



**MINUTES OF THE MEETING OF THE  
BOARD OF MANAGEMENT (THE “BOARD”)  
OF THE WELLAND DOWNTOWN BUSINESS IMPROVEMENT AREA (“CITY”)  
Held on Monday, September 13, 2021, 7:00pm  
Virtual Meeting**

**Board Members Present:** K. Jones, B. Herchmer, A. Chistoff, C. Cruise, D. Alexander, J. D’Hulster, G. Bowes, B. Fokkens, A. Adams

**Guests:** C. Dutcher (VHC)

**Board Member Regrets:** L. See, H. Treddenick, L. Robichaud, J. Chiocchio

**Recording Secretary:** A. Higginbotham

**Executive Director:** A. Higginbotham

**1. WELCOME - CALL TO ORDER**

- a. The chair K. Jones called the meeting to order at 7:04p.m.  
Land Acknowledgment Statement

**2. ACCEPTANCE OF AGENDA**

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

Proposed by: B. Herchmer

Seconded by: J. D’Hulster

**Carried.**

**3. DECLARATION OF CONFLICTS**

None

**4. APPROVAL OF August 16th, 2021, MINUTES**

“**BE IT RESOLVED**” that the August 16th, 2021, minutes be accepted as presented.”

Proposed by: A. Chistoff

Seconded: B. Herchmer

**Carried.**

**“BE IT RESOLVED”****5. REPORT THE CHAIR K. Jones**

- Recap of Strat planning meeting ideas and discussion (win this space, arts & culture, legacy piece)
- Reflection pond discussion – background and potential solution

**6. EXECUTIVE DIRECTOR’S REPORT A. Higginbotham**

- Community Watch Committee Update
- Public washroom report – costing of portable washroom
- Rainbow crosswalk update - \$4100 raised in sponsorship
- CIP update – next report Oct 7th at Regional Council (Welland reps in full support)
- West Main parking project update (2 businesses have kept the relationship ongoing)
- Discussion surrounding Regional Passport Project (including St. Catharines & Niagara Falls) Would Port & Welland be a better match
- Board nominations – will be at the October 4<sup>th</sup> meeting

**7. COMMITTEE REPORTS****GOVERNANCE K. Jones**

- No report

**FINANCE AND AUDIT A. Chistoff**

- Presented financials for August (beautification and purchase of stars were noted)
- DMS grant received
- Budget meeting to be scheduled on September 27<sup>th</sup> to finalize budget

**BEAUTIFICATION** A. Higginbotham

- Seasonal update (summer planters and baskets to be removed after Thanksgiving)
- Holiday planters with lighting to be installed AFTER November 11<sup>th</sup>
- Test Banners moving forward and holding their own (will stay up for 9 months)
- Street crew continuing – no issues to report
- Adopt a trail program – still under review and investigation with possible adaptation in 2022
- Holiday stars purchase- will arrive next week and be stored by city staff – location to be hung determined soon

**MARKETING & EVENTS** K. Jones

- COC – not likely to happen (even in smaller area as per COVID restrictions)
- Farmer’s Market Feature – still one date left in October
- OAC – Alexis speaking with Thursday to determine eligibility of BIAs
- Holiday programming – Santa Zoom calls and partnership with Winter Light Tour  
Discussion surrounding how gift cards would be distributed **ITEM FOR ACTION: Alexis to research ways to solicit prizing which is nonpartisan (research “Downtown dollars” with Waterloo BIA)**

**COMMITTEE MOTIONS**

**“BE IT RESOLVED” that the WDBIA board approve \$1000 financial contribution toward the 2021 Welland Winter Lights Campaign and Santa Zoom calls**

**Proposed by: B. Herchmer**

**Seconded by: J. D’Huslter**

**CARRIED**

**“BE IT RESOLVED” that the WDBIA Board accept the proposal from city staff that the reflection pond equipment be sold off and the proceeds of the sale go toward the debt held by the WDBIA with the remainder of the debt being written off**

**Proposed by: A. Christoff**  
**Seconded by: B. Herchmer**  
**CARRIED unanimously**

## **8. WHITE SPACE**

**B. Herchmer – Reminder to board to take surveys sent out by city (planning and direction of city projects) encourage members to participate**

## **9. CORRESPONDENCE: NIL**

## **10. ADJOURNMENT**

**“Be It RESOLVED that the September 13th meeting be adjourned”**

Proposed by: A. CHistoff  
Seconded by: D. Alexander  
**Carried.**

The meeting adjourned at 8:18pm.

**NEXT MEETING: October 4th, 2021, 7:00 PM (Virtual)**