall be fabricated from standard gauge aluminum sign stock and shall preferably be reflectorized.

Schedule A lists currently approved facilities.

2. BUSINESS IMPROVEMENT AREAS

BIA's may apply for trailblazing or identification signs according to the following criteria:

- maximum of four locations
- jointly agreed between the BIA and the Commissioner of Traffic Engineering
- design (colour and wording) to satisfaction of BIA's and 12" x 36" sign blank
- cost of production and installation (including on-going maintenance and placement) recovered from requesting BIA's

3. STREET NAME SIGNS

District, Areas or Neighbourhood may apply for street names which may include a special colour scheme or identifying logo on a standard street name sign blank, with minimum 4 inch reflective lettering. Schedule B lists approved areas.

4. ADMINISTRATION OF THE PROGRAM

Guide signs shall be manufactured and erected by the City of Windsor Traffic Engineering Department at the applicant's cost:

It shall be clearly understood by the applicant that if it shall subsequently be determined that the conditions originally warranting the erection of special guide no longer exist, that permission may be withdrawn and the signs removed at the applicant's cost.

All applications shall be reviewed by the Commissioner of Traffic Engineering and the General Manager of the Convention & Visitor's Bureau, with approval by City Council.

SCHEDULE "A";

ATTRACTIONS INSIDE THE CITY

1. Jackson Park
2. Riverfront Parks (Windsor Sculpture Gardens; Dieppe Park, Peace Fountain)
3. City Centre
4. Art Gallery of Windsor
5. Casino Windsor
6. Windsor Raceway

ATTRACTIONS OUTSIDE THE CITY

1. Point Pelee National Park
2. Jack Miner's Bird Sanctuary

SCHEDULE "B"

AREAS FOR STREET NAME SIGNS

- Casino District
- Southwood Lakes
- City Centre
- University of Windsor