

# WELCOME! ANNUAL GENERAL MEETING 2024

November 5, 2024



OLDE RIVERSIDE  
BUSINESS IMPROVEMENT ASSOCIATION



# ABOUT THE BIA



OLDE RIVERSIDE  
BUSINESS IMPROVEMENT ASSOCIATION

# WHAT IS THE BIA?

- ▶ A Business Improvement Area (BIA) consists of commercial properties and their non-residential tenants within a defined boundary. The individuals and corporations who own these commercial properties or the businesses within them make up the BIA Membership.



## WHAT WE REALLY DO

The Olde Riverside Business Improvement Association (BIA) is a small organization of committed business owners and managers that play a vital role in the prosperity and beautification of Olde Riverside. Committed to enhancing the overall economic development and vibrancy of the community, the Olde Riverside BIA functions as a collective voice for local businesses.

By fostering collaboration and cooperation among its members, the BIA works to create a welcoming and thriving business environment. Through strategic initiatives, such as streetscape beautification, promotional campaigns, and community events, the Olde Riverside BIA enlivens the Riverside core and attracts both residents and visitors alike.



Whether it is supporting local entrepreneurs, organizing a holiday walk, or partnering with community stakeholders, the Olde Riverside BIA is dedicated to showcasing the unique small-town charm and character of Olde Riverside.

**WHAT WE REALLY DO**

*Your Current*

 **BOARD MEMBERS**



**OLDE RIVERSIDE**  
BUSINESS IMPROVEMENT ASSOCIATION

# Board of Directors



**Laura Tucker**  
CHAIR  
June 2024 - present



**Chris Ryan**  
CHAIR  
2023 - June 2024



**Pete Mazza**  
VICE CHAIR



**Jo-Anne Gignac**  
CITY COUNCIL  
REPRESENTATIVE



**Olivia Ryan**  
SECRETARY



**Cathy Hendy**  
DIRECTOR



**Jack Quimby**  
DIRECTOR



**Chantel Russette**  
DIRECTOR



**Nicole Thompson**  
DIRECTOR



**Markie Tuckett**  
DIRECTOR

# Staff



**CANDYCE MOLLARD**

COORDINATOR

February 2024 - present





## Beautification

Cathy Hendy  
Markie Tuckett

## Special Events

Cathy Hendy  
Pete Mazza  
Chantel Russette  
Olivia Ryan

## Marketing & Promotion

Chantel Russette  
Olivia Ryan  
Nicole Thompson  
Markie Tuckett

## Membership & Community Outreach

Laura Tucker  
Markie Tuckett

## Policy & Advocacy

Jack Quimby  
Laura Tucker

**SUBCOMMITTEES**



# COMMITTEE REPORTS



OLDE RIVERSIDE  
BUSINESS IMPROVEMENT ASSOCIATION

## ADVOCACY & POLICY

We are excited to announce that we have **joined the Ontario Business Improvement Area Association (OBIAA).**

OBIAA is a network representing unique and vibrant BIAs across Ontario. The organization supports and advocates for its members by fostering strong relationships and partnerships. As a leader in developing and sharing information, tools, resources, and best practices, OBIAA serves as the united voice on common issues for BIAs throughout the province.

This is an organization that many of our local BIAs are members of, and joining will provide our coordinator, Candyce, with valuable support and extra resources to help our BIA continue to thrive.

- ▶ In June, Candyce spoke at a City Council meeting on behalf of the Policy and Advocacy Sub-Committee, expressing our support for the proposed road diet on Wyandotte St. E.
- ▶ City of Windsor staff will explore extending a bike path along Riverside Drive instead of narrowing Wyandotte Street East between Walker Road and Lauzon Road.
- ▶ Council's decision at the June meeting ends a decades-long battle over protected bike lanes on the street as part of a road diet.

- ▶ Additionally, we were contacted by the CEO and founder of **Period Pin**, an organization dedicated to making it easier for individuals to find free hygiene products when needed. We discussed this opportunity at our last board meeting, and one of our members expressed interest in having a Period Pin station placed near her business. We are currently working on finalizing the details, and it's worth noting that this initiative will come at no cost to the BIA.



**Period Pin**


<https://periodpin.ca/mission/>

- ▶ Candyce also continues to meet with various community stakeholders on a regular basis as a commitment to provide our business owners with information that would be useful to them.



## EVENTS | Open Streets

September 22 marked the first year Riverside had the incredible opportunity to participate in Open Streets Windsor—a vibrant celebration of community, culture, and wellness put on by the City of Windsor.



This annual event invited residents and visitors to discover and enjoy the unique neighbourhoods that define our city, including our entire BIA as part of the Olde Riverside HUB.

For a few hours, the streets swapped car traffic for foot traffic, offering a rare opportunity for the community to connect, engage, and explore our businesses.



- ▶ Rather than host our fall event this year, the board decided to make use of the closed streets and make our HUB a huge hit of **Open Streets**. We used our allocated funding to add entertainment and activities along our BIA to increase foot traffic to our area and give our businesses plenty of opportunity to sell their wares, and engage with and keep the participants nourished with our culinary offerings.







- ▶ Activities/entertainment included live music, a community art project, a magician, face painting, street/carnival games and more. The BIA and over a dozen participating members distributed over 1000 giveaways to participants while enjoying the unique engagement opportunity. Giveaways included cookies, safety lights, bubble wands and more.



## Open Streets

ITEM	EXPENDITURE
Activities/Entertainment	\$3,646.04
Advertising/Promotion	\$399.59
Member Participation/Giveaways	\$4,439.22
GRAND TOTAL:	\$8,484.85

▶ The Holiday Walkabout is scheduled for Saturday, December 7th. We are partnering with the Royal Canadian Legion Branch 255 to host Santa and Mrs. Claus, inviting people to come by and have their photo taken with them. We're also encouraging visitors to make monetary donations to the Children's Aid Society (CAS), as Santa and Mrs. Claus have been foster parents for years and hold a special place in their hearts for CAS.



## MEMBERSHIP

In June, the membership committee hosted our second-ever **"Member Meet & Greet"**, where current BIA members and new business/property owners came together at the Timber + Plumb showroom.



It was a professional yet engaging event that allowed attendees to network and build valuable connections including City Councillor Joanne Gignac and Constable Sean Patterson.



- ▶ The membership committee also launched our new “Welcome Gift” program, featuring Olde Riverside-branded items - mugs and pens. It’s a thoughtful way to welcome new members and help them feel a part of a community. Our goal with this program is to create a bridge between the BIA and new businesses and property owners moving into the area, fostering connections that can benefit everyone. It will include the coordinator's business card, a listing of the board of directors, and if needed, a window decal.



Members were asked to rate the importance of various initiatives and activities for the BIA, ranging from most important to least important. Here's a breakdown of the results:

### Most Important

- Lighting and Property Maintenance were rated as the top priorities for our members.
- Grant Support/Education and Marketing/Advertising your business were also considered very important, following closely behind.

### Somewhat Important

- Benches, Street Pole Banners, and Murals/Community Art were rated as moderately important by the respondents

### Least Important

- Holiday Events and Gardens were seen as the lowest priorities for our members.

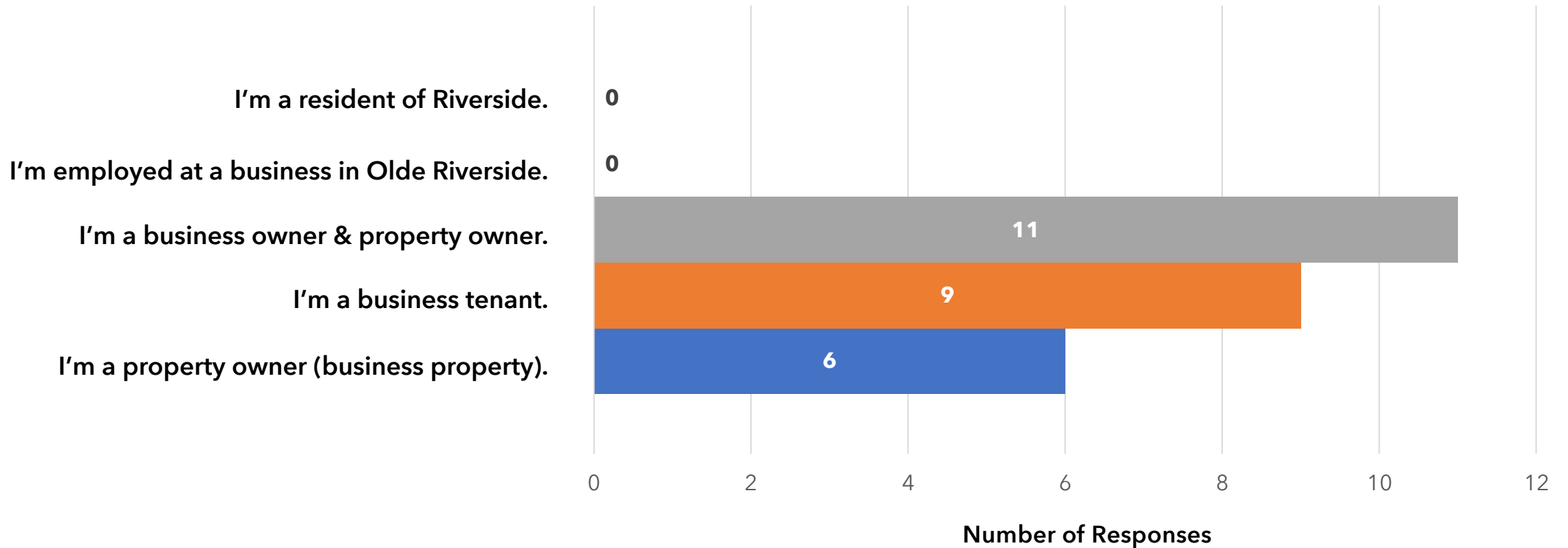


### Member Feedback Highlights:

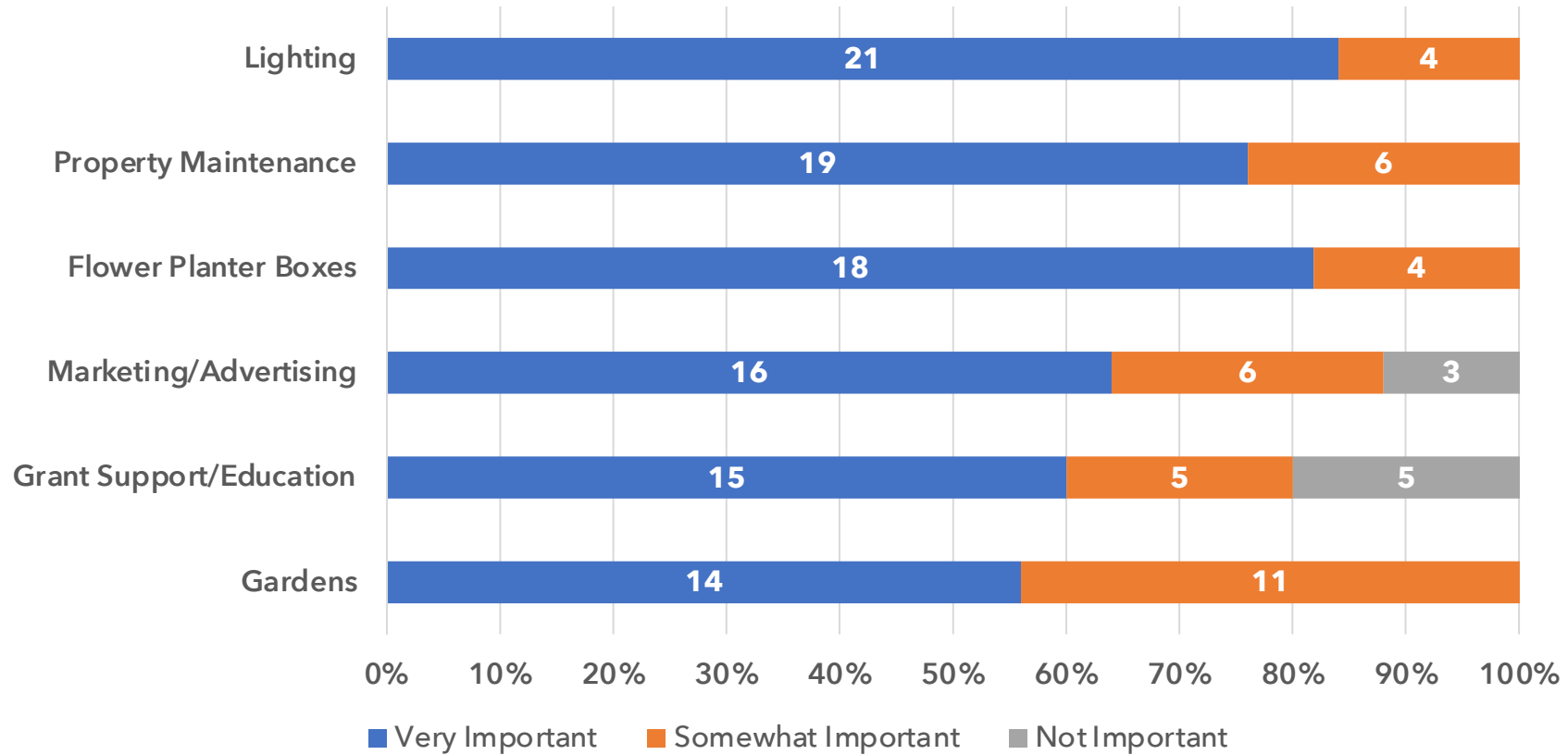
- ▶ Appreciation for the focus on areas that matter most and recognition of a job well done this year.
- ▶ Positive feedback on last year's window holiday decorating and winter window art.
- ▶ Suggestions to consider a street closure for events and a desire to slow down traffic on Wyandotte Street.
- ▶ Interest in more beautification efforts, including requests for murals on large building walls.
- ▶ Encouragement to keep up the great work, with gratitude expressed for the efforts made this year.

**Overall, the feedback emphasizes the importance of focusing on initiatives like lighting, property maintenance, and beautification while recognizing the need for continued engagement and support for businesses in the area.**

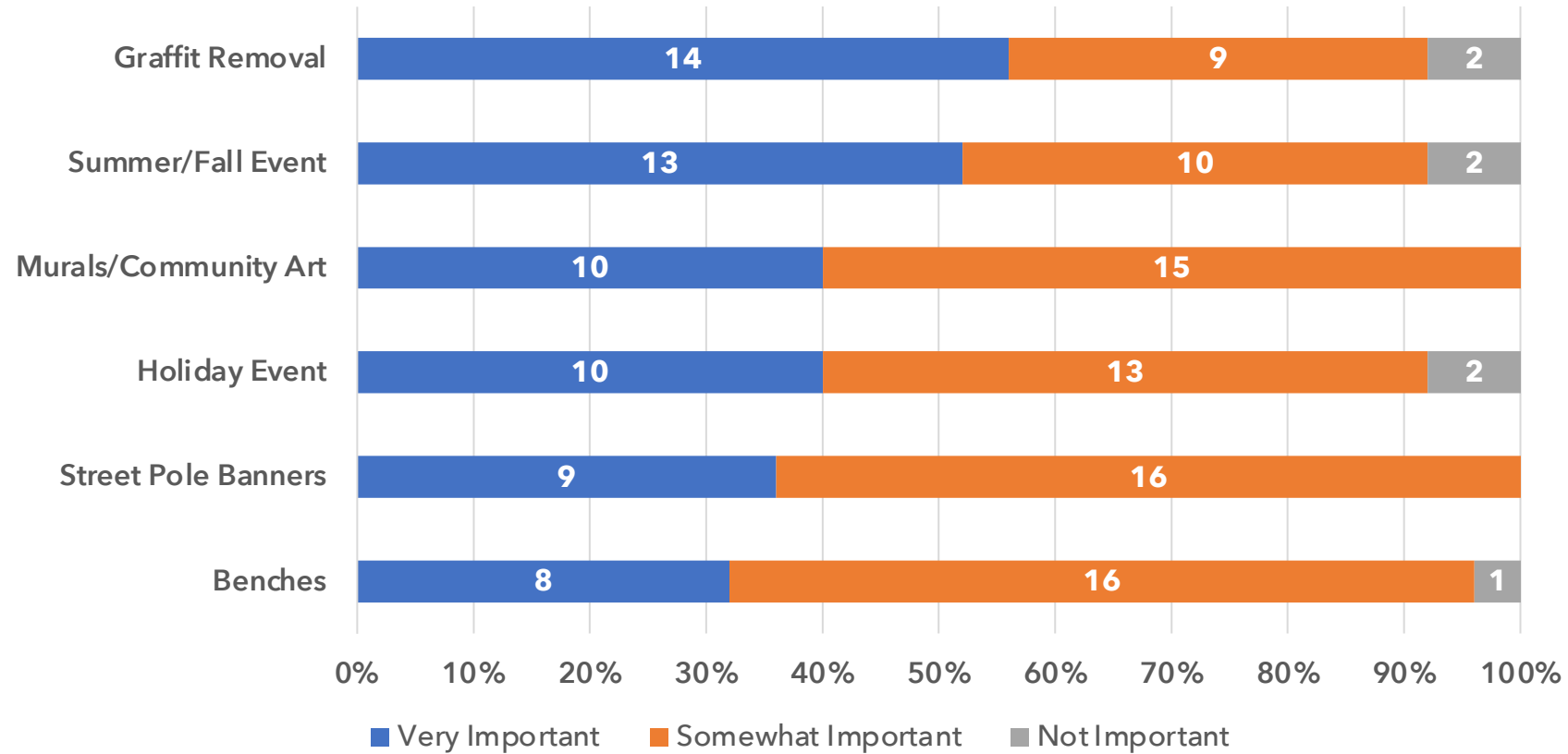
Please describe your relationship to Olde Riverside.



How important are the following initiatives to you:



How important are the following initiatives to you:



## BEAUTIFICATION

The beautification committee maintained **custom planters** for members this year including ensuring they were watered throughout the summer months. We hope you have enjoyed the colourful sidewalks as much as we have.



- ▶ The entire sidewalks in the BIA were power-washed in June 2024 and the benches that needed repair were repaired, painted and re-installed by the City of Windsor. Solar lights were added to the planters and gardens to increase the ambience at night.
- ▶ The committee hired a horticultural student from St. Clair College to manage the planter beds and gardens and there is a plan in place to enhance these planters in Spring 2025 with the City of Windsor planting the requested perennials for us in their greenhouses at no additional fee.

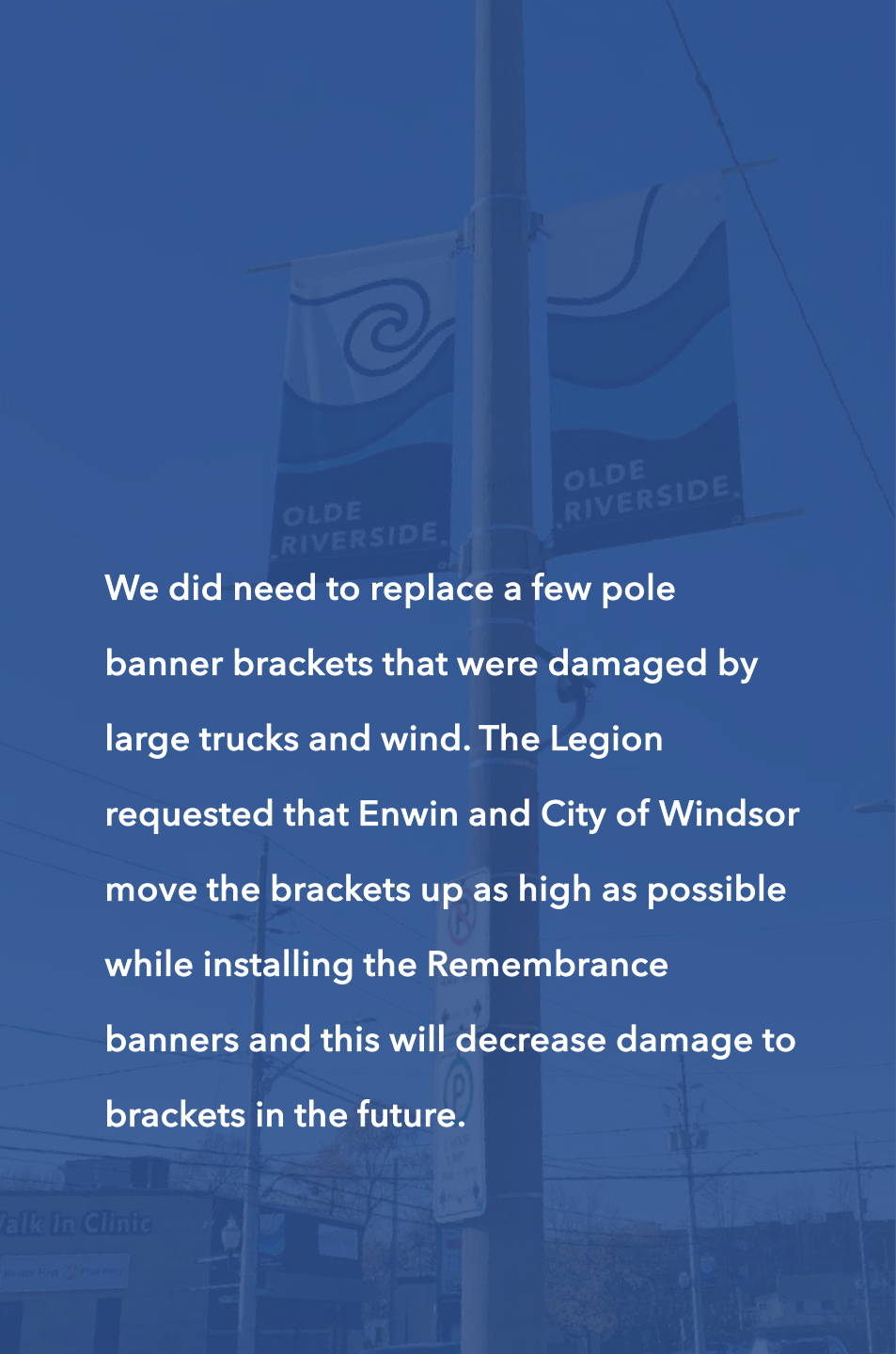
# BEAUTIFICATION

- ▶ Our Board recently voted in favour of awarding our winter arrangement planter boxes to Bex Design Co. We are excited to see them when they arrive!
- ▶ The committee has decided to continue with the planters for 2025 and we look forward to continuing our efforts to improve our area.



## CAPITAL

We had earmarked a portion of the capital budget for **bench repairs and maintenance**; however, there was no cost for these repairs so the majority of the capital budget will be carried over to 2025.



We did need to replace a few pole banner brackets that were damaged by large trucks and wind. The Legion requested that Enwin and City of Windsor move the brackets up as high as possible while installing the Remembrance banners and this will decrease damage to brackets in the future.

## Banner Project

- ▶ For the families of those featured on the Remembrance Banners, the BIA is providing replica posters. The BIA will have two copies printed, one to go up in the windows of our businesses and the second will be the copy for the respective family. These posters will be distributed in November.

There will Remembrance week events happening that have been organized by the Royal Canadian Legion Branch 255.





# FINANCIALS



OLDE RIVERSIDE  
BUSINESS IMPROVEMENT ASSOCIATION

<b>CATEGORY</b>	<b>2024 BUDGET</b>	<b>PROJECTED ACTUAL*</b>	<b>BALANCE</b>
Administration	\$18,500	\$17,793	\$707
Advertising/ Marketing	\$12,000	\$6,044	\$5,956
Capital	\$14,000	\$1,894	\$12,106
Communications	\$500	\$1,206	-\$706
Maintenance/ Beautification**	\$17,500	\$22,012	-\$4,512
Promotions/ Events	\$26,000	\$24,165	\$1,835
<b>GRAND TOTAL:</b>	<b>\$88,500</b>	<b>\$73,114</b>	<b>\$15,386</b>

\*Numbers updated as of November 18, 2024

\*\*Includes Winter Planters, not yet paid

**FINANCIALS | Budget for 2025**

CATEGORY	PROJECTED ACTUAL FOR 2024*	2025 PROPOSED BUDGET
Administration	\$17,793	\$30,811
Advertising/ Marketing	\$6,044	\$9,500
Capital	\$1,894	\$5,000
Communications	\$1,206	\$1,281
Maintenance/ Beautification**	\$22,012	\$33,000
Promotions/ Events	\$24,165	\$8,000
<b>GRAND TOTAL:</b>	<b>\$73,114</b>	<b>\$87,592</b>



 **THANK YOU**



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