



**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, August 16th, 2021, 7:00pm
Virtual Meeting**

Board Members Present: K. Jones, B. Herchmer, A. Chistoff, H. Treddenick, L. Robichaud, B. Fokkens, A. Adams

CSJ Students: Emma Tracey, Madison Judson

Board Member Regrets:, D. Alexander, J Chiocchio, G. Bowes, C. Cruise, J. D’Hulster

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: L. Robichaud

Seconded by: A. Christoff

Carried.

3. DECLARATION OF CONFLICTS

None

4. APPROVAL of July 5, 2021 MINUTES

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

Proposed by: B. Herchmer:

Seconded: A. Christoff

Carried.

5. REPORT THE CHAIR K. Jones

- Not a very busy month, Alexis had vacation, the summer students managed the office while she was away
- Street work crew doing a great job and flowers continue as positive

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- Digital Main Street 3.0
 - Have applied again for funding- successful→ Madison will continue until February 2022→ additional funds have been allocated by Federal level
 - Approved for \$16,300
 - Madison report:
 - Businesses outside the BIA catchment are now eligible
 - “Brick & mortar” businesses only may apply
 - Applicants are encouraged to apply sooner than later
 - Deadline: October 31, 2021
 - New funding coming that will help to revitalize Southern Ontario Businesses
 - Madison is willing to offer info sessions to businesses who need
 - Noted that it seems unfair to exclude online businesses from the grant
- Strive Niagara Mural
 - Canada Council For The Arts said we are not eligible as the lead applicant
 - H. Treddenick will follow up with her contacts to determine BIA eligibility
- Canada Summer Jobs
 - Emma Tracey job placement will be completed by August 27th with the hopes to come back part time in the fall – pending CSJ approval
 - Accomplishments include:
 - Downtown Welland Community Watch Committee
 - Recruited interested individuals to join this committee and hold monthly meetings for committee members. Open forum style, respectfully sharing information and resources.
 - WDBIA Boundaries Checklist
 - Created a checklist and distributed it to downtown businesses to indicate their
 - comfort level dealing with transient members of the community in different scenarios.
 - WDBIA Resource Guide
 - Providing information about local food banks and food programs, free or cheap clothing, transit options, and free wifi. Also includes valuable training opportunities such as Narcan training, CPR and first aid, mental

health first aid and more for additional pages in the resource guide about how you can be prepared.

- Sponsorship Letter for Rainbow Crosswalk
 - Helped write the letter which was sent to downtown businesses to seek sponsorship for Welland's Rainbow Crosswalk project.
- AGM Report and Slideshow
 - Continuously adding to and editing the AGM report and slideshow from last year.
 - Editing the budget, adding the audit info, updating the events & programs.
- Business Features
 - This summer we have featured/are featuring: Dietrick's Men's Clothing,
 - Essentials Cremation & Funeral Services, Christ Community Church, Welland, Taekwondo, the Oak Centre, Beyond the Streets, Vegan Hippie Chick, Nature Seekers.
- Promotion
 - Promoted our WDBIA Virtual Workshop Series, our Community Awareness Webinar series, Community Watch Committee, Farmer's Market, Downtown businesses (features), etc.
 - Weekly promotional ads for WDBIA Farmer's Market feature
 - Recruiting businesses to be vendors at our BIA market table.
 - Welland Public Library, Welland Heritage Council, Truth Niagara, Oak Centre, Beyond the Streets, Soy Beautiful, SS Brand it, ETC.
- Parking Pass
 - Designing the parking passes and reaching out to businesses on West Main St. who heavily rely on street parking.
- Creating Bridge 13 Illumination Monthly Calendars
 - Including requests from the public, making a list for the region.
- Updating the WDBIA website and adding to the newsletter
 - Small, weekly updates on both platforms.
- Creating various miscellaneous ads
 - Community Awareness webinar, Canada Day promotion, Concerts on the Canal.
 - Posted on either our Facebook, website or both.
- Attending webinars and taking notes
 - GNCC webinar, NPRN webinar, OBIAA webinar, WSPS webinar, Niagara's Road to recovery webinar series, South Niagara Chamber of Commerce podcast.
- CIP Program
 - Community Improvement Grants offered through the City of Welland and the Region of Niagara
 - Under revision (program has been in place since 2002) →Region wanted to relocate to 4 priorities of the Region primarily housing
 - WDBIA advocating to keep the grants in Welland
 - The Regional portion would like to pull back, the City of Welland wants to continue the program
- Niagara BIA collaboration
 - The 12 municipalities will meet regularly to share issues and ideas

- Looking for more participation→ contact Alexis for more info

7. COMMITTEE REPORTS

FINANCE AND AUDIT A. Chistoff

- Presented the June & July 2021 financial statements, profit/ loss reports
- Financial Audits Presented and explained:
 - Income
 - Wage Subsidy Program
 - Tax Levy Income received
 - Expenses
 - Audit fee: \$3500 (reduced from original submission)
 - Beautification (planters & maintenance)
- New Budget Items
 - Board members asked to submit expenses for new budget
 - K. Jones and A. Higginbotham will plan an upcoming planning exercise that will ensure consensus for new directions and related expenses

BEAUTIFICATION COMMITTEE A. Higginbotham

- Flowers & Planters are blooming, filled out and beautiful
- 5 Test Banners are installed at high wind areas, will be up for 9 months
 - Evelyn's
 - Build It Again Ron
 - Merritt Amphitheater
 - 195 East Main
 - Bus Terminal
- Street Crew continues, hiring through the Oak Centre
- Adopt-A-Trail
 - A community member proposed this project
 - A business or community group can "adopt" a section of the trail to maintain
 - WDBIA will gather further information around how best to maintain the downtown trail
- Winter Celebration Lights
 - Used stars for sale @\$350 each, comes with mounts, HST included
 - We are hoping to purchase 8 lights or more→ investigating where these lights will be possible.
 - Also research the potential of solar energy

MARKETING AND EVENTS K. Jones

- Concerts On Canal
 - K. Jones has been meeting with the Mayor since Richard Dalton has left
 - Discussing that several municipalities have returned to programming, can Welland move forward?
 - Waiting on Mayor's response if we can move forward for 2021, or wait until 2022
- Market Business Presentations
 - Going well
 - Sales and marketing have been gained by all who have participated
 - October is open for businesses
- Virtual Workshops
 - 1 remaining to record and release
- Pop Up Shops
 - We will revisit this project for Mother's Day and Father's Day 2022

New Business Arising

- Upcoming AGM October 18th, 2021
- Letters To Santa
 - Over ZOOM
 - Will be in collaboration with Welland Public Library
- Santa Claus Parade will be postponed another year

8. WHITE SPACE:

- B. Herchmer: How to improve usability and engagement with the parkette at East Main & Hellems
- Monday August 30th → Strategic Budget Planning Meeting
 - Mini programming around the city with local artists → "Mini Concerts"

9. CORRESPONDENCE:

10. ADJOURNMENT

"Be It RESOLVED that the August 16th, 2021 meeting be adjourned"

Proposed by: A. Christoff

Seconded by: L. Robichaid

Carried.

The meeting adjourned at 8:32 pm

NEXT MEETING: September 13th, 2021 7:00 PM (Virtual via ZOOM)