



**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, December 6th, 2021, 7:00pm

Virtual Meeting

Board Members Present: K. Jones, A. Chistoff, H. Treddenick, G. Bowes, D. Alexander, C. Dutcher, A. Adams, B. Herchmer

Board Member Regrets: B. Folkens, C. Chioccio, L. Robichaud, C. Cruise, R. Lever

Recording Secretary: H. Treddenick

Executive Director: A. Higginbotham

1. WELCOME - CALL TO ORDER

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

2. APPROVAL of November 1st, 2021 MINUTES

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

Proposed by: G. Bowes
Seconded by: D. Alexander
Carried.

3. DECLARATION OF CONFLICTS

None

4. ACCEPTANCE OF AGENDA

“BE IT RESOLVED that the agenda be accepted as presented “
Proposed by: G. Bowes
Seconded by: J. Dhustler
Carried.

6. CHAIRS'S REPORT K. Jones

- Majority of the focus has been:
 - Concerts on Canal
 - Chair has been working with Alexis, receiving many correspondences from various councilors and other people who are interested in getting involved with the events
 - Holiday events
 - Food Drive
 - Hometown for The Holidays on December 18th
- Been working with new staff at The City and this has been a positive process
- December 15 will be a community forum for The Rose Festival. North Welland has reached out for collaboration

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- My Main Street Grant was unsuccessful.
- We will submit for the "Activator" stream, geared more towards events and arts pieces. We will work with the Arts & Culture Committee to develop projects. We will develop a "legacy" piece project.
- The WDBIA is partnering with other Regional BIAs to launch "Goose Chase" game
 - Aerial photograph of each downtown will be included in the marketing
 - This will go live shortly and link will be largely disseminated
 - We look forward to the partnerships with the other BIAs
- Car Show
 - Would take place May to September 2022
 - Has been historically run at The Seaway, but is looking to shift it to The Welland Market
 - Complications for this location includes:
 - Parking capacity for city staff who park until 5pm- 270 spots in total, there are 200 car show members, usually 180 show up
 - Staff time to open market doors and washrooms
 - Hydro expenses

8. COMMITTEE REPORTS

FINANCE AND AUDIT A. Chistoff

- Little activity throughout October
- Majority of fees:
 - Bookkeeping
 - Holiday programming

- Applied for Canada Wage Subsidy
- Strong cash balance remains
- The street clean up crew has paused for the season and will restart in the spring
- We will be launching
 - Holiday shop local social media ads
 - Holiday event social media ads
- Upcoming expenses include
 - Santa for Zoom meetings
 - Holiday decor
 - Gift cards from local businesses for prizes Goose Chase
- Food Drive event upcoming December 8th & 9th
 - Same format as previous years
 - Tour of city lights, cast ballot

BEAUTIFICATION COMMITTEE A. Higginbotham

- Seasonal planters
 - Lighting issues have been rectified
 - Have stood up in the wind
 - Some tree toppers have been stolen, but have been replaced. We had budgeted a buffer for this potential
- New Stars are up and lit
 - One was damaged by a truck hitting it, but has been repaired
- Contributed \$500 of the allotted \$1500 for holiday decor towards downtown lighting, garland for Courthouse and Merritt Park

MARKETING AND EVENTS K. Jones

- The North Welland BIA reached out for a possible community meeting on December 15th about the Rose Festival. They want to increase the amount of those involved. They want to increase the duration to possibly a week or weekend. Questions include: do they bring a parade back? What other events could be offered?
- Concerts On The Canal
 - Many communications have been passing around the upcoming events

BE IT RESOLVED THAT

WDBIA form a committee of stakeholders to help plan and execute the Concerts on the Canal.

Proposed by: H. Treddenick

Second: D. Alexander

Carried Unanimously.

Discussion around the committee formation:

- Alexis will share a call for members of the committee on social media, newsletter, etc.
- We have a need for more volunteers from within the community

New Business Arising

- The upcoming Rose Festival community meeting on December 15th

9. WHITE SPACE:

- D. Alexander: Midwives clinic has a new awning
- H. Treddenick: is launching an “Artists Meet & Greet” meeting on January 4th, 2022

10. ADJOURNMENT

“Be It RESOLVED that the December 6th meeting be adjourned”

Proposed by: D. Alexander

Seconded by: B. Herchmer

Carried.

The meeting adjourned at 7:56 pm.

NEXT MEETING: January 10th, 2022 7:00 PM (Virtual via ZOOM)