



**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, April 14th, 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, B. Fokkens, L. See

Guests: Corey Dutcher, Vegan Hippie Chick

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 7:01p.m.
Land Acknowledgment Statement

2. ACCEPTANCE OF AGENDA

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

Proposed by: A. Chistoff

Seconded by: G. Bowes

Carried.

3. DECLARATION OF CONFLICTS

None

4. APPROVAL of March 1st, 2021 MINUTES

“BE IT RESOLVED that the March 1st, 2021 minutes be accepted as presented.”

Proposed by: B. Herchmer

Seconded: L. Robichaud

Carried.

5. REPORT THE CHAIR K. Jones

- Good month, momentum with new projects, extra meetings with Board Members
 - Set back with new lockdowns
 - Gaining momentum
 - Committees meeting regularly

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- Were not awarded the New Horizons Grant
- Still waiting on Canada Summer Student reply
- New Business opened: Angel Caters → baked goods in Galleria
- New developer purchasing buildings on Main street and Division → a sign that economic development is happening
- There is new leadership at the Welland Economic office, there has been good communication
- RBC on East Main has closed → developing criteria for potential location of a safe location for a bank machine
- Bridge 13 → the lighting is not functioning, the Region is waiting on a quote to get this repaired
- Community Watch Committee → hoping to have the Hope Centre bring us more information about what they do, how to get involved, etc

7. COMMITTEE REPORTS

GOVERNANCE K. Jones

- No report

FINANCE AND AUDIT A. Chistoff

- Presented the financial statements, profit/ loss reports
- Financial Audits
 - Close to completion
 - Improved process from 2020

BEAUTIFICATION COMMITTEE L. Robichaud

- Planters
 - Winter planters removed, summer planters will be in place after May long weekend/ beginning of June
 - Will have improved spacing, no more clusters so more businesses can enjoy
- NIC Grant
 - No results on the Library Submission
- New Banners
 - New pilot location for testing the stability of rehangng the downtown promotional banners has been selected. Awaiting City approval.

MARKETING AND EVENTS K. Jones

- Pop-up Shops
 - Have a number of businesses secured including:
 - Merritt Brewing
 - Cut loose clothing
 - Mind bomb records
- Concerts On The Canal
 - Has had discussions on the city
 - Niagara regional police will not be able to provide the staffing→ this causes difficulty to safely execute the concerts
 - Interest has been expressed by bands and production companies, however we are still in research if this can be offered safely
 - Deadline for progress will be May 3rd
 - If we cannot gather live, we are interested in a live-streaming option
 - Could we do a series of online concerts featuring musicians in their homes
 - How to create the cross promotion for local businesses
- “Purse Bingo” (L. Robichaud)
 - Has a connection to acquire name brand purses.
 - Will apply for a lottery license as soon as a date is determined.
 - Will create a letter to disseminate to businesses to ask them to purchase a purse.
- Business Table at Saturday Morning Welland Market
 - Interest expressed from various businesses to book the free table.
 - First come, first serve for businesses to book the table
 - Free outdoor table, hydro available.
 - WDBIA is absorbing the costs for a year (one stall)
- Virtual Workshop Programming
 - Dates yet unconfirmed
 - Taris, Master Nom, Painted Turtle & Femmes du Feu Creations
 - Pre-recorded and released on YouTube
 - These 4 are a pilot project. Once completed, we will open this platform to other businesses
 - Will also consider presenting it live and posting the recording.

New Business Arising

Niagara Street Zoning/ West Main Niagara Region Development Project

- There is an owner looking to rezone their current building on Niagara Street to be 100% residential, omitting the 25% policy.
- Discussion raised the importance of ensuring mixed development that includes both housing and business.
- J. Chiochio states plans are evolving for Niagara Street → will be released shortly.
- West Main is also being developed through the Niagara Region, construction slated for 2023/2024, possibly postponed longer.
 - What support is available for the businesses that will be directly affected? Tax rebate, etc?
- Suggestions that WDBIA take some action to approach the Region about when the development will take place. Also to find support for the businesses that will be impacted by disruption. Parking may also become an issue.
- Niagara bridge replacement scheduled for 2022, this will intersect with the West Main construction
- Consider inviting Regional Councillors to attend one of our meetings to discuss the issues.
- West Main Parking (J. Hulsterj)
 - Expressed the requirement for increased parking in the area
 - The Church on Fraser St. has a potential parking lot available Monday-Saturday, could be an opportunity for staff parking, which would open the possibility for increased customer parking on Main St. H

Motion by: J. Hulsterj to contact St. Andrew's Presbyterian Church to consider allowing parking space for staff parking for businesses on West Main.

Seconded: G. Bowes Carried

8. WHITE SPACE:

- Shared that Welland ranked 15 of the top 25 communities to live and work remotely in 2021 in McLean's Magazine (15th city in Canada)
- D. Alexander
 - Could there be a meeting of the Regional BIAs
 - Could we create a survey, stats intersecting with the other regional BIA's, potential economic study

- Alexis: has a check discussion in with the other BIA's twice/ week
- L. Robichaud
 - Community Garden→ the flag in very worn, in general not being cared for by Small Scale Farms
 - Can we offer a financial contest to encourage a new business in downtown
- B. Herchmer
 - Digital Main Street project being expanded→ the WDBIA will work to promote it
- H. Treddenick
 - Concern was expressed regarding the new parkette that has been developed at the corner of Main and Hellems. There is still a dumpster in place and beautification is needed.
 - Is there an anti-harassment policy that would address potential support for businesses who are being harassed? Suggestion that it be discussed at a governance meeting. However, Councillors suggested that being a visible councillor who owns a business makes it challenging but is an unfortunate part of the job. If threats occur, the police should be contacted.

9. CORRESPONDENCE:

10. ADJOURNMENT

“Be It RESOLVED that the April 12th, 2021 meeting be adjourned”

Proposed by: G. Bowes

Seconded by: J. Chioccio

Carried.

The meeting adjourned at 8:39 pm.

NEXT MEETING: May 3rd, 2021 7:00 PM (Virtual)

