

**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, March 6th, 2017  
Civic Square 108/109 – 60 East Main St. Welland at 5:30 p.m.**

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**Board Members Present:** D. Bujold-Wright, J. Eisen, H. Hudson, L. Spinosa, B. Fokkens, B. Herchmer, K. Jones, S. Billyard and J. Chiochio

**Board Members Regrets:** none

**Executive Director:** S. Hicks

**Recording Secretary:** J. Bujold

**Welcome - Call to Order**

The chair called the meeting to order at 5:40 p.m.

**Acceptance of Agenda.**

**"BE IT RESOLVED that the agenda be accepted as presented."**

Proposed by: L. Spinosa

Seconded by: J. Chiochio

**Motion carried**

**Declaration of Conflicts**

None

**Board of Directors General Meeting Minutes from February 6, 2017**

Correction on the spelling of Spinosa under acceptance of agenda and under report of the chair, paragraph 7 corrects the word even to event.

**"BE IT RESOLVED that the Board of Directors accepts the minutes of the General Meeting of February 6th as amended."**

Proposed by: J. Eisen

Seconded by: L. Spinosa

**Motion carried**

## **Report of the Chair**

Attended the committee launch of FEAST STREET at the Black Sheep Lounge. The level of participation and engagement bodes well for a successful event.

A meeting attended by the executive director and myself with the city CAO, Mr. Gary Long and Richard Dalton covered tourism and leveraging the downtown in conjunction with the city and the flatwater to having more “feet in the street”. Ideas and opportunities were discussed with the outcome looking to meet with the respective parties that fund tourism and sport tourism initiatives.

Attended the 150<sup>th</sup> launch at the Wellness Centre. It was truly an amazing launch for our community and the organization committee certainly met the challenge. It is noted that the Vice Chair of this committee is the WDBIA Executive Director.

Outstanding now is the re-filing of the HST. A verification of the correct code is underway with a comparative take with other BIAs and the OBIAA.

Depending on outcome of discussion, it is anticipated that the Constitution, By-laws will be complete for presentation and vote at the AGMZ in April. A thank you to Board member Brenda Herchmer for her assistance and former Board member Doug Thomas for the research and start-up narrative.

Translation work and review for website content was worked on during the last few weeks.

Items that are upcoming are:

- i. Mandate and Role with organizations
- ii. Board membership
- iii. Officers
- iv. Committee Chairs

To that end, the Board requires that the Even committee chair be appointed with the departure of former director Steve Canjar.

K. Jones nominates L. Spinosa as chair of Marketing. Seconded by B. Herchmer

**Motion Carried**

## **Executive Director's Report**

Social Media - BIA Facebook likes reached 1,107. Photo from Instagram reached 1,294

Top Tweet – Tag your flag earned 911 impressions

Top Media Tweet – Banners coming earned 625 impressions

Welland Bridge #13 – Shared a Wellanders pic reached 25,631

Website – English Version is complete – Looking to finalize the French version some key translations need to be completed.

Letter will be going out to the members on the new website.

### Meeting -Downtown Members/Potentials

Shear Nerve Hair Salon, Ceramics & more Studio, Elite Hair Salon

### Meetings working Partnerships (include conference calls/teleconferences) –

Meeting with Sarah Ane on the requirement form the WDBIA for the upcoming PRO conference

Alex Berkhout-Several teleconference calls with Audit requirements

Meeting with Fallsview Casino with their Corporate Giving Program Advisor for Feast St. Niagara

Meeting with Stephen Billyard to make adjustments on our accounting program for audit and for future

Meeting with GIANT FM to go over 150<sup>th</sup> needs and WDBIA

Meeting with Sarah Ane to go over PowerPoint final presentation collaboration for PRO conference

Meeting with Tourism Partnership Niagara to gather information on the role of DMO's and RTO's in a municipality

Attended the SEART meeting for BridgeStock 2017

Online work on the website loading of business, pictures, descriptions, content material to Tenpine

Committee Meetings: Marketing and Promotions, 150<sup>th</sup> Marketing Meeting, 150<sup>th</sup> Events Meeting. Beautification and Marketing, Events and Promotions WDBIA committee meeting. Feast St. Niagara one on one meeting with Lucas for upcoming meetings, presentation purposes

Events: On location at the Seaway mall for National Flag Day to operate 150<sup>th</sup> booth. National Flag Day February 15 - 4 location sites on behalf of the WDBIA and the Representative of the 150<sup>th</sup> Committee in Welland. Grand opening of Enviro Niagara's Hearth and BBQ store – Always huge sponsors of our downtown efforts and events.

Reports/Application/Marketing Material – Wrote and submitted a grant to Niagara Community Foundations, for Feast Street Niagara (difference than NCG 150<sup>th</sup> Grant). Created a PowerPoint presentation with Sarah Ane for upcoming PRO conference, created PowerPoint presentation for March 7 City Council re: Feast St. Niagara, continued with items requested by Auditors.

### **Motions**

Beautification Committee/Marketing, Events & Promotions Committee

- a) That the Welland Downtown BIA purchase window stickers with Logo for downtown businesses with 250 stickers and approx. cost of 0.65 per sticker for Presstime Design.

Motion by ME &P committee Kelly Jones

Seconded by Beautification Committee Chair Jacqui Eisen

**Motion Carried**

Marketing, Events and Promotions Committee

- b) That the Welland Downtown BIA works with Timara Moribito to design an official logo for FEAST ST. Niagara at a cost of \$100.00

Motion by Lucas Spinosa

Seconded by Kelly Jones

**Motion Carried**

Chair of the Board

- c) That the Welland Downtown BIA covers half of the cost of the OBIAA National Conference on behalf of the Chair to attend taking place April 2, 3 and 4, 2017 in Toronto for a total cost of \$314.19 for conference entry and gala.

Motion by S. Billyard

Seconded by B. Herchmer

**Motion Carried**

B. Herchmer motions that the board investigate policy procedure to participate at OBIAA in the future and be paid in full. Seconded by J. Eisen.

**Motion Carried.**

**Committee Reports**

Finance – Treasurer gave the report. Everything for audit completed.

HST update – The chair spoke about it on her report.

Beautification – J. Eisen reported that a joint meeting between the Beautification and Marketing, Events & Promotions committee was held on February 23<sup>rd</sup>. They covered the following items;

Banners – A review of words submitted by the WDBIA board led to the creation of two action word triads: LIVE, LEARN, WORK and EAT, SHOP, PLAY. Words listed in one or the other triad will be repeated on every banner. The other submitted words were then divided into two groups depending on which triad they related best. It was decided that although the inclusion of Welcome in all languages was a nice idea it would not work with the triad themes. Three colours, orange, blue and aubergine were chosen to alternate. Having three colours means that neither the English nor the French version will have an exclusive colour. This will encourage people to pay attention to all the banners regardless of language. The chair will provide translation of the chosen words.

Request was made that the original quote for the banners needs to be updated to add an additional \$400 due to the extra colours. The new amount would be \$1250.

B. Herchmer motioned

seconded by J. Eisen

Motion carried with 6 supporting and 2 opposed.

Following motion, a discussion was initiated about the additional funding for projects outside the budgeted amount and not having the working knowledge about the early release of the levy to The Board. The discussion was not to the amounts of the requests voted upon but the process and precedent of operating in this manner when operating without the certainty of the cash flow reserves and timing of the receipt of the levy. It was agreed that the chair will meet with City CFO M. Zorbas to discuss the matter both for this levy year and into the future.

Counsellor B. Fokkens shared she had texted M. Zorbas regarding this matter during the discussion and depending on the answer, the meeting may not be needed. The chair shared that for 2017 this would be fine, however there should be a known practice for future years.

WDBIA Stickers – L. Spinosa presented a number of options with prices. Following the committee summation, the Board opted for indoor use window stickers and to not proceed with vinyl material following the presentation. Vinyl would be much more expensive at \$2.85 per compared to 0.65 cents per for the indoor use. Further there was concern expressed that outside application would fade prematurely. The decision was to proceed with the 0.65 stickers for indoor application.

WDBIA Awards – The committee considered several ideas for annual awards whose purpose would be to encourage downtown businesses to beautify and promote downtown. The committee suggesting the following:

GO CLEAN – Golden broom/shovel – Parameter of property is clean of garbage, graffiti, dirt, snow

GO BEAUTIFUL – façade, building maintenance and improvements, flowers, urns, windows

#DTWELLAND – Promotion of Downtown Welland, their businesses, other businesses, events, downtown engagement

BRIDGE #13 AWARD – Top Award to the business that epitomizes excellence in all three areas.

The committee chair also shared that an award could be specific to the Christmas season:

Holiday Décor – Christmas specific – indoor displays, window displays, façade lighting, trees etc.

Exact award titles, definitions and criteria plus nomination procedures are still to be worked on.

Planters – Discussion took place on the summer planter project. The beautification committee will be meeting soon to decide on plants. Consideration is being given to including taller plants that will have more visual presence to compensate for the absence of the hanging baskets.

The committee will consider the life expectancy of the greenery to deal with the potential of another warm winter. The supplier had provided the information that the greenery would last until March. This expectation was very near to the actual.

The chair and Executive Director will be meeting with City Staff and will mention the issues about the cities planters and what can be done re- garbage collection in the empty planters during the off seasons.

Marketing, Promotions and Events – No report

## FEAST STREET event

- Event chair L. Spinosa had meetings with Fun Zone (Confirmed Partnership), Fallsview Casino along with Executive Director and with Todd Brown (Niagara Music Week launch). Also had meeting with Presstime Design on t-shirts for volunteers and board members.

- Partners to date – Fun Zone, Bell Media, Textile Waste Diversion, NMA and G3 Designs.

- Municipal Significance Certificate (MSC) – Upcoming Council meeting to obtain approval in order to obtain the Special Occasion Permit for the Festival

- Committee Member Update – Added Dave Grand to Feast St. Committee and secured Leanna Villella as Vendor Coordinator

- Upcoming – March 7<sup>th</sup> MSC from Council, SEART March 28<sup>th</sup> (Special Event Application Review Team). Next Committee Meeting Date: March 20<sup>th</sup> @ 5:30 (BSL)

Governance – Final Review the Constitution. Approved by Board and to be forwarded to City Clerk Tara Stephens for review and letter of acceptance for presentation to the membership at the 2017 AGM.

## **Business Arising**

i. Welland Rose Festival – The 2<sup>nd</sup> SEART not yet held.

ii. Website – see Executive Director Report

iii. PRO Conference March 28+29 – Executive Director attending 1 hour presentation with other Parks & Recreation dept. representative Sarah Ane.

iv. AGM 2017 – April 12<sup>th</sup> – Push Feast St., re-branding, Financial Statements. Note there will be a short general board meeting following AGM.

## **New Business**

i. BridgeStock 2017 – Drop Dead Dino and Welland Historical Museum are looking at Saturday, August 26, 2017. The ask is to close Bridge 13 from noon to 11 pm. Bands on both bridges and floating stage. They will have food vendors, music and non-food vendors. Street closure from East Main to Cross St. and King St. to Merit Park.

ii. The Ministry of Municipal Affairs and Housing: Rural Municipality Economic Development Forum Exercising Property Tax Flexibility for Economic Development and Vacant Unit Rebate – Huge push from the BIA is Economic Development. Help in development the vacant site. Reverse credit to owners for leaving building vacant. The chair is speaking at the Forum. Set guidelines to receive tax rebate.

### **White Space**

J. Eisen inquired if the awards will be given at the AGM. The board decided to postpone until next year.

Executive Director advised that the OBIAA reached out to the BIA to attend the meeting.

Trivia Night from the City of Welland on March 24<sup>th</sup> and it will benefit the United Way.

Go Quiet Public Meeting on Saturday, March 11<sup>th</sup>, 16<sup>th</sup> and the 28<sup>th</sup>.

Artisan Market has been delayed due to the City fee for cleaning following each Market. Letter has been sent to the City of Welland regarding this matter.

Following the AGM, meeting places in the downtown for the general meeting for the remainder of the 2017 year will be required.

L. Spinosa inquired about the prospect of the Board raising funds outside of the Levy to not have to wait for yearly levy before proceeding with projects and plans. Possibly run monthly events. The topic was referred to committee study and reporting back to the Board later in the year.

### **Correspondence**

2017 CKTB – Road trip Roundtable – Morning Show and traveling the Niagara Region. Live show broadcast. Forward to the City of Welland. They are looking for \$1000.

### **Next Meeting**

Next meeting will follow the AGM on Wednesday, April 12<sup>th</sup> at the Civic Square Community Room at 7 pm.

### **Adjournment**

The meeting adjourned at 7:50 p.m.