



**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, May 2nd, 2022, 7:00pm**

**Virtual Meeting**

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

**Board Member Regrets:** C. Dutcher

**Board Members Absent:** 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 7:03 p.m.

Land Acknowledgment Statement

**2. APPROVAL of April 4th, 2022, MINUTES**

“BE IT RESOLVED that the April 4th, 2022, minutes be accepted as presented.”

Proposed by: B. Herchmer

Seconded by: J. D’Huister

**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: D. Alexander  
**Carried.**

## **5. CHAIR'S REPORT K. Jones**

- Concerts of Canal
  - Had Launch event at Tavis with several councillors, good attendance, positive feedback was received on the programming
  - Now the focus is on marketing- social media, posters→ all members are encouraged to promote the concerts via their networks
  - Posters will be released in June
  - Beginning to recruit volunteers for concerts to “pass the bucket” --> reach out to Alexis with interest

## **6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham**

- Concerts On Canal
  - Large scale posters are beginning to be distributed
  - Working on creation for posters with individual evening posters, some posters will be available to hand out
  - Social media views within 4 days (unboosted)
    - Shares 161
    - Reach 16, 864 people
- Funding
  - Approved for Canada Summer Jobs→ 2 of the 3 positions approved (approx. \$20,000)
    - The students are returning from last year, they will focus on event planning
  - Waiting for notice on Digital Main Street 4.0
    - Funding for 2 years with an ambassador to assist with the application process
    - Hoping to keep previous employee (Tiana) for 18 hours per week throughout the 2 years
    - Partnering with Port Colborne to share the position
    - Those who have received the grant previously can re-apply
  - Niagara Regional BIA Meetings
    - Alexis participates in the monthly meeting
    - Meetings are available for board members to attend
    - Creating more collaboration and collective working between municipalities
    - Will be meeting with Regional Economic Development to discuss issues impacting businesses
  - Community Watch
    - Beginning “de-escalation” training for those working frontline and dealing with challenging situations. Still assessing who will lead this.

- This will be a combined group of city staff, downtown members, bus terminal staff and other frontline staff, WDBIA members
  - This will likely be virtual training, but live training may be possible if there is enough interest
- Travelodge
  - Serves Welland residents as a shelter (5 beds)
  - The funding for the shelter is extended
  - The aim is to have the hotel fully operational to paying guests for Canada Summer Games
- OBIA Conference
  - Alexis attended in person last week
  - Conferences and panels are very informational and beneficial. These are open for board members
  - Key takeaway learnings included the idea of “walkable downtowns” and “bikeable cities”
- Mayors Roundtable (presented by K. Jones)
  - Related to labor shortage in Niagara and beyond
  - Strategizing with various employers and economic development
- City of Welland Podcast
  - K. Jones spoke on the new podcast about the WDBIA, past and upcoming events and activities
  - Opportunity to increase the relationship with the city
  - Catholic School Board provides opportunities to expose students to the trades, retail etc. Will continue to gather information about this program and develop relationships to hire students

## 7. COMMITTEE REPORTS

### FINANCE A. Chistoff

March 2022

- More activity through March than has been happening in recent months
- Income came from City of Welland and sponsorship towards the COC
- Expenses: payroll, professional fees, COC deposits

Year to Date

- Most income came in March 2022
- Expenses: conference fees, OBIA fees, COC fees, professional fees

- Will create a separate spreadsheet to highlight the Concert on Canal budget management (revenue and expenses).
- Draft statements from auditors were received today and will be reviewed for next meeting

Motion- “That the WDBIA board accept the financial statements as presented”

Proposed: A. Chistoff

Second: C. Cruise

## **Carried**

### **BEAUTIFICATION COMMITTEE A. Higginbotham**

- Rainbow Crosswalk
  - Will be installed on May 30th or 31st
  - Aiming for 31st to align with Pride Flag raising at City Hall
  - Approx. \$19,000 to be paid by the City of Welland with a \$6000 WDBIA fundraising contribution. Cheques still arriving from sponsors.
  - WDBIA is aiming to increase involvement with Pride Niagara and the LGBTQ2+ community.
  - C. Dutcher is on the City LGBTQ2+ Advisory committee and is fostering this relationship
- Community Garden
  - The garden (corner of Young Street and Hellems) will move in October/ November 2022 and will remain in its current location for this season
  - Currently looking for another location
  - Small Scale Farms, who owns the garden, will continue to operate the garden.
- Planters
  - Will be planted 1st week of June
  - Planters will follow the same plan as last summer
  - This will be coordinated with the city planters

### **MARKETING AND EVENTS K. Jones**

- Concerts On the Canal
  - Programming was discussed above
  - The stage is in need of many repairs and is working to make these repairs in time for the concerts
  - May not be time to fully align the stage with the bleachers
- Rose Festival
  - This will be the first official event on the stage this season
- Canada Day
  - Working with city staff on the plan for the day
  - Alexis is collaborating with local artists (connection was made through the Welland Creatives Network). This will include a graffiti activity
  - WDBIA has booked 2 bands- Indigenous blues artist and Tragically Hip Tribute Band
- 13 On 13th
  - Produced by the Welland Creatives Network
  - Multidisciplinary art event at the Welland Museum (visual art, DJ, performance)
  - 13 local artists will be sharing their work
  - Museum sponsoring the space, WDBIA sponsoring some funding
- Rose Festival Sponsorship

- **“BE IT RESOLVED** That the WDBIA provide \$3000 cash donation for sponsoring the children’s performance on the Saturday. The artist will be *Splash & Boots*
- WDBIA logo will be added to all marketing material
- K. Jones will introduce the band
- All events will take place downtown

Proposed: H. Treddenick

Seconded: J. Chiocchio

Carried

- June 24th Concert Kick Off
  - Meeting this coming Monday at 8pm to discuss the kick off event

### **New Business Arising**

- Please consider volunteering for concerts
- Please consider ideas for the Kick off event (email Alexis for the link)

### **8. WHITE SPACE**

- Questions being asked about Cruise Night. Apparently, they are going to Thorold. They did not want to pay the \$60/ event for the cleaning staff and use of electricity at the Market the City of Welland wanted to charge.
- The city event page has been slow to update events.
- In relation to a recent police investigation of a murder on Division street on April 30th, can we increase relationship with regional police and representatives? Request for Alexis to acquire a snapshot overview of crime activity. What would be most useful for WDBIA members? Reports may already be compiled; Alexis will follow up to see if they could be shared.

### **9. ADJOURNMENT**

**“Be It RESOLVED** that the May 2nd, 2022, meeting be adjourned”

Proposed by: B. Fokkens

Seconded by: J. Chiocchio

**Carried.**

The meeting adjourned at 8:14 pm.

**NEXT MEETING:** June 6th, 2022, 7:00 PM (Virtual via ZOOM)