



**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, March 7th, 2022, 7:00pm

Virtual Meeting

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

Board Member Regrets: D. Alexander, 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 7:02 p.m.
Land Acknowledgment Statement

2. APPROVAL of February 7th, 2022, MINUTES

“BE IT RESOLVED that the February 7th, 2022, minutes be accepted as presented.”

- A. Chistoff motioned to omit the presentation of the financial statements because the accountant didn’t return the statements in time.

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 “

There was a spelling mistake that needed to be corrected.

Proposed by: G. Bowes

Seconded by: L. Robichaud

Carried.

Page |

5. CHAIR'S REPORT K. Jones

- There was a request from City Council for a review of the WDBIA attendance policy. K. Jones shared this with the board.
 - If 3 meetings in a row are missed without notice for this, then this member will be asked to leave the board. This was communicated through email. We will continue to uphold this policy.
- Concerts On the Canal
 - Talent and dates are being finalized. This is looking very promising with an exciting line up. With the opening of Covid mandates we are looking forward to a significant and impactful spring/ summer/ fall.

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- Introduction to guest Laura Dunkley who recently moved her business to Welland and is interested to learn more about the WDBIA.
- Tianna will continue working with WDBIA as an intern. Her work has been appreciated and impactful.
- On Feb 10th, 2022, Alexis joined a special meeting on future planning of Welland. Alexis brought forward issues that have been expressed by the WDBIA members and patrons. This was hosted by the city and a development consulting company.
 - Parking- concern for increased demand when there already exists a shortage of parking for patrons to businesses→ the plan is leaning towards a more walkable and bikeable downtown
 - Bike lanes and safe travel
 - Mingling of affordable housing with business
 - If anyone is interested in attending, reach out to Alexis for further information.
- Digital Main Street
 - There were some funds left which will support Tianna to assist members with
 - social media
 - Marketing
 - If any other members are looking for support, please reach out to Alexis to connect you
- Community Watch Group
 - April 1st Niagara Regional Police will be bringing in the MCR Mobile Crisis Response Team.
 - A mental health crisis nurse ride with them. This nurse will have access to Niagara Regional Health, health records, and more.

- This will help better serve individuals in need. Some individuals have been identified with assistance from NASO and Street Works.
- This success is in part due to advocacy from NRP, businesses, patrons, councillors, and other citizens. This is a great step towards better serving the community.
- This was more than 2 years in the works to make happen. Councillor Chiocchio thanked Alexis for her committed work towards this.
- We are encouraged to phone 911 for police when there is a mental health conflict if in eminent danger. Alexis described the process of what happens once this call is made. Alexis has a resource list of who to best call for various situations.
- Policies will be shared as evolving procedures are clarified.
- If there is imminent danger to the individual or to others, call 911. Otherwise, call the non-emergency response number.
- Workshops will be scheduled in the near future e.g., de-escalation, suggested dialogue etc.
- K. Jones presented a summary of a meeting attended with the Recreation and Culture staff and Economic Development
 - They have brought on new staff with real estate and property management knowledge
 - The meeting included staff from the Rec and Culture department.
 - This meeting was valued as we are moving towards more collaborative activities and partnerships with the city moving forward.

7. COMMITTEE REPORTS

BEAUTIFICATION COMMITTEE A. Higginbotham

- L. Robichaud presented the upcoming discussion on planters and flowers. Will be like last year.
- The winter planters will be removed within the next 2 weeks as they are now expired.
- There was a request from city staff to coordinate their planters.

MARKETING AND EVENTS K. Jones

- Concerts On the Canal
 - Artists are being confirmed.
 - Sponsorship is moving well. We are now at \$8000, and the goal was \$10,000. This may allow for another show date to be added, as well as increased marketing
 - The marketing is aimed to be launched in April
 - The Rotary Club will not be able to manage the alcohol sales at these events
 - Restaurant and bar members expressed a concern for the audience to get wild after no events from the pandemic
 - We are continuing to outreach for more feedback from the WDBIA members.

- Car Show
 - Extensive discussions were held with city staff and courthouse.
 - The organization has now moved onto another location.
 - The courthouse parking lot is expected to be busy and full, which was a conflict to the capacity for the car show.
 - We are hoping for other ways to collaborate with this organization for the Concerts kick off event on June 24th.
 - We are in discussion on partnering with the North End BIA
 - Diversity has been considered in the programming.
- Canada Day
 - Booked the talent for the concert
 - Alexis has been working with Rec and Culture staff to coordinate the event
 - Looking at activities that will be more individualized and easier to sanitize
 - Fireworks and food and non-alcoholic vendors will be present. The fireworks are being encouraged to support safety and management as opposed to citizens doing their own fireworks.

New Business Arising

- A. Chistoff is commencing the 2021 audit

8. WHITE SPACE

- Councillor Chiocchio asked when the WDBIA will move back into the Chamber of Commerce building. This is still in discussion around covid protocols
 - Alexis described what the Chamber of Commerce has been doing. She described they are in regular contact, hosting webinars, assisting businesses digitally
- Councillor Fokkens described her motion to encourage that the Arts & Culture Committee support Femmes du Feu Creations as a hub in support of arts and culture for the public. This will be further discussed at the Arts & Culture Committee meeting this Wednesday. There is some interest in having a city-owned building dedicated to arts
- The current Arts & Culture policy has been reviewed and discussed with recommendations for update. The murals are not discussed as part of this policy, but we recognize this needs to be discussed further.

10. ADJOURNMENT

“Be It **RESOLVED** that the March 7th, 2022, ^{meeting} be adjourned”

Proposed by: J. Chiocchio

Seconded by: A. Chistoff

Carried.

The meeting adjourned at 8:00 pm.

NEXT MEETING: April 4th, 2022, 7:00 PM (Virtual via ZOOM)