



**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, March 1st, 2021, 7:00pm

Virtual Meeting

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

Guests: None

Board Member Regrets: A. Adams, B. Fokkens, L. See

Recording Secretary: H. Treddenick

Executive Director: A. Higginbotham

1. WELCOME - CALL TO ORDER

- a. The chair K. Jones called the meeting to order at 7:01p.m.
Land Acknowledgment Statement

2. ACCEPTANCE OF AGENDA

- “**BE IT RESOLVED** that the agenda be accepted as presented “
Proposed by: D. Alexander
Seconded by: L. Robichaud
Carried.

3. DECLARATION OF CONFLICTS

None

4. APPROVAL OF February 1st, 2021 MINUTES

- “**BE IT RESOLVED** that the February 1st, 2021 minutes be accepted as presented.”
Proposed by: B. Herchmer
Seconded: D. Alexander
Carried.

5. REPORT THE CHAIR K. Jones

- Proposition month
- Moved to Red Zone→ businesses beginning to re-open
- Several committee meetings took place
 - City of Welland re active transportation improvement, increase bike trails & lanes, access signage, inconsistencies

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- K. Jones did Council presentation February 17th, 2021
 - Well received
 - Thanked councillors J. Chiochio and B. Fokkens
 - B. Herchmer confirmed that K. Jones did a great job
- Announced Family Day Colouring Contest winners
 - 6 submissions, 3 winners
 - 3 Wellandopoly games donated by Leisure Cafe to the other applicants
- Central Fire Hall AGM
 - Described funding secured, plans moving forward
 - They are looking for board members
 - L. Robichaud is a new board member
- Grants
 - No news for New Horizons or Canada Summer Student grants
- Concerts on the Canal→ K. Jones reported on this
 - Had a meeting with the city to discuss potential options
 - How to proceed? Audience pods?
 - May 1st, 2021 will be the deciding date for final decision to carry forward or postpone one more year
- Website updates
 - Newsletters
 - Bridge schedule
 - Fire Station information
 - M. Judson (Digital Main Street rep) has reached out to DMS recipients to alert them yesterday was their final day to use the funds
- Beginning a "Business Referral Guide"
 - How to open a business in Welland?
 - Creating a "Step by step guide"

7. COMMITTEE REPORTS

GOVERNANCE K. Jones

- No report

FINANCE AND AUDIT A. Chistoff

- Presented financial updates for January (Budget vs Actuals, Profit and Loss, Balance Sheet)
- Cash position reported as being strong

BEAUTIFICATION COMMITTEE L. Robichaud

- Discussed “Community Watch” program
 - Some citizens would like this brought to Council
 - This is continuing to develop and form as a committee
 - Continuing to search for representatives for the various areas of downtown
 - The BIA is assisting with the program, but no formal ties
- Niagara Investment in Culture (NIC) Application with the Welland Public Library
 - The WDBIA is joining as a partner on the application
 - Concept involves artists painting Downtown parking space
 - Issues were raised regarding the (1) seeming inequity between payment for Administrative staff vs the artists, (2) going beyond the actual parking spaces as beautification to also be about using them as a strategy for bringing people Downtown, (3) (use QR codes, (4) safety, and (5) sustainability of the arts.

“**BE IT RESOLVED** that the Downtown BIA partner in support of the Welland Public Library proposal for the Niagara Investment in Culture (NIC) proposal to have local artists paint parking spaces.

Proposed by: B. Herchmer

Seconded: D. Alexander

Carried.

- Summer Flowers
 - Country Basket was the only proposal returned, but fits within the budget
- Banners
 - Issues have been resolved. Test banners will be installed and then new banners in key areas identified with poles with proper capacity will be installed
 - Will complete a few tests, then move forward with a more permanent banner

MARKETING AND EVENTS K. Jones

- Pop-up Shops
 - L. See offered her space
 - Considering having “themes” to the events i.e. Breweries, Female
 - Next committee meeting will be March 15th
 - L. See is inquiring about special event permits

- “Purse Bingo”
 - The cost for WDBIA will be approximately \$500 (bingo cards and license fee) with the potential to raise \$4000 that would be donated to The Hope Centre.

“BE IT RESOLVED that WDBIA proceed with planning a virtual Purse Bingo.

Proposed by: L. Robichaud

Seconded: C. Cruise

Carried.

- Vendor Fair:
 - To be held at the Market Square in May to promote businesses
 - Free for downtown members, \$25/ table for non-downtown members
 - Could also serve as a strategy to segway into “pop-up shops”
 - WDBIA cost would be approximately \$500

“BE IT RESOLVED that WDBIA proceed with the vendor fair.

Proposed by: L. Robichaud

Seconded: J. Chiochio

Carried.

- **Saturday Morning Market** Consideration is being given to having a table that could be booked and used by various WDBIA members

New Business Arising

- Welland Community Trails Strategy Stakeholder Meeting
- Pelham Bucks → in discussion
 - Passport Project
 - Visits to various businesses would get stamped by various businesses. Once a certain number of stamps are gained, participants are eligible for a prize.
 - Consideration will be given to the development of a passport “app”. Brock University students may be able to do it as a project.

COMMITTEE MOTIONS

- **NIL**

8. WHITE SPACE:

- L. Robichaud → concern regarding Canadian flags at the Community Garden
- B. Herchmer → discussed a grant for rural communities to support downtown lighting, banners, beautification, etc. Link to the grant will be shared with J. Chiochio to determine if municipal staff have applied previously.

- J. Chiochio→ inquired about how can the city further support people going through homelessness in Welland? Inquiring for a sense of the actual scope of the homeless situation in Welland. Identifying common locations of camps and outdoor sleeping in Welland. Is there a need for more housing support in Welland? D. Alexander mentioned Niagara Region is attempting to assist this issue. How can the WDBIA support? www.wipeoutpoverty.ca. We all agree that housing in Welland is an issue. Housing in downtown is related to the WDBIA mandate to promote the best conditions for downtown businesses. There is a committee forming to promote change. C. Cruise asked about the funding the regions are committing to housing and homelessness.
- J. D'Hulster→ concern about parking for his business. Asked how to increase the parking.

9. CORRESPONDENCE:

A very detailed email has been received by a WDBIA member expressing some concerns regarding WDBIA performance. While some issues were valid, the majority of the issues raised conveyed a gap in understanding of what the WDBIA has been doing. It may be an idea to encourage her to be more involved as well as share feedback in a timely and more regular basis. K. Jones and A. Higginbotham will draft a reply and share it with Board members.

10. ADJOURNMENT

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

Proposed by: J. D'Hulster

Seconded by: G. Bowes

Carried.

The meeting adjourned at 9:03pm.

NEXT MEETING: April 12th, 2021 7:00 PM (Virtual)