



**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, April 4th, 2022, 7:00pm

Virtual Meeting

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

Board Member Regrets: B. Fokkens

Recording Secretary: A. Higginbotham

Executive Director: A. Higginbotham

1. WELCOME - CALL TO ORDER

- a. The chair K. Jones called the meeting to order at 7:00 p.m.
Land Acknowledgment Statement

2. APPROVAL of March 7th, 2022, MINUTES

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

Proposed by: G. Bowes

Seconded by: L. Robichaud

Carried.

3. DECLARATION OF CONFLICTS

None

4. ACCEPTANCE OF AGENDA

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

Proposed by: A. Chistoff
Seconded by: C. Dutcher
Carried.

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5. CHAIR'S REPORT K. Jones

- COC brief update – close to finalizing – please keep upcoming correspondence confidential until launch party on April 28th
- Moonlight Flicks – potential 2023 endeavour
- What's Up Welland podcast – Kelly featured as guest. Will be released in a few weeks.

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- Funding update provided
- NRBIAs update on collaboration

7. COMMITTEE REPORTS

FINANCE REPORT A. Chistoff

- February final reports presented and explained
- Audit update provided

Motion: "To accept the February final reports as presented"

Proposed by: A. Chistoff

Seconded by: L. Robichaud

Carried

BEAUTIFICATION COMMITTEE L. Robichaud

- Planters will be removed this week
- Street Crew Update
- Rainbow Crosswalk install upcoming
- Welland Bridge 13 Update on lighting replacement

MARKETING AND EVENTS K. Jones

- Concerts on the Canal

- Update on operations – possibility on mail out

Motion: “That the COC 2022 series include the sale of alcohol through a third-party licensed vendor”

Discussion weighing pros & cons of alcohol sales

Proposed by D. Alexander

Seconded by; L. Robichaud

Carried

- Arts Show Update; “13 Artists on Friday the 13th” upcoming at the Welland Museum on May 13th
- Rose Festival Sponsorship

Motion; “That the WDBIA provide \$1500 in cash sponsorship for the 2022 festival”

Proposed by; A. Chistoff

Seconded by, B. Herchmer

Discussion surrounding benefits in sponsorship

Motion differed pending further investigation by staff

New Business Arising

- Call for volunteers for COC
- Community Garden Update – location moving
- Food Fest Revival discussion

8. WHITE SPACE

- Leslie: Market Square inquiry, WPL sign and hammock install

10. ADJOURNMENT

“**Be It RESOLVED** that the April 4th, 2022, meeting be adjourned”

Proposed by: J. Chiocchio

Seconded by: L. Robichaud

Carried.

The meeting adjourned at 8:52 pm.

NEXT MEETING: May 2nd, 2022, 7:00 PM (Virtual via ZOOM)