



**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, June 6th, 2022, 7:00pm

Virtual Meeting

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

Board Member Regrets: L. Robichaud, A. Adams

Guests: E. Tracey, N. Pasaluko,

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 May 2nd, 2021, MINUTES

“BE IT RESOLVED that the May 2nd, 2021, minutes be accepted as presented.”

Proposed by: J. Chiochio

Seconded by: C. Cruise

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. D'Hulster
Carried.

5. CHAIR'S REPORT K. Jones

- Welcome to the Canada Summer Jobs youth- Emma Tracey and Nicholas Pasaluko
- All the winter work is starting to pay off with events upcoming
- Concerts on Canal
 - WDBIA did site walk with the city and other players in the organizing
 - Cogeco broadcast Kelly promoting the events
 - June 24th is the kick off event
 - Niagara Inflatables are booked for kids and adults for free use of attendees
 - Performers will be booked
- Pride Crosswalk launch
 - Great kick off to Pride Month
 - Great feedback has been received
 - This project was a successful collaborative project amongst several committees, the city, the WDBIA
 - There has been some hateful feedback to the city councillors, highlighting the need for continued support and work against hate in our communities
- Welland Creatives Network
 - Executed the first event- 13TEEN on 13TEENTH at the museum, who donated the space
 - Attendance approximately one hundred
 - WCN is continuing to plan future events for this summer
- Music in The Piazza is coming back
 - Concert series at noon on Fridays
 - Not related to WDBIA, but breathes life into downtown
- Rose City Improv
 - Kelly met with the group to work on how to collaborate
 - Looking at creating a fun marketing video for Concerts on Canal

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

- Welcome to the CSJ youth
 - They have been a great support to Alexis
 - \$52,502 awarded from Digital Main St. to keep Tiana as employee to support the My Main St program for Welland
 - She will work mornings with Welland, afternoons with Port Colborne
 - Funding continues to 2024
- Niagara TPN funding
 - Waiting for a second round of funding to be announced
 - This first round was under-applied to. Considering an application for the floating stage renovation

- Regional BIAs
 - Meetings have continued with success
- Community Watch
 - Arranging for de-escalation training for local businesses
 - Dates TBD
- Dog ban at events
 - This was raised after an injured dog after an event in 2019
 - SPCA recommended not banning dogs, but rather enforcing bylaws
 - Their visits to events will be informal monitoring dogs and dog owners but more about offering information and education, and gather data
- Heritage properties are coming up for consideration (properties of interest). More information will soon be circulated. Looking for opinions from the WDBIA.
- Discussion was had around another production company producing concerts on the floating stage. The discussion focused on the lack of advance notice, whether this is a conflict with the concerts the WDBIA is hosting, and whether there is or should be a policy as to who can use or rent the stage and/or charge fees and whether or not stage rental includes closing down the full park.

7. COMMITTEE REPORTS

FINANCE A. Chistoff

Audited reports were presented (Grant Thornton)

- 2021 Financials were approved as reflecting fair auditing standards
- Clean audit opinion, aligned with the past reports
- Once approved, the report gets sent to city staff

Motion: To accept the audited financial statements with the edits suggested.

Proposed by: A. Chistoff

Seconded: B. Folkkens

Carried

April 2022 Report

- A. Chistoff reported on April 2022 to date
- All financial activity in expenses has been related to Concerts on Canal, Street Crew, insurance, wages, office supplies, Canada Day, market feature table
- Donations were forwarded to the city to contribute to the Rainbow Crosswalk expenses

Motion: To approve the April financial reports

Proposed: A. Chistoff

Second: B. Herschmer

Carried

BEAUTIFICATION COMMITTEE A. Higginbotham

- Rainbow Crosswalk- previously discussed
- Hanging baskets were installed last week and planters began this week (75 of each)

MARKETING AND EVENTS K. Jones

- Concerts On the Canal
 - Update was given in report of the Chair
 - Vendors will include food, still in process
 - Honest Lawyer will facilitate the alcohol sales
- Rose Festival
 - Promo should be released this week
- Canada Day
 - Same vendors as COC have signed on Canada Day
 - Several new vendors but need to be certified and approved
 - No alcohol sales for this event
- Niagara Glow Riders
 - Chair has been in communication about doing an event in Welland
 - Cyclists ride through town with bikes lit up. Looking at an August or September event

New Business Arising

- Rose Festival
 - Their promo will soon be released
- Concerts On Canal
 - Looking for volunteers
- Bench painting
 - Meridian has donated \$1000 towards the painting of a bench in Pride colors
 - Other municipalities have painted benches in Pride colors
 - How many benches are yet unconfirmed?
- The catholic School Launch Centre
 - WDBIA working to partner on projects
- Recommendations for the ACAC to investigate finishing the “Welland” mural and the “Strive” mural
- Opportunities for more public art interesting for the WDBIA

8. WHITE SPACE

- B. Fokkens asked when the 2022 levy will be submitted to the city
- B. Herschmer recommended proposing a survey of the wants and needs of the members, and how to reflect this in the strategic plan. The last survey was in 2019 and we understand the needs may have changed

9. ADJOURNMENT

“Be It RESOLVED that the June 6, 2022, ^{meeting} be adjourned”

Proposed by: C. Dutcher

Seconded by: C. Cruise

Carried.

The meeting adjourned at 8:39 pm.

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