



**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 1st, 2021, 7:00pm

Virtual Meeting

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

Guests: Elizabeth Ugolini, Mandy Vogin

Board Member Regrets: A. Adams

Recording Secretary: H. Treddenick

Executive Director: A. Higginbotham

1. WELCOME - CALL TO ORDER

- a. The chair K. Jones called the meeting to order at 7:03 p.m.
Land Acknowledgment

2. ACCEPTANCE OF AGENDA

- “BE IT RESOLVED that the agenda be accepted as presented “
Proposed by: G. Bowes
Seconded by: B. Fokkens
Carried.

3. DECLARATION OF CONFLICTS

None

4. APPROVAL OF DECEMBER 14th, 2020 MINUTES

“BE IT RESOLVED that the December 14th, 2020 minutes be accepted as presented.”

Proposed by: C. Cruise

5. Committee of the Whole

Postponed to March 1st, 2021 pending further information

6. REPORT THE CHAIR K. Jones

- Wrapping up 2020
- Preparing bookkeeping for auditors
- Preparing new board members

7. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- Discussion on business re-opening in regards to “current lockdown” and “emergency” regulations
 - Expires on 9th and 11th of February, 2021
 - Alexis has advised businesses to wait for new announcements before proceeding with reopening plans.
 - Some businesses within the region have been operating illegally and fines have been administered
- Bridge 13 lighting issue has been remedied
- Grants
 - No news on New Horizon grant filed in November 2020
 - Canada Summer Jobs has been submitted (May, 2021- February 2022)
- Digital Main Street Report compiled by Madison with data on feedback and results
 - Madison is continuing until end of March, 2021
 - This has been a great program for several businesses, but was not relevant for others. Feedback to be provided to OBIAA
- Website content has been updated, this is ongoing
 - Newsletters- this will be the new HUB
 - DMS tutorials are available on the site
 - Other resources including links to government pages
- Office Space
 - As of Jan. 31, 2021, working from home office
 - Maintaining mail address at Welland Civic Centre, 60 East Main
 - In spring aim to move to Chamber of Commerce, 32 East Main

8. COMMITTEE REPORTS

GOVERNANCE K. Jones

- No report

FINANCE AND AUDIT A. Chistoff

- Monthly report of financial position
 - In a large balance due to canceled activities
- Budget to Actual presented
 - Actual \$189,000
 - Wage subsidy
 - Any of the grants
 - \$30,000 donation as community event
 - HST rebate- Jan 2020 to June received, the remained still in process
- All activities have been paid thus far- 2020 is wrapped up financially
- Bonnie praised the new bookkeeper (Renee MacDonald, RM Bookkeeping)

BEAUTIFICATION COMMITTEE L. Robichaud

- RFQ have been sent to local greenhouses for hanging flower baskets and planters
- Follow up on vandalism for Winter baskets→ no report from the NRP

MARKETING AND EVENTS K. Jones

- C. Cruise: “Light of Day Canada” in support of Parkinson’s
 - If anyone is interested in being involved
- Family Day 2021
 - City of Welland Rec & Culture Department planning a digital event
 - WDBIA is hosting a “colouring contest” based on an illustration of Bridge 13 by local artist James Takeo
- Welland Public Library
 - Mural Project→ handing out tiles & paint kits so individuals can contribute to the creation of a community mural commemorating Welland’s 100th Birthday in 2020.
- Goose Chase App→ new city scavenger hunt activity
 - Local businesses were welcomed to donate prizes

New Business / Arising

Kelly will be presenting to city council on February 16th

- 2019 audited budget, what we did with 2020, anticipated 2021
- Kelly proposing a cross walk for the region to install on Division between the Farmer’s Market and the RBC parking lot
 - Anticipates 1-2 years to realize this project
 - The board supports this idea as it supports our mission of calming downtown traffic
- Pop Up shops

- “L. See made a motion to go forward with the pop-up shop project, get research together, to send out to prospective retailers”
- Seconded by B. Herchmer
 - The vote was unanimous
 - Discussion
 - Leda is offering “the building next to her restaurant” as a space for a “pop up shop”. These will be new retail businesses to temp businesses to downtown Welland
 - Alexis will prepare material to support the businesses coming to Welland
 - Will be targeting retail such as clothing, gift ware, houseware, tourist attractions, inspired by Port Colborne, boutique grocery stores,
 - Suggestion of a passport walking tour of downtown Welland

- H. Treddenick passed a motion to BIA to investigate the potential to host community engaged learning activities created by our members and provide a report at the next meeting.
 - Seconded by G. Bowes
 - Unanimous
 - Discussion:
 - The report will include how we want to host this? Zoom, pre-record, pdf??
 - On-line now for now as a pilot, with the option of doing this live in the future

COMMITTEE MOTIONS

- NIL

10. WHITE SPACE:

- Leslie→ what can we do for the businesses
 - Potential for online purse BINGO
 - Requires a lottery licence
 - Brenda: how can we support the downtown businesses rather than outside corporations
- Patio fees will be waived for summer 2021 (as per City of Welland)
- Possibility of road closures downtown on weekends in the summer
- No planning has been done for Concerts on The Canal

11. CORRESPONDENCE: NIL

12. ADJOURNMENT

“Be It RESOLVED that the February 1st meeting be adjourned”

Proposed by: G. Bowes

Seconded by: A. Christoff

Carried.

The meeting adjourned at 8:30pm.

NEXT MEETING: March 1, 2021 7:00 PM (Virtual)