

**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, February 5<sup>th</sup>, 2018  
The City of Welland Room 108/109, 60 East Main St. Welland at 5:30 p.m.**

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**Board Members Present:** J. Eisen, K. Jones, B. Herchmer, S. Hamp, B. Fokkens, J. Chiochio, and D. Bujold-Wright, M. Stadnik and H. Hudson

**Board Members Regrets:** A. Adams and L. Spinosa

**Executive Director:** S. Hicks/A. MacDonald

**Recording Secretary:** J. Bujold

**Welcome - Call to Order**

The chair called the meeting to order at 5:30 pm

**Committee-of-the-whole** (In Camera)

Approval of the Minutes on Monday January 8<sup>th</sup>, 2018

- i. Personal matters about an identifiable individual, including municipal or local Board employee
  - 1. Staff positions

**Arise from Committee-of-the-Whole** (In Camera)

In Camera – 5:32 pm

Out of Camera – 6:15 pm

**Open of General Meeting**

General Meeting started at 6:15 pm

**Acceptance of Agenda**

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

Proposed by: J. Eisen

Seconded by: M. Stadnik

**Motion carried**

**Declaration of Conflicts**

None

## **Board of Directors General Meeting Minutes from Monday, January 8, 2018**

**“BE IT RESOLVED that the Board of Directors accepts the minutes of the General Meeting of January 8th as written.”**

Proposed by: B. Herchmer

Seconded by: S. Hamp

**Motion carried**

### **Presentation**

a. Travel Escapes – 169 West Main (Member)

Mairi Alvarez of Travel Escapes made a presentation to the Board expressing concerns about budget allocations and communications. There was concern with examples of the understanding of the mandate of a BIA.

4 other members who were present and joined Ms Alvarez shared their comments which also spoke to greater communication; the changes in beautification and their position on the mandate of a BIA.

### **Report of the Chair**

January was a busy month for the Board with interviews taking place the week of January 15<sup>th</sup>. The selection panel was challenged with the level of expertise and ability from the 11 candidates that applied. Stephanie Hicks was instrumental with the process as was Board Member Kelly Jones for his organization on such short notice. Thanks are extended to the panel; Kelly, Alyssa, Lucas, Brenda and Stephanie.

The initial strategic planning session with Core group was very successful. A mission statement and vision were drafted as working statements; as well as identifying goals for the downtown with strategic partners being the City of Welland; the Library and Museum personnel.

Meetings with downtown members – one regarding property tax issue and another about beautification issues.

This latter issue was discussed in January with a proposal that West Main members be brought together for a discussion. Beautification may be the lead on this topic as one of the at-large committee members is also a business of West Main.

Meeting with Alyssa and Stephanie regarding the Concert on Canals contract agreement.

Meeting with Alyssa regarding the employment contract for Amanda MacDonald.

Meeting with Sam regarding the HST and CRA access.

Meeting with Culture and Recreation with Kelly and accompanied by Stephanie and Amanda regarding the opening ceremonies of the Canoe Kayak event.

Attended Council on the 16<sup>th</sup> and General Committee Meeting on the 23<sup>rd</sup>. Pertaining to waiving of fees for Feast Street.

Meeting with acting City Clerk Carmela Radice regarding information to be shared and process for presentations regarding of upcoming member presentation.

Lastly, attended farewell gathering for Stephanie on the 2<sup>nd</sup> February.

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

Social Media – Top post is announcement of Stephanie Hicks Resignation – Reached 1,639

Top Tweet – Congratulations to our Executive Director – 382 impressions

Top Media Tweet – Welland Bridge 13 New Year's Eve lights – 78 impressions

Welland Bridge #13 – Bell Let's Talk – Reached 495

WBBIA Google – Visit website (24), Request directions (52) and Call us (0)

Meeting -Downtown Members/Potentials

169 West Main Street

Meetings working Partnerships (include conference calls/teleconferences) –

OBIAA Best Practices Conference Call, SEART meeting for Rose Festival

Committee Meetings: 150<sup>th</sup> Last Committee Meeting, OBIAA OMAFRA Strategic Planning

Events: none

Reports/Application/Marketing Material – Presentations for Feast Street Niagara, 2017 End of Year Review, Press Release resignation, Press Release Amanda MacDonald, SEART application Concerts in the Canal, Concerts on the Canal Draft Contract with City of Welland.

### **Motions**

That the Welland Downtown BIA conduct a full rounded survey about events especially the Concert on the Canal series and communication to our membership

Motion by Councilman J. Chiochio

Seconded by H. Hudson

**Carried**

### **Committee Reports**

a. Finance and Audit – Transactions are minimal, mostly wages. Paid \$1000 to Float Fest for sponsorship. No added line on the budget for Concert on the Canal series as funding provided by the City. The audit will be starting week after next.

b. Beautification – A meeting was held with member Travel Escapes (Mairi Alvarez) regarding concerns on the beautification of the downtown. In attendance were Chair of WDBIA, D. Wright; Executive Director. S. Hicks, Chair of beautification committee, J. Eisen; Welland Councillors, B. Fokkens and J. Chiochio. Issues discussed was inadequate refuse containers both in numbers, design, capacity and maintenance; beautification both at the planter and hanging basket levels; absence of banners and consideration for bike racks.

Greenery: discussion with provider on the browning of plant material. Request from individuals on the outcome of the live trees.

c. Governance – Basic HR filled in. Set up meeting with City Staff for assistance.

Discussion on process for addressing member and at-large concerns was referred to governance.

d. Marketing, Promotions and Events – Rose Festival – events that pertain to the WDBIA catchment are the Street Dance and possibly the parade route. At SEART - 2 concerns identified from the 2017 event - Signage on Civic Square regarding alcohol within premises and Security at barricade corner of East Main and Cross Street Courthouse side for safety reasons.

Concerts on the Canal – 7 out the 10 Concerts are booked awaiting the Jazz genre to be confirmed. Food vendors, sponsorships and marketing TBD.

Canada Day – Preliminary planning is done. Amanda, Stephanie and Krista with City of Welland have all met and mapped out the to-do, temp budget and what to expect.

Float Fest – July 8, 2018 – SEART meeting Feb 27<sup>th</sup>

Opening Ceremonies – Canoe Polo Championships – Booked Concert and looking into an indigenous act to be the opener for the concert. Will have a flag parade of the athletes, dignitary speeches, opening act, concert ending on fireworks over the bridge, budget pending.

Feast Street Niagara – Preliminary planning is being done. SEART March 28 @ 10:00 am at the Wellness Complex. All vendors have been contacted notifying them of new contact person (Amanda).

Welland Santa Claus Parade – Too soon

Sponsorship Package: All Concerts (8), Canada Day, Opening Ceremonies, and Feast Street. Aiming for 20 sponsorships at \$2000.00 for all events great ROI for the sponsorship.

### **Business Arising**

a. OBIAA Strategic Planning – Meeting tomorrow night with Core teams (Museum, City of Welland, Library and BIA)

b. Summer Student Grant Application – Intern approved from Centre Francophonie for 4 months. Grant application for 2 more students being forwarded for consideration.

c. Welland Active Transportation Committee – Stephanie appointed rep representing WDBIA. Awaiting response from City on Amanda's ability to participate.

d. Final Payment to Digital Caribou-Rebranding – There is \$1,695.00 still owing. Would like to accelerate payment in the 1<sup>st</sup> quarter.

**“BE IT RESOLVED that the payment be accelerated in the 1<sup>st</sup> quarter”**

Proposed by: S. Hamp

Seconded by: K. Jones

**Carried**

**New Business**

- a. Meeting Locations – Will remain at the City for the balance of the year.
- b. GIANT FM Radio Opportunity – Cost of the opportunity is high. Has been referred to committees (Marketing and then Finance) to determine if limit to event only.
- c. Returning 2018 Slate of Directors - The Chair inquired about returning Board members who will move their names. Reminder that executive positions will also require appointment/election and that the Chair position requires 1 year of Board participation.

**White Space**

None

**Correspondence**

- a) Resignation Letter from Executive Director Stephanie Hicks
- b) Departure of Executive Director Letter from Chair
- c) Letter to Ms. Alvarez on request to Present to the Board.

**Next Meeting**

Next meeting date is Monday, March 5, 2018 at City Hall room 108/109.at 5:30 p.m.

**Adjournment**

The meeting adjourned at 8:00 p.m.