



**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, May 3rd, 2021, 7:00pm
Virtual Meeting**

Board Members Present: K. Jones, B. Herchmer, C. Cruise, D. Alexander, J. D’Hulster, J. Chiochio, G. Bowes, L. See, A. Adams

Guests: Corey Dutcher, Vegan Hippie Chick; Jon Braithwaite, The Hope Centre

Board Member Regrets: A. Chistoff, H. Treddenick, L. Robichaud, B. Fokkens

Recording Secretary: A. Higginbotham, Madison Judson

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: J. Chiochio

Carried.

3. DECLARATION OF CONFLICTS

None

4. APPROVAL of April 12th, 2021 MINUTES

“**BE IT RESOLVED** that the April 12th, 2021 minutes be accepted as presented.”

Proposed by: D. Alexander

Seconded: J. D’Hulster

Carried.

CEO Jon Braithwaite, The Hope Centre discusses programs the Hope Centre offers. Stevie the cat makes an appearance. Has provided over 14,000 lunches since the start of the pandemic. Provides financial help, has the YWCA attached, helps with legal service, etc. Addresses Brenda's question about what to do about people who hang out after hours in areas they shouldn't such as alleyways, etc.

5. REPORT THE CHAIR K. Jones

- WDBIA/Mayor were interviewed and talked about patios and efforts during COVID 19.
- Came up with some strategies to deal with people with various addictions or mental health issues who hang around Billiards.
- Alexis adds in the suggestion of webinars to educate businesses on how to deal with these kinds of people, etc. and provide resources on who they could call depending on the situation. Brenda brings up how we have to address the root of the problem, such as the housing crisis and mental health.
- Connecting roads and trails further into West Main to add more bike lanes into the Downtown area. They are really pushing to streamline this initiative with signage for it. Hasn't been discussed since April 2019.

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- Received the Canada Summer Jobs grant, able to hire a student until September.
- Didn't receive the NIC grant.
- Secured a meeting with the Region regarding 2024 construction along West Main
- Niagara street project will go first versus the West Main project, will be a dedicated website to this project to keep businesses updated. Making sure to be mindful of businesses and traffic. Pushed back due to Canada Games in 2022.

7. COMMITTEE REPORTS

GOVERNANCE K. Jones

No updates with governance

FINANCE AND AUDIT A. Higginbotham

Financial reports for April will be sent out shortly.

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

BEAUTIFICATION COMMITTEE A. Higginbotham

- Seasonal update: snowstorm won't affect anything. Contacted city staff to coordinate colours, should after May long weekend (planters and baskets). Shifted around baskets for more businesses to enjoy.
- Test banners is on hold due to stay-at-home order. Permits will be issued after stay-at-home order is done.
- Concern about street crew if it is an essential service because of the stay-at-home order. Need sanction from by law for it.

MARKETING AND EVENTS K. Jones

- Aiming for Father's Day pop-up shop, however now delaying until August/September due to stay-at-home order.
- Concerts on the Canal – not in person
- Potential for hosting a drive-in concert for August/September. Crowd control would be a concern. Will be pitched to council
- Purse Bingo is still a work in progress.
- Market Feature section is doing well, first week did very well, Please forward inquires to Alexis.
- Virtual workshops will be done this week. Ready to launch as of Monday.

8. WHITE SPACE:

Proposed suggestion to partner with St. Andrew's Presbyterian Church to rent parking spaces in their lot to allow West Main businesses to have staff park there, thus freeing up street parking for customers

Motion: **"BE IT RESOLVED"** that the WDBIA engage in a pilot project with St. Andrew's Presbyterian Church for the Summer months as a potential solution to limited West Main parking to a max of \$600.

Proposed by: J. D'Hulster

Seconded by: C. Cruise

Carried.

Issues with website at the moment, Glen is getting it sorted out with Mark. Glen suggested moving the server if needed.

9. CORRESPONDENCE:

10. ADJOURNMENT

“Be It RESOLVED that the May 3rd, 2021 meeting be adjourned”

Proposed by: G. Bowes

Seconded by: J. D’Hulster

Carried.

The meeting adjourned at 8:16pm.

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