



**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, October 4th, 2021, 7:00pm

Virtual Meeting

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

Guest: C. Dutcher

Board Member Regrets: A. Adams, B. Folkens, C. Cruise, L. See

Recording Secretary: H. Treddenick

Executive Director: A. Higginbotham

1. WELCOME - CALL TO ORDER

- a. The chair K. Jones called the meeting to order at 7:03 p.m.
Land Acknowledgment Statement

2. ACCEPTANCE OF AGENDA

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

Proposed by j=J. Hulster

Seconded by: H. Treddenick

Carried.

3. DECLARATION OF CONFLICTS

None

4. APPROVAL of September 13th, 2021, MINUTES

“BE IT RESOLVED that the September 13th, 2021, minutes be accepted as presented.”

Proposed by: B. Herchmer

Seconded: G. Bowes

Carried.

5. REPORT THE CHAIR K. Jones

- Thanked those who contributed to the strategic planning and the budget meetings, discussed how we are still aligned to the plan
- More events and marketing for downtown coming!
- Reflection Pond update- the WDBIA will be free from financial commitment
- WDBIA has been investigating new partnerships and funding opportunities

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- My Main Street Grant opened up last Friday
 - The WDBIA proposes hiring 1 position as an ambassador to help with solicit, retain and work with existing businesses to increase capacity and efficiency
 - Will helping attract new businesses downtown with event planning
 - Application will be in partnership with the City of Welland
- Small Business Week: 17th-23rd October
 - Creating marketing presentation to support our members, bridge lighting in support
- CIP
 - Is still under review- this week at Regional Council
 - Welland is in favour of retaining the program
- OBIAA Annual Conference
 - Alexis attended several presentations
 - Will share presentations with board once released
- Digital Main Street
 - WDBIA will work with a new representative to assist with the program
- Uptown Bucks
 - Alexis spoke with BIA regarding their program – very costly and poses a great time commitment.
 - This BIA is phasing out the program because of the above reasons
- Alexis sent information about the city planning meeting
 - Forward to 2051
 - Designed to provide a vision and priorities for the city
 - 20 people attended
 - There is a survey, and all citizens are encouraged to share their voice on the city moving forward

7. ELECTION OF OFFICERS B. Herchmer, K. Jones

- Policies and Procedures Manual was presented to review the description of potential

Board members, their roles and committee descriptions

- Members are encouraged to review prior to the Annual Meeting
- Some information is available for review on the WDBIA website but a link to the full 75-page Manual will be forwarded to Board members so it will be available to them as a resource
- Board members were also advised they have the option of appointing Ex-Officio Board Members. While those members wouldn't be able to vote, it would contribute to greater diversity i.e., other non-profit organizations.

8. COMMITTEE REPORTS

FINANCE AND AUDIT A. Chistoff

- Did not yet have the September statements prepared
- Presented 2022 Budget
 - Levy remains the same as 2020 & 2021
 - The budget reflects the strategic goals→ More dollars allocated to arts, events, marketing.
 - After extensive discussion, the board discussed increasing the crosswalk by \$1500 and the Winter Holiday celebration this year by \$1500 (2021) and the kickoff event by \$1500, and \$1500 to marketing (2022). Also agreed to name the overage as a contingency line item to name the reserve fund.

Be it resolved that the WDBIA increase the Winter Holiday Event 2021 and Crosswalk 2022 be by \$1500 each.

Proposed by: D. Alexander

Second: G. Bowes

Carried.

Be it resolved that the proposed 2022 budget, in consideration of the above proposal, be approved with the excess of the budget being shown as \$17,000 contingency.

Proposed by: A. Chistoff

Second: L. Robichaud

Carried.

BEAUTIFICATION COMMITTEE L. Robichaud

- Planters
 - Summer planters will be removed after Thanksgiving
 - Two planters recently dug up

- Instalment for Winter planters will be after Remembrance Day in November
- Winter lights will be installed in planters (red and green bulbs, white lights)
- Test banners are still holding up well, despite bad weather
- Street Crew
 - Continues to go well with good feedback
- Community Adopt a Trail
 - Litter appears to have been reduced
- Winter Holiday Lights (snowflakes and stars)
 - New lights being stored at city facility
 - Will be installed in December

MARKETING AND EVENTS K. Jones

- Concerts On Canal
 - Moving forward for 2022
 - Budget will be presented separated from the annual budget
 - Increases in expenses due to Covid protocols and safety
 - Number of concerts may be reduced because the budget is fixed
 - Aiming to partner with Rose Festival and Canada Games
 - Arts Council Funding- no updates
 - H. Treddenick has officially been appointed to the Arts and Culture Committee
 - September meeting wasn't held due to a lack of attendees

New Business Arising

- Upcoming AGM October 18th, 2021, at 5:30pm on ZOOM

WHITE SPACE:

- L. Robichaud presented that the Central Fire Hall is underway with renovations
- There will not be a 2021 Santa Parade → there will be a food drive, letters and Zoom calls with Santa
- Consider including other Christmas activities

9. CORRESPONDENCE:

10. ADJOURNMENT

“Be It RESOLVED that the October 4th, 2021, ^{meeting} be adjourned”

Proposed by: J. Chiocchio

Seconded by: B. Herchmer

Carried.

The meeting adjourned at 8:55 pm.

NEXT MEETING: November 1st, 2021, 7:00 PM (Virtual via ZOOM)