



**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, May 1st, 2017
Employment Solutions - 3 East Main St. Welland at 5:30 p.m.**

Board Members Present: D. Bujold-Wright, J. Eisen, H. Hudson, L. Spinosa, K. Jones, A. Adams, S. Hamp and J. Chiochio; S. Billyard (via conference call)

Board Members Regrets: B. Fokkens, B. Herchmer

Executive Director: S. Hicks

Recording Secretary: J. Bujold

Welcome - Call to Order

The chair called the meeting to order at 6:05 p.m.

Acceptance of Agenda.

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

Proposed by: L. Spinosa

Seconded by: J. Eisen

Motion carried

Declaration of Conflicts

L. Spinosa declares conflict with an item that will be presented under White Space in regard to current provider of food/coffee at municipal buildings.

Board of Directors General Meeting Minutes from Monday, March 6 and Wednesday, April 12, 2017

Correction under New Business paragraph ii; Help in development be changed to Developing of and under Report of the Chair correct last paragraph from Even to Event, ME and Promotion.

“BE IT RESOLVED that the Board of Directors accepts the minutes of the General Meeting of March 6th as amended and the minutes of April 12th as written”.

Proposed by: K. Jones

Seconded by: L. Spinosa

Motion carried

Introduction of New Board Members

The chair presented Alyssa Adams and Samuel Hamp. Ms Adams is with the firm Flett Beccario on Division street and shared that she has been a lawyer since 2008 as a litigator and past president of the Law Association.

Samuel Hamp is an accountant with DJB on Division Street and will be writing his CMP in September.

Report of the Chair

In March attended meeting with the FEAST street committee and with committee chair. There was brainstorming and setting up of parameters and it was well attended with good strength in the delegated responsibilities.

Meeting with Jeff Neil of DJB with regard to Board representation, (this follows a meeting with Steve Latinovich of Flett Beccario about Board representation). SEART meeting attendance.

In April attended OBIAA conference. Reiterating the motion by director B. Herchmer that there should be a Board presence at OBIAA conference every year. The preferred would be to have an officer (preferably chair) and a first term director attend to gain further ideas to maintain the momentum. At the WDBIA AGM, extending kudos to Executive Director Hicks for her presentation, organization and information shared. Guest speaker relayed important information. The power point was an excellent summary of all the work completed in one year. The busy schedules of directors in their businesses as well as the committee work and board work doesn't always provide us the appreciation of all the work that has been completed. The presentation put that in perspective.

Meeting with Notre Dame teachers of the high skills major in manufacturing to firstly review the status of the benches and as well toured their new facility, which is quite expansive and very professional. The teachers extended an invitation to the Board to hold a meeting or their AGM of 2018 in the centre and incorporate a visit of the “classroom” to the Board and downtown members. Discussion as well on the potential of locating a retail site in the downtown to further provide opportunities in business, retail, arts, services to their students with real life experience.

An Initial meeting with James O’Neill and Gary Long on the Civic Square/Downtown revitalization. A good exchange of information, ideas shared and marketing partnership between the WDBIA and City.

Executive Director's Report

Social Media – Downtown Welland BIA Facebook – 1,119 Likes

Top Tweet – 2017 OBIAA conference earned 1,146 impressions

Top Media Tweet – AGM meeting earned 625 impressions

Welland Bridge #13 – In March lit up for St. Patrick's Day it reached 1,641 and in April lit up for World Autism Awareness Day reached 1,626.

Website – Launched downtown members are slowly sending logo's and updates. Events are being managed. FEAST St. Niagara Static page off events is live and translated.

Meeting -Downtown Members/Potentials

Taris on the Water, Cheers Restaurants, PenFinancial

Meetings working Partnerships (include conference calls/teleconferences) –

Site inspection of Welland Sports complex for Victoria Day re: 150th Committee. Giant FM re: New contact for a maternity leave. OBIAA Teleconference Topics: Events and Role of ED (March and April). Richard Dalton on tourism and Social Media. Don's portable toilets and Great Canadian Portables for FEAST St. Niagara. Silversmith Breweries re: Supper Markets. H2Only to be official water sponsor of FEAST St. Niagara. Textile Waste Diversions for FEAST St. Niagara. Cassandra Magazzeni re: Culture Days (Sept 29+30+Oct 1) South Niagara Hearing Clinic re: Canada Day Sponsorship. PenFinancial – set up new account as TD is closing. SEART meeting for FEAST St. Niagara.

PRO (Parks and Recreational Ontario) Conference – Huntsville – Presenter with Sarah Ane (City of Welland) on the Benefits of the Public-Private partnership, Canada Day 2016 was our case study.

OBIAA (Ontario Business Improvement Area Association) National Conference – Toronto – 2 full days of Seminar's, Recipient of 2 awards, and made presentation to other BIA's as a result.

Niagara Community Foundation conference call.

Several in April-Food Truck meetings for Supper Markets, Canada Day and FEAST St. Niagara.

AGM – Set up

Canada day budget meeting with Sarah Ane

Niagara Investment in Culture meeting (successful recipients of NIC Grant \$5000.00 for the Supper Markets).

Civic Square re-vamp meeting with Gary Long and James O'Neill, discussed focus groups moving forward and marketing a positive message about My Civic Square re-vamp

Mapped out location of new planters, and benches with City Staff, Discussed bike rack installs

Konzelmann winery – official wine vendor for Welland Supper Markets and FEAST St. Niagara.

Molsons – Official Beer and Cider official beer vendor for Welland Supper Market and FEAST St. Niagara

My Niagara Online (mywelland.com) mapped out our 2017 partnership

Canada Day Promotional meeting – Posters and Radio with City of Welland

Committee Meetings: 150th in Welland one in March and one in April, FEAST St. Niagara, 150th Marketing Committee Meeting, 150th Events committee meeting.

Events: Volunteer appreciation week – Event at Wellness complex. Was invited as my role for the Canada 150th in Welland committee, brought Justin Marr as my guest (Justin is an avid volunteer for the WDBIA) Seaway mall for Canada 150th in Welland seeing Tree's and Tee's.

Reports/Application/Marketing Material – Created presentation for FEAST St. Niagara for the Municipal Significance Certificate, Draft Letter of Understanding with Niagara Region and Welland Downtown BIA, Applications for Road Occupancy Permits needed for banners to both City of Welland and Niagara Region. Application completed and submitted for the Casinos Niagara Corporate Giving Program for FEAST St. Niagara. Application to Niagara Region for paramedic services, recycling, composting, and garbage bins for FEAST St. Niagara. Obtained 2 quotes for security services for FEAST St. Niagara, applied for St. John's Ambulance for FEAST St. Niagara. Created and distributed the AGM invites as well as ad in the Civic corner. Drafted FEAST St. Niagara sponsorship package. Sent in all paperwork re: for PenFinancial account and credit card. Created FEAST St. Niagara presentation for SEART meeting. Created 2 presentations for OBIAA National conference. Created a presentation for AGM. All paperwork signed and direct deposit forms for NIC Grant. Created a presentation for AGM. All paperwork signed and direct deposit forms for NIC Grant. Created draft Cover letter, policies, procedures, and Vendor application forms for FEAST St. Niagara.

Motions

Beautification Committee

a) That the Welland Downtown BIA increases their 2017 Planter budget from \$9000.00 to **\$11 270.00 (extra \$2270.00)** to cover the costs of the 10 additional planters awarded from the Niagara Region Public Realm Grant, the additional full soil for the new planters, the additional maintenance for the new planters and to extend the maintenance for all planters by 2 weeks to have planters during FEAST St. Niagara.

Motion by Beautification Committee Chair Jacqui Eisen

Seconded by Dolores Wright

Motion Carried

Marketing, Events and Promotions Committee

b) That the Welland Downtown BIA Sponsor \$2500.00 for our Hosted event Canada Day in the Downtown.

Motion by Marketing, Events and Promotions member Kelly Jones

Seconded by Lucas Spinosa Committee Chair

Motion Carried

Committee Reports

Finance and Audit - The board requested that the finance committee add a new line for re-branding and look at adding more categories. An account has been opened at Pen Financial with the pending closure TD Canada Trust. The account will continue with 4 signing officers with two signatures required. There is still some monies (TD reserve from 2016) that will need to be transferred to PenFinancial. Our 2017 Levy and grant received from City of Welland towards special events has been deposited into the new PenFinancial account.

Beautification – With spring finally here we can resume working toward the completion of the projects started last year.

The 10 new planters that were funded by the regional grant are going into their locations this week:

- 5 on East Main St.
- 3 on King St.
- 2 on Division St.

You will also see 3 new benches 1 on King St and 2 on East Main. As you will remember, the items had to be located on Regional roads because the Region funded them.

The benches that have been made by our local student will also be delivered and installed in the next few weeks. Lots more places to put “Bums on Seats”! School colours (ND + 6 feeder schools). Moving benches from Bus terminal into the city.

The banners are moving through the design and permit stage. This is a detailed project...it will be exciting to see them in place.

There are some outstanding installs still from last year...garbage's, doggie do containers and cigarette butt receptacles. Stephanie has been in contact with Public Works to get a list of what items are still left. In addition, there are 2 triple bike racks waiting for concrete pads to be installed in Merritt Park. We are working to coordinate with the City on this; they will pour the pads when they pour for bench installations. This will keep the cost down.

Street level flower planters: We will have to finalize flower choice and award a contract this month. The shift to only street level planters and the addition of 10 additional planters has made the process a bit more complicated for this year.

Contact Public Works or Parks; Weeds between sidewalks and buildings and poles need to get them cut more then once a year.

Marketing, Promotions and Events – Canada's 150th Events – Selling Tee's for \$20.00 available at the wellness complex 145 Lincoln Street. Selling Trees for the trail 150 that will be on Merritt Island to replace all the ash trees. \$250.00 includes a tree of your choice, a plaque, and the care for your tree, please visit www.welland.ca for more details.

To date we have done: Tulip planting ceremony (Nov 2016 – Successful garden grant application) 150 day count down party and launch of Welland talent competition (Feb) Curling event (Feb) outside Civic Square, National Flag Day (Feb-4 raisings throughout Welland and booth Seaway Mall) Earth Day and blooming ceremony at the Market Square (April) Booth at Seaway Mall selling trees and tee and photo

booth (April). Still to come Victoria Day (May 21) at the Welland Sports Complex (Quaker Road) Top 10 perform in the talent competition, Rose Festival Parade (June 25) Canada Day (July 1). Our committee will be at some Supper Markets (July/August), FEAST St. Niagara/Culture Days (September/October), part of the Remembrance Day ceremonies in Welland (November) and Santa Claus Parade (Nov 18)

Canada Day-Budget meeting complete with City of Welland, Promotional Poster, Social Media campaign and LED screen meeting complete with City of Welland. Radio meeting will be in May.

The launch of Canada Day will be released on Victoria Day-Full report on the entertainment, and happenings will be at June's meeting. The footprint remains the same Closing King Street at Division to Griffith.

Encompassing King Street, Merritt Park, Amphitheatre and the floating stage and the Canal (yes we are bringing in events on the water)

Supper Markets-Silversmith sent a notice that they no longer were going to host the supper markets in Welland. At the same time Welland food vendors were contacting to participate. In addition, we were successful in receiving the Niagara investment in Culture Grant (\$5000.00) for the Supper Markets. A meeting was had with Konzelmann Winery who will supply the wine and Molson who directed us in the right direction on using their Craft Ale's and Ciders. Finalizing all components next week after a meeting with Johnny Rocco's who would like to be a vendor as well, and offered their caterers endorsement for the Special Occasions Permit (their insurance as well). They will be purchasing all the wine, beer and cider and we the WDBIA will get a percentage of the sales. More details to come after meeting on May 3, 2017.

FEAST St. Niagara – Lucas Spinosa will provide a separate report

Santa Claus Parade – No details available

FEAST ST. Niagara – April was a very busy month as we all know, it also happened to be a very productive month. In April committee members, staff, and myself met/corresponded with the following:

- 97.7 HTZ FM
- Molson
- Niagara Falls Fun Zone
- Jumpstart
- NMA10
- Welland/Pelham Chamber of Commerce
- Silversmith
- Konzelmann
- Roman Grocholsky
- + many more

We have made much progress on marketing strategies, as well as recruitment literature (Thanks to Executive Director) for potential vendors and sponsors. We are also committing to 2 committee meetings a month; the second and 4th Wednesday of every month with the exception to May (3rd and 5th).

May is an even bigger month so I look forward to working with you and our committee to move forward.

Governance -

Constitution – As the Board is aware, the constitution draft was finalized by Board Director Brenda Herchmer and forwarded to City Clerk Tara Stephens for review and approval. The work of former director Doug Thomas is appreciated as the template facilitated the work completed thereafter.

The constitution received “assent” at the 2017 AGM of the WDBIA

Policies and by-laws - The next work to begin in late May and early June by the committee is the collating of the by-laws pertinent to the WDBIA and the drafting of policies.

The deadline for this is December 2017, for approval by the Board at the January general meeting; presentation to City Clerk for review and acceptance and presentation to the membership at the 2018 AGM.

The policy work to be completed will involve Finance and Audit but also input and guidance for the other standing committees of the board to provide written guidance to future directors and to current and future staff.

Directors - The maximum complement of directors is 11 with 2 further directors appointed councilors for a total of 13. With the 2 new appointments of April 12th the Board will be at 9 directors leaving 2 vacancies.

As this is a working board, having a full complement spreads the work.

Meetings will continue to be scheduled with downtown members to fill the vacancies as well to build a list of potential nominees for the upcoming election in the fall of 2018. Directors are encouraged to suggest names of potential candidates. The committee will draft a list of desired skills to continue to move the Board forward and retain its momentum.

In the first quarter of 2018, a request will be made of all directors that would be interested in remaining on the Board for the 2018-2022 mandate.

Officers - At the general meeting of April 12th, elections were held for the positions of the officers of the Board. It is important to note that the officers also serve as signing officers, which lends to a great efficiency.

The minutes provides the detailed process but to recap

Dolores Wright accepted the nomination to retain the position of Chair

Stephen Billyard accepted the nomination to retain the position of Treasurer

Kelly Jones accepted the nomination as Vice Chair

Jacqui Eisen accepted the nomination as Secretary

The position of the officer's election was moved to the AGM this year. This is a practice that governance would encourage be accepted moving forward. A discussion will also take place as to the suggested length of term for the officer positions.

The move to have the officers elected at the AGM will permit that the election year transition retains who have governance and finance responsibilities and authority into the new mandate.

Business Arising

i. 2017/2018 Committees Selection (Finance & Audit; S. Billyard, S. Hamp and D. Wright Beautification; J. Eisen, H. Hudson, D. Wright and A. Adams; Marketing Events & Promotions; L. Spinosa, and K. Jones and Governance: D. Wright. B. Herchmer and A. Adams.

ii. WDBIA new Financial institution – Pen Financial - The chair and executive director have a meeting scheduled to meet with CEO for a representative on the board.

iii. Supper Markets (*portion to be covered in Executive Directors Report)

New Business

i. Attendance of a WDBIA Board Meeting annually at National OBIAA conference alongside Executive Director – Vote in June to have a board member to always attend. A letter will be sent to Council recommending a representative be sent to the annual conference.

Summer Grant for student – 12 weeks from June 5 to the end of August. Job description is event coordinator and office work. Work on Supper Market and dedicate to Social Media for 4 days to push FEAST St.

Josie Faccini from Artisan Market is looking at board to sponsor 10 booths.

K. Jones motions against the \$250 towards the event.

L. Spinosa seconded it. Vote was 4 to 2.

Motion Carried.

Will send an e-mail to advise that the board will support but not financially.

White Space

L. Spinosa – collaboration between Executive Director for monthly breakfast meetings for next fiscal year. Hundred invitations went out for AGM and only 30 showed up.

L. Spinosa asked if the catchment goes to the Canal path and J. Chiochio advised yes. L. Spinosa advised that 5 benches need to be repaired or replaced. Was advised to send e-mail to A. Magazzeni and cc J. Chiochio and B. Fokkens. Garbage cans are not tin so they are used for fire pits.

If the Civic Centre gets revitalized, is the debt forgiven? Reflection pond is a separate discussion. If there is no more reflection pond, what happens to the debt?

Executive Director – Thies Bogner is offering to take pictures professional Head Shots for the Board Date to be confirmed.

Downtown Vendors – Downtown eateries look at putting food kiosk at Market Square and Civic Square. It appears that another entrepreneur has received the City of Welland contract for food vending, questions re: RFQ process. J. Chiochio will take look at the contract.

Cruise Niagara is discussion to relocate to downtown next year at Market Square.

With regard to utilization of the Market Square - Cleaning fee is undisclosed on application for Market Square. This needs to be clarified.

Correspondence

Letter (email) from Silversmith Breweries – not interested in moving forward this year

Letter from City of Welland – approval of Funding

Letter (email) Successful applicate of NIC grant

Letter from City of Welland – City Clerk review of constitution

Letter Youngs Insurance Tony Valerio Memorial Car Show – Going to SEART.

Rose Festival Sponsorship Opportunities – Final SEART meeting up coming

2017 CKTB – ROADTRIP ROUNDTABLE – Timelines – City of Welland paying for it and the board still will have a voice.

Next Meeting

Next meeting Date is Monday, June 5, 2017: 64 Niagara St. (The Black Sheep Lounge) at 5:30 p.m.

Adjournment

The meeting adjourned at 8:10 p.m.