



**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, July 5th, 2021, 7:00pm

Virtual Meeting

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

CSJ Students: Emma Tracey,

Guest: C. Dutcher

Board Member Regrets: A. Adams, D. Alexander, J Chiocchio, B. Fokkens

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: B. Herchmer

Seconded by: L. Seda

Carried.

3. DECLARATION OF CONFLICTS

None

4. APPROVAL of June 7, 2021 MINUTES

“BE IT RESOLVED that the June 7th, 2021 minutes be accepted as presented.”

Proposed by: J. D’Hulster

Seconded: C. Cruise

5. REPORT THE CHAIR K. Jones

- June was optimistic with re-opening of 2 phases including restaurant patios
 - The city is becoming more lively
- Strive Mural Project
 - In discussion with local artists
 - Waiting for Canada Council of The Arts approval
 - We have investigated various funding options to re-do the mural
- K. Jones attended the NRP stakeholders meeting
 - Jones presented the WDBIA agenda and our needs
 - Services for displaced citizens
 - Support for addiction
 - More street presence from the police force
 - Public health, City of Welland and Provincial funding is required to rectify this issue
 - Food insecurity
 - Many BIAs and communities are experiencing similar events

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- Community Watch Committee
 - Niagara Regional Police will be on the group as well as the Hope Centre, Gateway, Open Arms Mission, citizens
 - The community is looking for more members from local businesses and organizations
 - The goal is to search for solutions
 - July 22nd, 10am, will be the first meeting via ZOOM
 - Building a Resource Guide to share with businesses
 - Working towards getting more resources for Welland
 - The NRP reported that resources are distributed based on statistics→ the more reports and pressure we put on the regional councillors, the more resources we can hope to bring to our community
 - Emma Tracey is working to chart the collected data to bring to NRP in support of further funding and support
- Digital Main Street 3.0
 - Have applied again for funding
 - Aiming to employ Madison again for 2 ½ days/ week

- Waiting for approval from Ontario government
- Will not be accessible to those who already received the funding
- Those outside the catchment area will now be eligible
- Canada Summer Jobs
 - We are approved for 75% payment upfront
 - This funding supports the position held by Emma Tracey
- Niagara BIA collaboration
 - The 12 municipalities will meet regularly to share issues and ideas
 - Looking for more participation→ contact Alexis for more info
- Dogs at public events
 - Welland looking to enact a bylaw banning of ALL dogs from city events
 - WDBIA remains in support of education & enforcement rather than enacting a ban bylaw
 - SPCA officers at events to help educate and monitor
- Rainbow crosswalk
 - June 14 Welland council meeting – motion made to direct staff to investigate location / pricing
 - Proposal for the crossing at East Main across King Street at the north west corner (the goal was to secure a high traffic crossing)
 - We are going to reach out to businesses for sponsorships towards the funding
 - The boards contribution towards the funding of this is under discussion

7. COMMITTEE REPORTS

GOVERNANCE K. Jones

- OBIA community survey
 - Investigated average salaries and wages→ this has gone up over several years, we now fall in the average of other municipalities who have similar populations

FINANCE AND AUDIT A. Chistoff

- Presented the May 2021 financial statements, profit/ loss reports
- Financial Audits Presented and explained:
 - Current and upcoming expenses discussed
- Audit bill received today: the WDBIA is in dispute about the fee attempted to be charged.

BEAUTIFICATION COMMITTEE A. Higginbotham and L. Robichaud

- 2 planters had been destroyed and L. Robichaud and a citizen cleaned them and replanted as much as possible
- Test banners -5 are being attempted upon approval of City and Region→ tests will be in

the potentially “worst” locations to assess test of time, weather, vandalism

- Street clean up
 - Clean up is going well
 - Glass and needles are frequently found
 - City crews working hard to catch up delayed projects / clean up

MARKETING AND EVENTS K. Jones

- Canada Day
 - Scaled back and not presented as a celebration
 - The WDBIA and City offered a small gathering at the market rather than a celebration of Canada
 - This was to recognize the tragedies being uncovered within the Indigenous communities around Residential Schools and the founding of Canada
 - Attempts to change the lighting of the bridge to orange in recognition of Indigenous people. This will be scheduled for August→ this will be presented in recognition that the acknowledgment will be ongoing
- Concerts On Canal
 - Drive-in is too complicated to undertake
- Market Business Presentations
 - Sales and marketing have been gained by all who have participated
- Pop Up Shops
 - Aiming at fall to launch the project with 1-2 pop-up shops
- Parking Passes for West Main
 - Successful program thus far
 - WDBIA continues to pay the fee and is considering carrying into 2022
- Painted Turtle has released their virtual workshop
 - Taxis will be next up!

New Business

OBIAA Expansion Project→ B. Herchmer:

- Referenced OBIAA study investigating rural and digital businesses and this will be very relevant to include digital businesses in BIA's.
 - How does the WDBIA support that?
 - How does the WDBIA engaged with the growing sector of home-based businesses
- A review of “home-based businesses” in the downtown area

8. WHITE SPACE: NIL

9. CORRESPONDENCE:

10. ADJOURNMENT

“Be It RESOLVED that the July 5th, 2021 ^{meeting} be adjourned”

Proposed by: G. Bowes

Seconded by: I. Seda

Carried.

The meeting adjourned at 8:15 pm.

NEXT MEETING: August 9th, 2021, 7:00 PM (Virtual via ZOOM)