



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 21, 2019  
Civic Square, Room 108/109 East Main St. Welland at 5:30 p.m.

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**Board Members Present:** J. Eisen, K. Jones, D. Bujold-Wright, B. Herchmer, L. Robichaud G. Bowes, C. Cruse, A. Adams

**Board Members Regrets:** B. Fokkens, C. Richard

**Executive Director:** A. MacDonald

**Recording Secretary:** J. Bujold

**Students:** L. Rockx, J. Rowntree

1. Welcome – Call to Order
  - a. The chair called the meeting to order at 5:35 p.m. and welcomed new board members.
2. Committee-of-the-Whole (In Camera)
  - a. Motion into camera at 5:38 PM  
Proposed by K. Jones  
Seconded by D. Wright  
**Carried**
3. Arise from Committee-of-the-Whole (In Camera)
  - a. Out of camera at 6:04 PM
4. Acceptance of Agenda
  - a. "BE IT RESOLVED that the agenda be accepted as presented."  
Proposed by G. Bowes  
Seconded by D. Wright  
**Carried**
5. Declaration of Conflicts
  - a. None
6. Approval of Minutes
  - a. "BE IT RESOLVED that the Board of Directors accepts the minutes of the meeting of Monday January 21st, 2019 as written"  
Proposed by J. Eisen  
Seconded by B. Herchmer  
**Carried**
7. Report of the Chair

- a. Outgoing Chair and Incoming Past Chair, D. Wright noted the great work of the board and appreciation of the catchment on behalf of the work performed by directors leaving.
- b. D. Wright also noted that the presentation made to the OBIAA board in early January resulted in the policy and procedures completed by Welland being adopted/adapted provincially – kudos to all involved!
- c. K. Jones noted the many meetings with the Mayor, CAO and all departments, and his learnings regarding the many workings of City Hall.

8. Report of the Executive Director A. Macdonald

- a. Advised that Land Acknowledgement work is being performed
- b. Request to have Board members share social media responsibilities due to increased workload.
- c. The WDBIA will be applying for awards for the Canoe Polo International Opening Ceremonies and Welland-opoly
- d. WDBIA have been selected to present at the Parks and Recreation Ontario Conference in March. A. Macdonald mentioned micro sessions to teach board the information from the OBIAA conference in March to members not able to attend.
- e. A. Macdonald thanked out-going board members for their service.
- f. Patio project was approved at a December City Council meeting, encroachment permits are being prepared.

9. Committee Motions

- a. None

10. Committee Reports

a. Finance and Audit

- i. Auditor's time lines
  - 1. The audit has been initiated. Completion has been requested by March 15<sup>th</sup>, 2019.
- ii. Mobile application
- iii. UPDATE: In early 2018, a WDBIA mobile application was discussed as a means of promoting our members, highlighting downtown sales, selling WDBIA merchandise, and selling downtown gift cards. Money was appropriated (\$1500) in the 2019 budget for the project. The project proved too difficult for high-school students and too expensive via remote programming. The WDBIA office continues to seek out a qualified programmer, and this project has been moved to the spring of 2019 with a completion and launch deadline of November 1st, 2019 for the holiday season. A tender may be sent out in February upon completion of the beautification bid and tender update on transfer of signing authority.
  - 1. Being completed in near future.

b. Beautification

i. RFQ update

1. The BIA approved the provided RFQ and that it was delayed to be sent out for a bid until January 7th, 2019. The tender of downtown beautification will be for January 2019 to December 2020, at which point we will engage the City of Welland in future cost-sharing initiatives. Previous research conducted in summer of 2018 indicated that the Welland Downtown BIA was one of few BIA's paying for greenery beautification from their levy, and that most BIA's appropriate those funds into special events, marketing and advertising.

ii. Community garden

1. A. Macdonald received a phone call from our Federal Member of Parliament Vance Badawey, acknowledging the approval of \$24,460 towards a Community Garden Program that will take place within the catchment. This grant will assist with a part-time staff for 32 weeks at 10 hours per week for only the program. Job description will be brought to the Board in February.

iii. Downtown Planters

1. After a series of experiments with a variety of options the WDBIA will not be proceeding with lighting the planters as it proved difficult to secure them from being stolen.

c. Governance

i. Policy review

1. In order to ensure a familiarity with Board policies, the governance committee will be reviewing one policy at each upcoming, Updated policies will also be presented.
2. New Policy: As the committee were updating the policy and procedures, they formalized a past chair position this past summer. It was done in order to assist with the transition of new board members while guarding against the loss of Board knowledge and history. One of the past chair's role is flagging updates of policy and procedures in order to keep them current.

d. Marketing and Events

i. Concerts on the Canal

1. On November 22nd, 2018 at 11:00 PM, Steve Zorbas requested the BIA submit a proposal for the 2019 concert series stating, "Time is of the essence". The WDBIA office drafted a proposal that was voted on via email by the outgoing board, including City Councillors as their term ended November 30th. With the exception of John Chiocchio who

voted "NOT IN FAVOUR", the motion passed. Please note that the 2017/2018 Treasurer has previously stated that the Concerts are a sound investment due to the small time commitment and funds received for the summer students.

- a. APPROVED MOTION VIA EMAIL: BE IT RESOLVED that the WDBIA submits a proposal for the 2019 Concert Series to the City of Welland for consideration of event organizers.

Motion: Dolores Wright

Second: Kelly Jones

**Carried**

2. The potential of adding alcohol to the event (as requested by concert participants) was discussed. Motion as follows;

- a. "BE IT RESOLVED that the Board of Management along with the City and third party such as the one the BIA used for Feast Street and Supper markets, investigate the possibility of having alcohol at the events."

Motion: Kelly Jones

Second: Glen Bowes

**Carried**

- ii. Go Green on Bridge 13

1. This one-time event was discussed in 2017, and was approved by Finance and Audit in 2018, has been discussed at Board Meetings, and is proceeding. This is modelled after the one Fenwick did when they closed their main street, laid sod, and held a variety of outdoor family activities that also promoted Downtown businesses. Sod for this event has been donated, waiting for fees to be waived and Fire department is on board. It will be on Bridge 13 and it will be closed for the day. Indigenous representation has been organized. . Thies Bognar may be doing a display of past, present and future of Welland and the bridge. A trackless train will run through the City. There will be way finding signs to promote local businesses. This will take place on Saturday, August 10th, 2019. Cost to close the Bridge is \$5000. This will be covered by sponsorship. Preliminary budget is \$10,000 and will be funded by sponsorships.

- iii. Canada Day

1. All is going well, vendor applications being sent soon. More details coming in the future.

- iv. Feast Street Niagara

1. Motion: BE IT RESOLVED that the WDBIA will not proceed with Feast Street Niagara in 2018 due to administrative challenges

that are beyond the control of the WDBIA. The event will be revisited in 2019.

Proposed by Kelly Jones

Seconded by Glen Bowes

**Carried**

## 11. Business Arising

### a. Welland-opoly

- i. UPDATE: The WDBIA Welland-opoly has arrived in the Niagara Region via our supplier and will be delivered this week. It has produced \$4,721.11 with over \$1,000 sitting in the WDBIA PayPal and Shopify accounts yet to be withdrawn. The game cost \$10,322 to order, which was completely covered by sponsors. There s currently only one \$300 sponsor with an outstanding balance. We have 36 non-paid pre-orders from sponsors and community groups.

### b. Trademark update

- i. Continuing and will be completed in the near future.

### c. Anycard – Downtown Gift Card

- i. UPDATES: All business in downtown Welland can participate in this program at absolutely no cost. It is easy to participate, and Downtown Welland Gift Cards encourage local spending. It costs a yearly fee of \$1,500 for the BIA to activate, along with staff time to train and inform members. This was approved by Finance and Audit, is represented in the 2019 budget, with the goal of having it ready for November 2019. Each store would advertise in their stores, have a sticker in their window, and would advertise via social media. The BIA would also own all data on purchases and who and how the benefit impact members.

### d. Council Committee Structures

- i. Executive Director applied for 4 committees. The committees include Active Transportation, Market Square Advisory, Arts & Cultures and Waterways Advisory.

### e. Community Report Card Update

- i. Students are working on City Council presentation for final project including an infographic.

### f. Transfer of Signing Authority

- i. Above in Finance and Audit

### g. Downtown Commercial Update

- i. Continuing on working with Brock University.

### h. Downtown Programming Update

- i. To be presented in the March Wellness Guide!

## 12. New Business

- a. Committee Chairs and Structure
  - i. Members are reminded to sign-up for committees.
- b. Downtown CIP Funding meeting update
  - i. Workshop was well attended in December and was well received.
- c. Student Co-op Placements
  - i. Canada Day Flag Project
    - 1. All downtown businesses are being coordinated to hang Canadian flags in brackets at the same height to a festive and meaningful look. Once the brackets are installed, there is potential for changing the flags for different events or celebrations. Launch Centre are making the brackets, waivers are being signed by businesses. Flags will stay up from May 24 weekend to Remembrance Day. L. Rockx to coordinate with Public Works for winter storage.
  - ii. Downtown Hanging Baskets – Students working on information.
    - 1. 2019 Letters to Santa Mailbox -  
Sponsored through event. Mailbox will be stored in Public Works off-season and be brought out for the Santa Claus Parade. Look at working with Postal Worker who has been doing it for years.
    - 2. Grants and Sponsorships - Teaching Brock University students how to write grants.
    - 3. Welcome Wagon Project – being organized. Event will be held downtown twice a year to welcome and share information with all new residents. A deadline date for content bags will be established.
  - iii. Go Green on Bridge 13/Canada Day – Already discussed.
- d. Coldest Night – participation in this nationwide February 23rd fundraiser is being organized. Contacting as many businesses as we can. . BIA walking in the downtown team. A goal of \$1500 must be reached. Competing against North BIA.
- e. Niagara Region Waste Management - In 2021 the garbage pickup will be every 2 weeks. Recycling will stay weekly.
- f. OBIAA Conference 2019 Update - Already discussed

### 13. White Space

#### 1. A.P. Jewellers –

- a. Complaint that people park in front of businesses on West Main Street and move their car every 2 hours. As a result clients and customers cannot park in front of their establishment.
- b. BIA spoke to City Staff and he advised that if he would not be able to implement the requested change to one hour as he only has 1 staff per shift and the by-law officer would not have enough time to make the rounds. He would also need to have a petition signed by all businesses

to have it changed. Will instead look at alternative parking or the potential of using the church parking for a monthly fee.

- c. Will encourage the City to find more parking like using the old Crabby Joe's. Will also look at having a forum on parking. Action Step – will add the topic to the agenda for next month.

2. Defer on WDBIA expansion vote until next meeting when Council Board members are present.

#### 14. Correspondence

1. Letter from Niagara Region waste management
2. Email from Niagara social medias - stating official nomination in two categories
3. Four nomination packages from prospective board members
4. Invitation to Celebrate Ontario grant session
5. Invitation to Ontario Trillium grant session
6. Letters of support from Library and City for go green

#### 15. Next General Meeting

1. Monday February 4th, 2019 at 5:30 PM – RM 108/109 Civic Sq.

#### 16. Adjournment

1. The meeting adjourned at 8:30 PM  
Motion by A. Adams  
Seconded by D. Wright  
Carried