



**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, November 1st, 2021, 7:00pm

Virtual Meeting

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

Board Member Regrets: A. Adams, 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 7:02 p.m.
Land Acknowledgment Statement

2. ACCEPTANCE OF AGENDA

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

3. DECLARATION OF CONFLICTS

None

4. APPROVAL of October 4th, 2021, MINUTES

“**BE IT RESOLVED** that the October 4th, 2021, minutes be accepted as presented.”
Proposed by: J. D’Hulster
Seconded: B. Herchmer
Carried.

- Much discussion around Holiday events for 2021, how to contribute and expand on what the city is planning
- Working on grant application
- Resolved an encampment at King st & East Main st
- Discussion around Concerts on Canal 2022
- Also working on new initiatives with the City
- Seaway Mall car show has a new owner who wants to meet with WDBIA and discuss bringing the show to us downtown on Friday evenings. Could potentially have concerts with the car shows.

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- My Main Street Grant
 - 2 components:
 - Accelerator
 - Activator
 - \$157,500 grant was submitted by WDBIA for the [Main Street Accelerator Program](#) in partnership with the City of Welland
 - Hire 1 full time employee to help bring businesses downtown
 - 100K for 10 \$10,000 non repayable grants for businesses downtown
- K. Jones and A. Chistoff will present WDBIA on January 18th, 2022, to council
- Goose Chase App
 - In partnership with other regional BIAs
 - Each BIA gives 5 challenges in their community (favourite recreation, food, retail, professional services, bridge).
 - The region will provide prizes
 - App will run November 12, 2021- January 12th, 2022
- Community Watch Update
 - Encampment situation was addressed, temporary housing has been provided
 - WDBIA, Niagara Regional Police and other services (Gateway, Beyond the Streets, Police, City staff) collaborated for temporary resolve of the issue and cleanup.
- Holy Trinity Church is starting a breakfast program that will run daily beginning in December. Seven days a week between 6:15 and 8:45 served from a take-out window. They are looking for volunteers.

8. COMMITTEE REPORTS

FINANCE AND AUDIT A. Chistoff

- Small amount of activity this month
- Cash position remains strong

Motion: A. Chistoff motion to approve the financial statements for October 2021.

Second L. Robichaud

Carried.

BEAUTIFICATION COMMITTEE L. Robichaud

- Planters
 - Seasonal planters will be installed on November 15th, 2021
 - Summer plantings have been cleared
- 6 snowflake lights will be installed by the city, predominantly on Cross Street, hydro accessibility dependant

MARKETING AND EVENTS K. Jones

- Concerts On the Canal
 - WDBIA was awarded the contract for 2020 and 2021 but since it didn't take place, staff has proposed they give the WDBIA to run the 2022 concerts with the allocated \$40,000 + \$30,000 donation we currently have from 2020. City will also provide in kind services of \$25,000
 - There is flexibility on the amount of the concerts, depending on Covid-19 protocols
 - Following this, a new move in council will be evaluated
 - Opening acts could contribute to a more diversified program (multiple disciplines, styles of music, dance etc.)
 - Existing stage is tired and eventually may need to be replaced. Washrooms may also be a consideration.

Motion: G. Bowes moved to accept the decision to move forward with the concerts on the canal in 2022.

Second: C. Cruise

Carried Unanimously.

New Business Arising

- 8pm Monday November 8th, 2021, WDBIA will have further discussion about the potential Car Show
- City Holiday Programing
 - WDBIA is in discussion to support city events
 - Volunteers will be needed November 26th (tree lighting ceremony). Movie and tree lighting.
 - Santa Zoom calls will run December 4th and 11th in partnership with the Welland Public Library

- Letters to Santa Box will again be in the library foyer
- December 8th and 9th, 6-8pm, Food Drive at Market Square. Prizes and a map of home decor will be provided for visiting and voting. BIA will provide antlers for children.
- City of Welland programming Hometown Christmas on December 18th
 - WDBIA will assist in sponsoring programming entertainment and food vendors

9. WHITE SPACE:

- J. Chiochio discussed people loitering at the market square
 - Alexis is in discussion with several other organizations, as well as Mayor Campion, to discuss signage, media, etc.
- J. D’Hulster interested in donating video production to help promote downtown businesses

Motion: B. Herchmer moved to work together with H. Treddenick and J. D’Hulster in the lead, to create a number of promotional businesses that highlight clusters of downtown businesses.

Seconded: L. Robichaud

Carried.

10. ADJOURNMENT

“Be It RESOLVED that the November 1st, 2021, meeting be adjourned”

Proposed by: A. Chistoff

Seconded by: J. D’Hulster

Carried.

The meeting adjourned at 8:18 pm.

NEXT MEETING: December 6th, 2021, 7:00 PM (Virtual via ZOOM)