



**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, August 10th, 2020, 7:00pm  
Virtual Meeting  
Chair Kelly Jones present at 825 Ontario Road**

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**Board Members Present:** K. JONES, G. BOWES, L. ROBICHAUD, B. HERCHMER, H. TREDDENICK, L. SEE

**Board Member Regrets:** A. ADMAS, C. CRUISE, J. CHICCHIO, B. FOKKENS, D. ALEXANDER

**Recording Secretary:** A. HIGGINBOTHAM

**Executive Director:** A. HIGGINBOTHAM (Student Nicholas Pasaluko)

**1. WELCOME: CALL TO ORDER**

“**BE IT RESOLVED** that the meeting be called to order.”

The Chair K. Jones called the meeting to order at 7:17pm

**2. OPEN OF GENERAL MEETING**

General meeting opened.

**3. ACCEPTANCE OF AGENDA**

“**BE IT RESOLVED** that the agenda be accepted as presented

Proposed by: G. Bowes

Seconded by: L. See

**Carried.**

**4. DECLARATION OF CONFLICTS**

Declaration of Conflicts -N/A

## **5. APPROVAL OF July 6<sup>th</sup> 2020 MINUTES**

**“BE IT RESOLVED** that the July 6<sup>th</sup> 2020 minutes be accepted as presented.”

Proposed by: L. Robichaud

Seconded: B. Herchmer

**Carried**

## **6. REPORT OF THE CHAIR**

**K. JONES**

- Operations are moving along well
- Sidewalk sale will be postponed until we see how COVID numbers are after schools go back – low interest from membership at this time

## **7. EXECUTIVE DIRECTOR’S REPORT**

**A. HIGGINBOTHAM**

Presentation by Nick Pasaluko regarding Facebook boosts – including implementation & costing

### **Meetings & Events**

**July 6<sup>th</sup> WDBIA monthly board meeting**

**July 7<sup>th</sup> Virtual attendance at Welland City Council meeting**

**July 8<sup>th</sup> Niagara Region Debriefing (via Zoom)**

**July 9<sup>th</sup> OBIAA best practices call**

**July 10<sup>th</sup>, 2020 Levy received**

**July 14<sup>th</sup> OBIAA Communications Committee meeting**

**July 15<sup>th</sup> Niagara Region Debriefing (via Zoom)**

**July 16<sup>th</sup> Beautification virtual meeting**

**July 21<sup>st</sup> Discussion with city staff re: anonymous donation**

**July 21<sup>st</sup> OBIAA best practices call**

**July 21<sup>st</sup> Virtual attendance at the Welland City Council Meeting**

**July 22<sup>nd</sup> Enterprise call re: financial webinar**

**July 22<sup>nd</sup> Niagara Region Debriefing (via Zoom)**

**July 23<sup>rd</sup> OBIAA best practices call**

**July 28<sup>th</sup> OBIAA best practices call**

**July 28<sup>th</sup> Oak Centre final discussion re street crew**

**July 28<sup>th</sup> Job gym call re funding**

**July 28<sup>th</sup> DMS press release & info discussion**

**July 29<sup>th</sup> Niagara Region Debriefing (via Zoom)**

**July 30<sup>th</sup> OBIAA best practices call**

**August 4<sup>th</sup> Virtual attendance at the Welland City Council Meeting**

**August 4<sup>th</sup> OBIAA best practices call**

**August 4<sup>th</sup> Zoom discussion: topic selection for webinar series**

**August 5<sup>th</sup> Niagara Region Debriefing (via Zoom)**

**August 5<sup>th</sup> WPCC zoom meeting re webinar series**

**August 5<sup>th</sup> Weir Legal webinar**

**August 6<sup>th</sup> OBIAA best practices call**

**August 10<sup>th</sup> WDBIA monthly board meeting**

Items for action completed by staff:

- Webinar Implementation – see schedule
- Interest in pop up vendor market / sidewalk sale – limited interest at this time
- Research on Facebook boosts
- Application / approval for DMS grant – process of hiring
- WDBIA street crew member hired/ trained

## **8. COMMITTEE REPORTS**

### **Governance**

**B. HERCHMER**

#### **“BE IT RESOLVED” That the WDBIA adopt the following policy:**

At the decision of the Executive or as the result of extenuating circumstances, meetings may be held virtually using an online platform or teleconferencing. Online meetings should be promoted in the same manner as face to face meetings with guests being welcomed to participate. All meetings should be recorded in addition to regular minutes being recorded and shared.

Proposed by: B. Herchmer

Seconded by: G. Bowes

Carried

## FINANCE AND AUDIT

G. BOWE

- Books are up to date
- Transition has been smooth thus far

## BEAUTIFICATION COMMITTEE

L. ROBICHAUD

- Vertical swags are the only option from supplier to replace seasonal baskets
- BIA street crew to start last week of August
- Pricing for snowflakes – too expensive for this season
- Planter relocation hasn't happened yet – city staff reporting delays in other jobs that will postpone this request

**Item for action: Alexis to reach out to Welland Hydro to see about grants for lighting**

- Wellandopoly Update: sales are very low

**Item for Action: Another push for Wellandopoly**

## MARKETING AND EVENTS

K. JONES

- Postponement of the sidewalk sale
- Recovery webinar series – will be in the Tribune and Niagara This Week
- Also to be boosted on FB

## 9. COMMITTEE MOTIONS

**“BE IT RESOLVED” That the WDBIA NOT pay the goverage fee invoice from the former bookkeeper**

Proposed by: B. Herchmer

Seconded by: G. Bowes

Abstained from vote: **H. Treddenick**

## 10. NEW BUSINESS N/A

**11. BUSINESS ARISING: AGM:** Date virtual vs. in person

**“BE IT RESOLVED” That the 2020 WDBIA AGM be held virtually**

Proposed by: G. Bowes

Seconded by; L. Robichaud

Carried

## **12. WHITE SPACE:**

- Discussion surrounding moving ahead with a new website

“BE IT RESOLVED” that the WDBIA move ahead with the development of a new website using the overage amount from the 2019 GST rebate

Proposed by: G. Bowes

Seconded by: B. Herchmer

Carried

- Holly regarding micro grants -discussion to take place later in September
- Land acknowledgement statement

“BE IT RESOLVED” THAT THE WDBIA ADAPT OPTION #2 FOR ALL RELEVANT GATHERINGS HOSTED BY THE WDBIA

Proposed by: H. Treddenick

Seconded by: B. Herchmer

Carried

## **13. CORRESPONDENCE: NIL**

## **14. ADJOURNMENT**

“Be It RESOLVED that the August 10th meeting be adjourned”

Proposed by: G. Bowes

Seconded by: L. Robichaud

**Carried.**

**The meeting adjourned at 8:42PM**

## **15. NEXT MEETING: Monday, September 14<sup>th</sup> 2020**

Please RSVP your attendance to Alexis Higginbotham [info@downtownwelland.ca](mailto:info@downtownwelland.ca)