



**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 2nd, 2020, 7:00pm
Virtual Meeting**

Board Members Present: K Jones, B. Herchmer, L. See, G. Bowes, A. Adams, J. Chiocchio, J. D’Hulster, A. Chistoff, L. Robichaud, C. Cruise, H. Treddeick, D. Alexander

Board Member Regrets: B. Fokkens

Recording Secretary: A. Higginbotham

Executive Director: A. Higginbotham

1. WELCOME - CALL TO ORDER

- a. The chair K. JONES called the meeting to order at 7:03 pm

OPEN OF GENERAL MEETING

2. ACCEPTANCE OF AGENDA

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

Proposed by: B. Herchmer

Seconded by: C. Crusie

Carried.

3. DECLARATION OF CONFLICTS

None

4. APPROVAL OF October 5th, 2020 MINUTES

“**BE IT RESOLVED** that the October 5th, 2020 minutes be accepted as presented.”

Proposed by: J. CHIOCCHIO

Seconded: L. ROBICHAUD

Carried

5. COMMITTEE OF THE WHOLE

A discussion of personal matters about an identifiable individual, including municipal and or member(s) of the downtown catchment area

Motion to go in Camera:

Proposed by: J. CHIOCCHIO

Seconded by: L. ROBICHAUD

CARRIED

In Camera: 7:08pm

Out of Camera: 7:13pm

Motion to go out of camera

Proposed by: A. ADAMS

Seconded by: L. ROBICHAUD

CARRIED

6. REPORT OF THE CHAIR

K. JONES

- Beginning to explore 2021 initiatives. Please contribute any ideas for consideration

7. EXECUTIVE DIRECTOR'S REPORT

A. HIGGINBOTHAM

- Most items covered as we move through each topic
- Sponsorship still being sought for holiday programming

8. DMS squad member Madison Judson

- Presentation of progress of DMS thus far- number of businesses applying, approved, declined
- Reminder that November 30th is the deadline for submission of DMS

9. Community Watch Business & Resident Survey Maria Dziarkach

- Presentation of survey findings
- The Community Watch Committee once formed, should be on the radar of the beautification committee

Item for Action- *Staff to continue to compile results and send final report, with commentary and letter of intent, to Council.*

10. COMMITTEE REPORTS

GOVERNANCE

K. JONES

- Reminder to Board that nominations for vacant board positions have been posted
- Elections of open board positions to take place after the AGM on November 18th

FINANCE AND AUDIT

G. BOWES

- Update on the 2020 Audit process – to begin with the collection of info in December
- Current financial statements are up to date

- Presentation of the 2021 budget – a discussion of the breakdown

BE IT RESOLVED “that the WDBIA board accepts the current 2021 budget as presented with the addition of a zoom membership for 2021”

Proposed by: L. ROBICHAUD

Seconded by: L. SEE

CARRIED

BEAUTIFICATION COMMITTEE

L. ROBICHAUD

- Update of seasonal décor- adding of lighting to this year’s seasonal planters
- Staggered installation due to supplier issues – all planters installed by December 1st
- RFP for 2021-2023 drafted and ready for review
- Update on WDBIA street crew position will finish November 30th for the season

MARKETING AND EVENTS

K. JONES

- Update on planned holiday programming - Santa Zoom calls, winter lights & WDBIA contributions to these events.
- Discussion of the implementation of the downtown business window decorating contest.

BE IT RESOLVED “that the WDBIA spearhead a downtown business window decorating & lighting contest”

Proposed by: D. ALEXANDER

Seconded: A. ADAMS

Carried.

11. BUSINESS ARISING

- Reminder of the WDBIA AGM upcoming on November 18th @ 5:30pm via ZOOM
- New Horizons Grant – applied for this grant for 2021- Brenda Herchmer provided a brief overview of the project specs and scope
- Discussions pertaining to way finding signs downtown – Board contributions and recommendations will be compiled and provided to city staff

12. NEW BUSINESS:

- The further discussion surrounding WDBIA support of an extension of the current animal bylaw in the city of Welland

BE IT RESOLVED “that the WDBIA wait for further clarification & explanation of the extension of the bylaw before supporting any proposed changes”

Proposed by: A. ADAMS

Seconded: L. ROBICHAUD

Carried.

13. WHITE SPACE:

- Discussion around potential projects with Arts and Culture committee in 2021
- Waiting on confirmation as to when A&C meetings will reconvene

14. CORRESPONDENCE: NIL

15. ADJOURNMENT

“Be It RESOLVED that the November 2nd meeting be adjourned”

Proposed by: J. CHIOCCHIO

Seconded by: G. BOWES

Carried.

The meeting adjourned at 8:47 pm.

NEXT MEETING: December 14th, 2020 7:00 pm (Virtual)