

**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, November 13th, 2017  
Durward Jones Barkwell, 171 Division St. Welland at 5:30 p.m.**

---

**Board Members Present:** D. Bujold-Wright, J. Eisen , H. Hudson, A. Adams, K. Jones, B. Herchmer and S. Hamp,

**Board Members Regrets:** B. Fokkens, L. Spinosa J. Chiocchio, M. Stadnik and S. Billyard

**Executive Director:** S. Hicks

**Recording Secretary:** J. Bujold

**Welcome - Call to Order**

The chair called the meeting to order

**Open of General Meeting**

General Meeting started at 5:45pm

**Acceptance of Agenda.**

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

Proposed by: B. Herchmer

Seconded by: J. Eisen

**Motion carried**

**Declaration of Conflicts**

None

**Board of Directors General Meeting Minutes from Monday, October 2, 2017**

**"BE IT RESOLVED that the Board of Directors accepts the minutes of the General Meeting of October 2nd as written".**

Proposed by: S. Hamp

Seconded by: B. Herchmer

**Motion carried**

## **Report of the Chair**

Meeting with the Mayor – ongoing discussion with bilingual status, developing synergies with sister city – Alexandria Lafayette and working agreement with Municipality for aspects affecting downtown.

Meeting with CFO Zorbas – Levy discussion, discussion on downtown member regarding MPAC assessment, review of the vacant property to east of 139 East Main, discussion on the summer concerts, working agreement with Municipality for aspects impacting downtown and MSC support.

## **Executive Director's Report**

Social Media – Top post in September is video congratulating DT Member on winning NMA . It reached 6,241. Top post in October was a newspaper article on Feast Street Niagara. It reached 13,002.

Top Tweet – For September was the Trail 150 Grand Opening on Merritt Island earning 415 impressions. For October is the thank you to A. Gallaccio for being everywhere capturing moments, memories and smiles for miles earning 1,832 impressions.

Top Media Tweet – For September was stomping out poverty earning 396 impressions. For October is lunch & learn New-training Opportunities earning 374 impressions.

Welland Bridge #13 – For September it was calendar lightings reaching 1,980 and for October it was letting people know the bridge would be lit up Red & White reaching 5,038.

Feast Street – For September, it was the entry points reaching 13,201. For October, it was a picture reaching 8,915.

WBBIA Google – Customer actions

Meeting -Downtown Members/Potentials

Pack Rat, Taris on the Water, The Supper Club, CaribAfrica, Thailanda, and David's Furniture Gallery, Paula Boyland, Ceramic's & More, Sammy (Landlord to Matteo's Thailanda and other buildings downtown)

Meetings working Partnerships (include conference calls/teleconferences) –

Rose City Pizza vendor for Feast St. Niagara  
Sarah Ane-Debrief and work on outline of Canada Day Presentation to Council  
FEAST ST. Niagara-Final SEART and Site Walk  
Niagara South Rowing-Met with Kevin Fuller  
Sweet Sunshine Vendor for FEAST ST. Niagara  
Ali Khan-Bylaws for FEAST ST. Niagara  
Food Swings Vendor for FEAST ST. Niagara  
Alfies Lemonade & Ye Old Fudge Vendor for FEAST ST. Niagara  
Cassandra Magazzeni re: Culture Days Downtown  
Niagara AV Systems for FEAST ST. Niagara  
Cool Licks vendor for FEAST ST. Niagara  
Dance Place Welland for FEAST ST. Niagara

Casino Sponsorship Pick up for FEAST ST. Niagara  
Niagara Tourism Networking Meeting  
Sarah Ane – Canal Day Final  
Sarah Ane – Santa Claus Parade

Committee Meetings: Sept 7 FEAST ST. Niagara Committee Meeting, Reports for September Board Meeting, Sept 12 FEAST ST. Niagara Committee Meeting, Sept 18 – Canada’s 150<sup>th</sup> in Welland Committee Meeting, Sept 19 FEAST ST. Niagara Committee Meeting, Sept 21 FEAST ST. Niagara Committee Meeting, Sept 25 Active Transportation Advisory Committee Meeting, Sept 26 FEAST ST. Niagara Committee Meeting, October 16 Canada’s 150<sup>th</sup> in Welland Committee Meeting, Oct 23 Active Transportation Advisory Committee Meeting.

Marketing, Events & Promotion Committee Meeting, Beautification Committee Meeting, Finance & Audit Committee Meeting, Oct 24 Presentation to Council re: Canada Day & Canada 150<sup>th</sup> events.

Events: Sept 23 Trail 150 on Merritt Island, Sept 27 Aurelio Magazzeni’ retirement party, September 30 & October 1 FEAST ST. Niagara

Reports/Application/Marketing Material – Completed final report for Federal Summer Student Grant, Presentation for Council Day, Final report for the Niagara Investment in Culture, Started Celebrate Ontario Grant Application.

### **Motions**

None

### **Committee Reports**

a. Finance and Audit –

i. HST – The WDBIA had now been approved for HST rebates. The approval provides a one-time opportunity to file up to 4 prior years. Cheques received the refunds for each 6-month periods. The total amount received is \$19,069.96 + interest for \$349.16. Canada Revenue Agency provided assistance with the use of 3 forms, which are the federal and provincial rebate forms as well as the organizational funding form, which provides them with the information to confirm the eligibility of the Board every year for filing. The process is not yet in place with the Executive Director moving forward. The filing for the July – December 2017 period will be completed with the Executive Director with a detailed process for the administration; policies and by-laws currently being written by governance.

ii. 2018 Proposed Budget – The amount proposed is \$105,000, which increases the levy by 10% based on the assessment of 2016.

The proposed budget was presented and explained by Sam Hamp, member of the Finance and Audit committee. The proposed revenue is required because of the increase in festivals and events that bring more people to the downtown. Part of the mandate is to increase the foot traffic so that more individuals can take note of what the downtown has to offer.

**“BE IT RESOLVED that the Board of Directors accepts the proposed 2018 budget and authorizes it to be forwarded to Council for ratification.”**

Proposed by: S. Hamp

Seconded by: B. Herchmer

**Motion Carried**

b. Beautification – Planters: After an extra-long season of beautiful flowers downtown, our planters were emptied a few weeks ago. The winter greenery is already being set into the street planters. The downtown will be looking festive for the upcoming Santa Claus Parade! We have asked the flower company to over winter the canna bulbs for next year. This will not save us money because the bulbs must be cleaned and kept in the right condition, but it will ensure that we can get the correct variety next year. Apparently, next year’s offering didn’t include the same cannas.

Benches: Next week the new benches are to be installed at the bus terminal. We expect 8 for sure but possibly 10 benches depending on time. This will be a new opportunity for Welland’s Public Works crew to mentor high school kids on how to install. We expect the Tribune to cover this good news story. The old benches will be removed and brought to the school where the wood will be refinished. We will also be getting quote on the cost of powder coating then in colourful colours. They will make a great visual statement when they are re-installed throughout the downtown.

Banners: We have had a problem with some banners coming off their poles. The banner company was here this past Tuesday and did a walk around to inspect how the banners are holding up. Next week a crew will be replacing the banners that have fallen off. The rest of the banners on the tall poles will be reinforced to prevent further issues. All of this is covered under warranty.

c. Governance – in progress

d. Marketing, Promotions and Events – Welland Santa Claus Parade is this Saturday, November 18, 2017. Looking for more people to hand out candy, kids are welcome. If you have friends, nieces, nephew’s kids that need volunteer hours this is a great opportunity as we can sign off on those hours. Meet at Old Canadian Tire East Main at 3:30 – we are the lead in the parade, starts at 4 and we are done by 5:30. It’s a great way to promote your business. Please let me know ASAP trying to get final numbers.

Rose Festival – Conversation Deferred until Councilor J. Chiochio can attend.

Welland Supper Markets – Finance and Audit met regarding the feasibility of taking on this festival without a grant. Board Discussion needs to happen on whether this is something, we should do for 2018.

Concerts on the Canal – City has approached WDBIA to see how we can assist for 2018

Canada Day – Preliminary planning being done

Feast Street Niagara First meeting for 2018 FSN is November 30<sup>th</sup> at The Black Sheep Lounge.

i. Feast St. – Starting this month (November 2017) we commence the planning stages of FEAST ST. NIAGARA 2018. Our FSN committee is meeting on November 30<sup>th</sup> @ the Black Sheep Lounge to discuss:

- Moving the date due to Grape & Wine
- Festival Layout
- Logistics (Power)
- Committee Structure
- Volunteers
- Meeting Schedule

As stated in the last month's verbal report, we already have vendors and sponsors ready to sign up for the 2018 season. We will be proposing ideas on how to deal with success of last year.

More detailed updates in next month's report following November committee meeting.

### **Business Arising**

- a. Staples Presentation - Deferred
- b. OBIAA Professional Development Day on Nov 6 – Very informative

### **New Business**

- a. OBIAA Strategic Planning Training – There are 5 webinars and there must be at least 5 people signed up. More different the group, the better to get the word out.
- b. WDBIA Credit Card – Entire board need to sign the request form
- c. OBIAA Conference – April 1, 2 & 3, 2018 in Collingwood
- d. AGM- Change of Date – Must be in correspondence with the budget. Must be given to the members before budget is sent to Council.

**“BE IT RESOLVED that the AGM be moved to October 15, 2018.”**

Proposed by: K. Jones

Seconded by: S. Hamp

**Motion Carried**

### **White Space**

Executive Director – Economical Development Xmas Party on December 6<sup>th</sup> – She will be attending and K. Jones is interested. City Council will be live streamed. December 19<sup>th</sup> will be the review of FEAST ST. and BIA's yearly recap.

B. Herchmer – Anymore complaints about applying for a CIP grants. Their request has been about 1.5 years in waiting. Now have contractors on hold. Chair will reach out for a meeting to discuss the process

The Chair – Requesting that the Executive Director's position be moved from contract to employee. New employment contract needs to be signed. What are we using for a hiring date?

Short term currently and will extend the current contract from September to December 31<sup>st</sup>, 2017. New employment hiring date will be January 1, 018.

**“BE IT RESOLVED that the Executive Director Research options about how the extra time earned will be used. “**

Moved by: K. Jones

Seconded by J. Eisen

**Motion Carried**

For the December meeting look at hiring a part time employee with anywhere between 15-20 hours per week to alleviate some of the workload on the Executive Director.

Draft proposal to Adam Beres that \$40,000 for the Summer Concerts will not be enough as there are actually 10 concerts this year.

### **Correspondence**

a. A letter of resignation from S. Billyard. Due to him growing his business, he cannot give 100% of his attention.

### **Next Meeting**

Next meeting date is Monday, December 4, 2017 at The Black Sheep Lounge at 64 Niagara St. at 5:30 p.m.

### **Adjournment**

The meeting adjourned at 8:05 p.m.