



**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, June 7th, 2021, 7:00pm**

**Virtual Meeting**

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

**CSJ Students:** Emma Tracey, Madison Judson

**Guests:** Corey Dutcher, Vegan Hippie Chicks

**Board Member Regrets:** A. Adams, L. See, L. Robichaud

**Recording Secretary:** H. Treddenick

**Executive Director:** A. Higginbotham

**1. WELCOME - CALL TO ORDER**

- a. The chair K. Jones called the meeting to order at 7:02p.m.  
Land Acknowledgment Statement

**2. ACCEPTANCE OF AGENDA**

**“BE IT RESOLVED** that the agenda be accepted as presented “  
Proposed by: G. Bowes  
Seconded by: J. D’Hulster  
**Carried.**

**3. DECLARATION OF CONFLICTS**

None

**4. APPROVAL of May 3, 2021, MINUTES**

**“BE IT RESOLVED** that the March 1st, 2021, minutes be accepted as presented.”  
Proposed by: G. Bowes

## 5. REPORT THE CHAIR K. Jones

- Great success with Farmers Market BIA tables (Elan Vital, Silvestri Sports Promotions)
- Hoping for some exciting events for the summer
- Rainbow sidewalk in support for Pride Niagara→ similar to what has been added to St. Catharine's and Niagara Falls→ will go to Council on June 14th
  - Location TBD
  - Aiming at 2022 production
  - Each section \$8000-10,000

## 6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- Digital Main Street Report: M. Judson
  - Aiming to continue the program with expanded eligibility for 2022
  - Successful program for 2021→ 11 were awarded
  - Others businesses were also assisted
  - \$27,500 was awarded
- Canada Summer Jobs Update: Emma Tracey
  - Began May 10
  - Creating a community resource guide
  - Working on scheduling meetings for the Community Watch Program
  - Parking Passes to increase parking availability downtown (St. Andrews Church)
  - Social media & website updates
- I Believe Campaign
  - OBIAA sent templates to help develop a local campaign, working on a video
  -
- OBIAA Regional Meeting
  - Provided an opportunity for regional BIAS
    - Strong Niagara representation was present
    - Decision was made to hold regular regional meetings among all Niagara BIAs
    - First one June 14th, 1pm
    - If interested in attending let Alexis know
    - Recordings will be available

- Community Information Sessions
  - June 18 & 25th 10am-11am partnering with Positive Living Niagara for info sessions on resources on how to respond to vulnerable populations
- Bell Box Project
  - Campaign began in 2019
  - Looking for local artists, information has been widely distributed
- West Main Parking Initiative
  - 5 businesses have been given a pass
  - J. D'Hulsterj spearheaded this initiative
- Arts and Culture Committee Update
  - Had their first meeting
  - Looking for new board members
  - H. Treddenick expressed interest

## 7. COMMITTEE REPORTS

### GOVERNANCE K. Jones

- No report

### FINANCE AND AUDIT A. Chistoff

- Presented the April 2020 financial statements, profit/ loss reports
- Financial Audits Presented and explained:
  - Draft report received from Auditors
  - Overall, no significant issues
  - Minor adjustments
  - Ended up with a \$8001 surplus
  - \$30,322 contribution listed as “other” revenue and remains untouched and reserved for Concerts on The Canal. Should be listed as deferred revenue.
  - Deficit is the ongoing debt for the pond in front of City Hall
  - Revenue was from City of Welland Levy, various grants, also received Canada Emergency Covid federal support

Motion: A. Chistoff

**“BE IT RESOLVED”** That the WDBIA board approve the 2020 audited financial statements pending Alexis’s discussions with the auditor for the amendment of the \$30,000 anonymous donation to deferred revenue. (Have it reflected as a liability and ad explanation to the notes)

Second: D. Alexander

Carried – unanimously

### BEAUTIFICATION COMMITTEE A. Higginbotham and K. Jones

- Planters are being filled and prepared
- Test banners
  - Finalizing when these will be installed
  - Tests will be placed 5 test locations with high winds: Build It Again Ron, Bus Terminal, 2 on Division, 1 at Strive Niagara P
- Street Clean Up Crew
  - Has started cleaning
  - Positive feedback already being received

## **MARKETING AND EVENTS K. Jones**

- Canada Day
  - Events will be on-line and remote
  - Fireworks will not be provided this year
  - Investigating some local business participation at the market as a special event
  - City will be running several contests
- Concerts On Canal
  - Meeting with AV company for a drive-in option
  - We are waiting for more direction from the city
  - Hoping for concerts in August and September
- Virtual Workshops
  - May- Femmes du Feu Creations has released the 1st video
  - June- Painted Turtle
  - July- Taris on The Canal
  - August- Master Nam
- Mural on Strive Niagara Building
  - K. Jones and G. Bowes working on a Canada Council for The Arts grant to revive this mural
  - Project will be artist lead → Collin Num

## **New Business Arising**

### **8. WHITE SPACE:**

- J. Chiocchio:
  - Questioned if anyone has accessed the city Wi-Fi is working?
  - Aqueduct is coming down with the aim of completion for the end of June.
  - Let us know that the city of Welland is “humming” and major developments, and initiatives are on its way, 2020 will be overly exciting! Keep positive!
- B. Herchmer:
  - Referenced OBIA study investigating rural and digital

businesses, and this will be truly relevant to include digital businesses in BIA's.

**9. CORRESPONDENCE:**

**10. ADJOURNMENT**

**“Be It RESOLVED** that the June 7th, 2021, <sup>meeting</sup> be adjourned”

Proposed by: G. Bowes

Seconded by: J. Chioccio

**Carried.**

The meeting adjourned at 8:24 pm.

**NEXT MEETING:** July 5th, 2021, 7:00 PM (Virtual)