



**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, January 10th, 2022, 7:00pm

Virtual Meeting

Board Members Present: K. Jones, A. Chistoff, H. Treddenick, B. Herchmer, R. Lever, J. Chiocchio, C. Dutcher, J. D’Hulster, G. Bowes

Board Member Regrets: B. Fokkens, L. Robichaud, D. Alexander, C. Cruise, A. Adams

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. APPROVAL of December 6th, 2021 MINUTES

“BE IT RESOLVED that the December 6th, 2021 minutes be accepted as presented.”

Proposed by: A. Chistoff

Seconded by: J. D’Hulster

Carried.

3. DECLARATION OF CONFLICTS

None

4. ACCEPTANCE OF AGENDA

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

Proposed by: J. Dhustler

Seconded by: J. Chiocchio

Carried.

6. CHAIRS'S REPORT K. Jones

Unremarkable.

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- Goose Chase
 - Regional wide collaboration
 - Prizes given by each municipalities BIA in gift certificates
 - This initiative was funded by a Niagara Region Economic Development to fund marketing, promotion, and administration preparation
 - Combined reach of 35K, 299 teams submit, 1415 submission
 - The region has purchased the app for BIAs to use again at no charge
 - Many great images from Welland have been attained
 - The app could be initiated for a singular event such as Canada Summer Games, a local arts event, etc
- Holy Trinity Breakfast Program
 - They have had many volunteers
 - Served 50+ breakfasts, prepared for 68, the remaining 18 were disseminated by another volunteer to people sleeping outside
 - Healthy breakfasts are served, toques/ boots/ hygiene items were also disseminated
 - Very organized and well run
 - Program runs 7:30am 365 days of the year
 - People are not eating inside, volunteers only inside, outdoor tables are available for outdoor eating
 - Demographic is a mix of older seniors to young teens, youth, several people take a bus from another municipality to access the program
- Digital Main Street
 - Opened to a wider range outside of the Main st
 - Total of 12 businesses that completed and received the funding
 - 13 businesses started, but did not complete the grant→ reported not having time to complete the program
 - Many new businesses lately have been hacked and mimicked and have notified Alexis (FaceBook and Instagram)
- Welland Bridge 13
 - Lights were glitching due to power outage or time change, towers have not been lighting properly
 - Alexis has reached out and new lighting has been ordered and will be replaced upcoming
 - New lighting will be funded through the Region

8. COMMITTEE REPORTS

FINANCE AND AUDIT A. Chistoff

- Report for November and December 2021
- 12,546 was paid for planters and maintenance to Country Baskets
- Activity included:
 - Christmas events
 - Food drive
 - Prizes for Goose Chase
 - Payroll
 - Planters
- There has not been an increase in levy for 2022
- J. Chiochio asked if any businesses have said they cannot afford the WDBIA levy fees. Has there been a discussion around this? There is potential to manage a discussion around this issue, should it arise.

Motion: to accept the November/ December 2021 financial reports

Proposed: A. Chistoff

Second: J. Chiochio

Carried.

BEAUTIFICATION COMMITTEE A. Higginbotham

- Seasonal planters
 - Required fixing due to wind storms
 - We will go back to smaller tree tops for 2022, as we found these larger trees did not hold up as well against the winds
 - 2 were dug up and stolen, but were replaced
 - Will be taken down in March
 - Will be replaced in May with seasonal planters and baskets
- Banners
 - 4 test banners are holding up well
 - They tend to last 1-1 1/2 years

MARKETING AND EVENTS K. Jones

- Concerts On The Canal
 - Searching for Sound & Lighting, talent
 - Looking for multi-age range, but the biggest draw is Baby Boomer and Seniors
 - Smaller events will be part of new more local arts event throughout Downtown Welland
 - Announcement for talent anticipated end of February
 - 5 concerts will be held specifically for this program. We are decreasing the amount of concerts to accommodate for extra costs related to Covid and inflation

- There will also be Rose Festival, Canada Summer Games, and Canada Day
- We are very interested in programming Indigenous artists
- Some discussion included: do we want to host fewer larger concerts, or less smaller concerts. The WDBIA is looking at the COC as larger scale.
- Arts Meeting
 - Through the Arts & Culture Advisory Committee there was a meeting held on Jan 4, 2022 to look at strengthening the local arts sector
 - Supporting the Rose Festival
 - New arts programming in the city
 - Other initiatives
- Holiday events recap
 - 1418 lbs of food to Open Arms + 1000 to Hope Centre + 2000 lbs of toys to OAM
 - There was competition with other events, however, this was a great success
- Concerts on Canal
 - 1 date is June 24th, 2022, the week prior is Rose Fest, the week following is Canada Day
 - Considering this as a “kick off event” with street closures, include the Car Show
 - Could it be held on Canada Day to create event, though the WDBIA we already have a budget for Canada Day
 - Inspired by Super Crawl
 - The North Welland BIA is excited to partner with the WDBIA on this event
 - Rose Festival
 - Both BIAs are working together on this
 - This will be a 4 day event- parade, fishing derby, street event

New Business Arising

- K. Jones and A. Chistoff will be presenting the budget to council Tuesday the 18th of Jan at 7pm

9. WHITE SPACE:

- H. Treddenick: discussed the “Artists Meet & Greet” held on January 4th, 2022. 16 community members attended and this will move forward with monthly meetings. K. Jones and A. Higginbotham attended to withhold the mission to support local arts and culture.

10. ADJOURNMENT

“Be It RESOLVED that the January 10th, 2022 meeting be adjourned”

Proposed by: A. Chistoff

Seconded by: J. Dhulster

Carried.

The meeting adjourned at 7:59 pm.

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