

**Minutes of the Meeting of the  
Board of Management (the “Board”)  
of the Welland Downtown Business Improvement Area (the “Corporation”)  
of the City of Welland (the “city”)  
held on Monday, January 9th, 2017  
Civic Square 108/109 – 60 East Main St. Welland at 5:30 p.m.**

---

**Board Members Present:** D. Bujold-Wright, J. Eisen, H. Hudson, L. Spinosa, S. Billyard, J. Chiochio and A. Stockler

**Board Members Regrets:** B. Fokkens, B. Herchmer and K. Jones

**Executive Director:** S. Hicks

**Recording Secretary:** J. Bujold

**Welcome - Call to Order**

S. Billyard, Acting Chair, and called the meeting to order at 5:38 p.m.

**Acceptance of Agenda.**

**“BE IT RESOLVED that the agenda be accepted as written.”**

Proposed by: H. Hudson

Seconded by: J. Eisen

**Motion carried**

**Declaration of Conflicts**

Councilman J. Chiochio declares a Conflict regarding Rose Festival and as such will abstain from any vote.

**Board of Directors General Meeting Minutes from December 5th, 2016**

Correction under Executive Director’s Report Social Media section to amend lives to likes.

**“BE IT RESOLVED that the Board of Directors accepts the minutes of the General Meeting of December 5<sup>th</sup> as amended.”**

Proposed by: L. Spinosa

Seconded by: J. Eisen

**Motion carried**

## **Delegation – Representatives of the Board of the Rose Festival**

Jeff Ward; VP, Karen Bless; President and Mike Swords, Chair of the Parade were present. Karen spoke on their behalf.

Information shared is the relocation of the Street dance from Market Square to the corner of East Main & Cross Streets. Handle Bar Hanks to carry liquor permit. Patty's Restaurant will remain open during the Street dance. The music will be provided by main band with an opening act. First band will cater to family and couples and main event towards younger group. Craft vendors only will be in the area with different demographics.

Festival is considering bringing back woodcarvers with one of the objectives to care a mile-long dragon that is entering and exiting the earth. The carving would be held at Merit Park and over a 3-day period. Sponsorship is the focus now. The event will be held the same weekend as parade. Better organized than last year. Looking for sponsorship for both events from BIA. 5 woodcarving pieces will be dedicated to the City for the 150<sup>th</sup>. There will be a permanent piece at the rowing centre. Marketing Package with 91.7 FM, Twitter, YouTube, Facebook and the website will be kept up to date along with newspaper. Currently approaching the City, Casino Niagara, No-Frills. Leon's and Zehrs as a source of revenue. The Board also applying for Celebrate Ontario Grant. The City gives \$39,000, which covers the parade only. In total, they are looking at \$5,000 from the BIA.

S. Billyard provided BIA board members with time to ask questions of the presenters. S. Billyard thanked the presenters for their attendance.

Acting Chair S. Billyard cedes the meeting to Chair D. Wright, now in attendance

### **Discussion on presentation**

Board members were two opinions, some directors feeling that the presentation was well done and others that it lacked marketing and details. Board members are open to sponsoring events but reserve any decision until the group meets with SEART as to their ability to present the events and the requirements necessary to successfully hold the events. Further with the 2017 budget already approved the \$5000 was rich against the other projects of the WDBIA is undertaking.

The Board also discussed in kind services support through marketing and social media. Concern arose for the Street Dance as to the provision of liquor and street closures. A common thread is the support of the Festival.

Executive Director shared that the SEART meeting for the festival is scheduled for the 24<sup>th</sup> of January asking that the Board defer any decision until receiving the findings of SEART and the various committees that would need to approve the events. S. Hicks did remind the Board that Hellems Street and possibly other streets would be closed therefore could affect our eateries in the downtown. The Executive Director supports the idea of the in-kind services and expressed concern of monetary support in light of the Board's 2017 projects.

The chair agreed with the Executive Director and Board members to wait until after SEART meeting. The chair would like to explore how the events presented for sponsorship (Street Dance and Wood carving) would benefit the membership of BIA.

### **Report of the Chair**

The chair reports that the month of December was less busy in terms of meetings with other organizations and the City. A meeting with the Executive Director and Richard Dalton from the WRCC took place with a partnership and synergies being developed. With the Executive Director, attended a Tourism Summit coordinated by the Region. Although looking forward to the event to glean ideas and partnerships for development of further tourism in Welland the meeting was greatly disappointing with focus on two issues Gateway in Grimsby and 5 “tourist” drives. However, all was not lost as networking did take place.

Discussion with Revenue Canada for the HST. The section used to request refund was declined as the BIA does not meet that definition (S. 315) and it was suggested we review another area (S. 316).

It is with sadness that chair received the resignation of 2 long standing directors. The 2 directors in question are also officers of the Board, namely Vice President and Secretary. Resignation from S. Canjar and D. Thomas. As the officers have the signing authority it was discussed if officers should be named during this Board meeting. S. Billyard suggests that the BIA replenish the board before election of officers. The chair asked that the current directors submit names for consideration to the Nomination Committee which is comprised of the Board officers and Executive Director. Further discussion of Board Composition will take place in February. Suggestions were for directors to look at someone with legal marketing, accounting, restaurant, retail occupations with focus on the legal expertise.

Two letters of thank you will be sent to S. Canjar and D. Thomas.

### **Executive Director's Report**

Social Media - BIA Facebook likes reached 1,069. Video from Parkour of Welland reached 7,908

Top Tweet – 4 businesses celebrating their Grand Opening on December 9<sup>th</sup> reached 1,511

Top Media Tweet – Get your Welland poster map reached 831 impressions

Welland Bridge #13 - Facebook reached 853, Twitter reached 714 and Instagram reached 125 followers.

Website – Will do a live demonstration – Tons of work going on between Tenpine and the Executive Director concerning the layout and content.

Meeting -Downtown Members/Potentials.

Meetings working Partnerships (include conference calls/teleconferences) –

Followed up with Peter Boyce concerning the City of Welland Planters and they remain out and empty. The only time they leave the streets is if there is an issue.

Followed up with the Salt box on King Street that was placed on the sidewalk and was blocking half of the sidewalk making it not accessible-turns out that it is not the City or the Region it is owned by CIBC and they will place it off the sidewalk.

Followed up with the Artisan Market for Sunday's at the Market Square and they are still planning to launch in the spring.

New map of Welland had huge write up from BIA in both English and French. Disappointed on the write up from the City and especially advising that Welland is the 3<sup>rd</sup> largest French municipality in Ontario and nothing was written in French.

1<sup>st</sup> event for the 150<sup>th</sup> is on February 2<sup>nd</sup> at the Welland Wellness Centre to kick off 150 days until July 1<sup>st</sup>. Canada Eh! is kicking off the event. The 150<sup>th</sup> Committee received grant.

Upcoming OBIAA event is four case studies in which Welland was chosen for the accessibility award working with school on bike racks.

Committee Meetings - Canada's 150<sup>th</sup>, Marketing and Promotions, 150<sup>th</sup> Marketing Meeting and 150<sup>th</sup> Events Meeting.

Events – Grand Opening of 4 businesses at the Welland Galleria

Reports/Application/Marketing Material - Press release about the Grand Opening of The Welland Galleria, continual work on the WDBIA new Website, applied for the Canada Summer Jobs Grant, Database on the businesses in the catchment area. Paperwork for PO is for the season and banners. Proper report to Adam Beres on why we decided to go with D'Angelo Printing for the Banner, include to 4 RFQ's as well as pros and cons for each company.

## **Motions**

Deferral of vote on financial sponsorship of the Rose Festival postponed to the February meeting and the findings of the SEART meetings.

**Motion by** S. Billyard

**Seconded by** L. Spinosa

**Carried**

## **Committee Reports**

Finance – S. Billyard reports that the committee could bring a balanced budget for 2017 which is very pleasing. The board is meeting its budget obligations. The WDBIA has a cash in hand from the 2016 budget. The treasurer is very proud of the efforts of the Board. Cash balance of \$50,000 from 2016 will be forwarded to the 2017 and provide the revenue for the 1<sup>st</sup> quarter until such time as the 2017 Levy is secured, which is planned for April 2017.

Work has begun on the audit and the auditors have contacted the bank. The Executive Director has template to complete for the auditors. If the audit is complete by end of March, the Board can once

again formally request the early release of funds at Council (which has been indicated from the 2016 process).

HST update – The chair received a decline for the refund. Revenue Canada did not support section used as the WDBIA was said to not meet the definition of a not-for profit agency. It was suggested that the Board refile under section 316. The chair will contact other BIA's who received the refund as well as staff of OBIAA.

Beautification – J. Eisen reported that the board received a complaint about having no greenery and now having no lights during the Christmas season. The greenery would be the area beautified by City owned planters.

Suggestion to getting businesses to light up during festive season. The chair has asked that the beautification committee bring this suggestion back to the Board closer to the season.

Meeting with City Staff, Councilman Chiochio, Mastrianni, and department that clean the sidewalks.

Marketing, Promotions and Events – No further updates

Governance – The chair is sending it to the City Clerk and then sending it to the Board prior to February. The meeting must be done before the AGM.

### **Business Arising**

i. Banners RFP and Grants – no further updates

ii. Website – Will be sending the link to the board for review. Please only comment if something that is missing. The Executive Director is aware of what still needs to be corrected. Bridge 13 has its own tab with request form for illumination.

iii. Update on "Food Festival" – Set up a committee with each person overseeing sub-committees. Maximum of 6 people. To date there is representation from North and Downtown Welland membership; Realtor; NRP; Marketing and Promotion specialist; former food fest board member.

First meeting scheduled in February. L. Spinosa would like any board member to sit in on this meeting. Looking at having 2 meetings a month. Meetings scheduled to date are with Bell Media, owner of Textile and Green Company. Approaching key sponsors and working with Niagara College's arts program whom will do the graphics at no cost. Silversmith to sponsor the liquor area. Name for festival is Feast Street Niagara.

### **New Business**

- i. Business Cards – Ready and handed out

### **White Space**

The Chair asked that the Board lead the way by establishing our Board as bilingual. Vetted out service for translation services to CERF. Also, strongly suggested that the Board look to implementing a directive that one director must be able to communicate in both official languages. The board agreed with this decision and agreed with an amount no greater than \$225 for translation of the new website content.

S. Billyard inquired about decal stickers for the downtown members. S. Hicks responded to the query that the marketing committee has already addressed this and the decals are in print.

Garbage from wind tunnel coming from Cross St. and impacting the cleanliness of the Cross and East Main corners. It was suggested that a conversation take place with City Staff.

### **Correspondence**

- i. Letter of resignations from S. Canjar and D. Thomas

### **Next Meeting**

Next meeting is February 6th, 2017 at Civic Square room 108-109 for 5:30 p.m.

### **Adjournment**

The meeting adjourned at 7:45 p.m.