



**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, September 14, 2020, 7:00pm
Virtual Meeting**

Board Members Present: K. JONES, A. ADAMS, B. HERCHMER, G. BOWES, L. ROBICHAUD, D. ALEXANDER, B. FOKKENS, L. SEE, C. CRUISE, J. CHIOCCHIO

Board Member Regrets: H. TREDDENICK

Recording Secretary: B. HERCHMER

Executive Director: A. HIGGINBOTHAM

Guest: JESSE D’HULSTER

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 7:03pm

Motion: C. CRUISE, L. SEE

Seconded: L. SEE

Carried.

2. OPEN OF GENERAL MEETING

General meeting opened.

3. ACCEPTANCE OF AGENDA

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

Proposed by: B. FOKKENS

Seconded by: L. ROBICHAUD

Carried.

4. DECLARATION OF CONFLICTS

Declaration of Conflicts - none

5. APPROVAL OF August 10th 2020 MINUTES

“**BE IT RESOLVED** that the August 10th 2020 minutes be accepted as presented.”

Proposed by: B. HERCHMER

Seconded: C. CRUISE

Carried

8. REPORT OF THE CHAIR

K. JONES

- New student has been welcomed (Maria) funded by Canada Student grants)
- Speakers Series has been initiated. In addition to attending the live webinars others are listening to recordings afterwards by accessing the links on the [Downtown BIA website](#). Today’s webinar was focused on social media and was well received.

9. EXECUTIVE DIRECTOR’S REPORT

A. HIGGINBOTHAM

- New Digital Mainstream team member is in place (Madison). Will work with first client tomorrow to assist them in applying for the \$2500 grant that is available to Downtown businesses.
- Niagara this Week will do a story on our Digital Mainstreet grant.
- A virtual tour of our community garden project took place on Sept 10th with MP Vance Badawey and Deb Schulte, Minister of Seniors. The project was done in partnership with Small Scale Farms as the result of a New Horizons Seniors Program grant.

10. COMMITTEE REPORTS

GOVERNANCE

B. HERCHMER

No existing Board members with the exception of B. Herchmer will need to stand for re-election at the upcoming Annual Meeting. There are a total of three openings. There are two forms required to be completed by anyone who meets the criteria and is interested. These have been

updated and A. Higginbotham will circulate them to Board members so they can assist in the recruitment process.

FINANCE AND AUDIT

G. BOWES

- New bookkeeper is working out well.
- As the result of COVID restrictions we are currently under budget in all categories except Beautification.
- Next finance meeting is scheduled for Wednesday September 21st at 11:00 am.
- Ideas for projects or initiatives would be welcomed.

ITEM FOR ACTION:

Ask bookkeeper to add year-to-date numbers added to future financial statements.

BEAUTIFICATION COMMITTEE

L. ROBICHAUD

Have talked to Country Gardens regarding Downtown Christmas decorations

Have been approached by the City about coordinating our efforts with the 6 snowflakes that they will install on Main Street. BIA will add white lights in all 75 planters to complement the snowflakes. Also researching other snowflake decorative items for consideration.

Also anticipate having additional information regarding banners for the next meeting.

ITEM FOR ACTION:

Finance Committee will examine potential of dollars that may be available from this year's budget that could be used to purchase additional snowflakes for outdoor décor.

MARKETING AND EVENTS

K. JONES

- No word yet from the City on whether the Santa Claus Parade will be held.
- Downtown BIA Street Crew is now being delivered in partnership with Job Gym/John Howard and the Oak Centre. Hired an individual from the Oak Centre who is cleaning up debris Monday to Friday. When other issues are identified, e.g. broken glass, needles, larger items on the curb requiring pickup, BIA staff is advised and the City is then notified. It was noted that it is the responsibility of the businesses to clean up the front of their own property however the initiative is working out well.
- Will continue to market the webinar series.
- Developed a relationship with Metro Medialand that has the potential for a partnership that could result in profiling the BIA and 12 businesses at a reduced rate.

Cost is shared between the BIA and the businesses.

ITEM FOR ACTION: Alexis will distribute the information regarding the Medialand proposal (and potentially a video) so a decision can be made at the next meeting.

11. NEW BUSINESS

- H. Treddenick will report at the next meeting on any potential funding opportunities offered by the Ontario Arts Council.
- Waste Management is moving to garbage pickup every 2 weeks instead of every week. Limit will remain at 2 bags. Organics will be picked up every week. The contractor has offered to do webinars for residents.
- Have received a proposal from Niagara this Week that uses social media to promote My Niagara to promote Welland.

ITEMS FOR ACTION:

- Information from Niagara this Week will be forwarded to Board members for a decision regarding social media promotion.
- A request to Council will be submitted to provide an update including information regarding the levy.

13. WHITE SPACE:

- If the city makes a decision not to proceed with the Santa Claus parade it was agreed we could potentially consider alternatives such as a drive-in concert or outdoor market.
- The RFP process and anonymous donation for the Concerts on the Canal is still being discussed.
- Website development is taking place.

ITEM FOR ACTION: When a website prototype is available it will be share with Board members for feedback.

14. CORRESPONDENCE: NIL

15. ADJOURNMENT

“Be It RESOLVED that the September 14th meeting be adjourned”

Proposed by: J. CHIOCCHIO

Seconded by: B. HERCHMER

Carried.

The meeting adjourned at 8:15 pm.

NEXT MEETING: Monday, October 5, 2020 7:00 PM (Virtual)

ANNUAL MEETING: Wednesday, October 21, 2020 7:00 PM (COVID permitting there will be the option of attending face to face or virtually)