



**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, August 8th, 2022, 7:00pm

Virtual Meeting

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

Board Member Regrets: R. Lever, C. Dutcher

Board Members Absent: J. Chiocchio

Students: 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 7:02 p.m.

Land Acknowledgment Statement

2. APPROVAL of June 6th, 2022, MINUTES

“**BE IT RESOLVED** that the June 6, 2022, minutes be accepted as presented.”

Proposed by: G. Bowes

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. D’Hulster

Seconded by: B. Herchmer

Carried.

5. CHAIR'S REPORT K. Jones

- Main focus has been Canada Day and COC

- Volunteers may be needed for the final shows
- Partnership with Pride Niagara went well
- This was a new partnership, and an event that has not been done on the stage previously
- Attendance was 2nd largest thus far
- Attendance has been high for all concerts
- Alexis, Nick & Emma have been working on the market space (see ED report)

IN CAMERA 7:08 pm -8:15pm

6. EXECUTIVE DIRECTOR'S REPORT A. Higginbotham

Nick & Emma reported on their work

Nick:

- Began in May, has loved the process
- Large portion has been COC
- "Best seats in the house"- a sponsorship contest has been a success
- Marketing- social media, posters, newspaper, video montage
- Community food drive support
- Selling alcohol tickets- got Smart Serve
- Organizing volunteers
- Recruited vendors
- Communicated with MCs (script, itinerary)
- Signage for COC
- Set-up & load out

Emma:

- Reported this as the best summer job :)
- Business features on social media
- Market features- businesses using table at the market
- Managed bridge 13 illumination schedule and requests
- Managed the website updates
- Worked with DMS - promotion, marketing
- Wayfinding app
- Supported Rainbow crosswalk

Alexis's report:

- Office space
 - Has been asked to move from current location
 - Currently in search of space for November
 - \$300/ month
- Community Watch Update
 - Transient individuals have been hanging out, sleeping, etc. in the Market Square
 - City have hired security, this is helping
 - As of last week, there are 0 shelter beds available in Niagara
 - State of emergency declared in Niagara for housing
 - This group is working to problem solve and combat this issue
 - All services are very strapped
- DMS Update
 - On July 25th info session was held to promote the program
 - Next seminar will be Sept 20th, (at the Wellness Centre or Civic Centre) 5-8pm designed for digital tools and software for business
- Wayfinding App initiative

- In discussion with economic development
- Will be Welland specific
- Currently gathering data
- Target launch is in September
- WDBIA will have access to update the app into the future
- Will ensure parks and recreation data is also included

7. COMMITTEE REPORTS

FINANCE A. Chistoff

- Shared year to date to actuals
 - Planters
 - COC
 - Canada Day
- All expenses are comparable to what was expected

Motion: To approve the June and July financial reports

Proposed: A. Chistoff

Second: B. Herchmer

Carried.

BEAUTIFICATION COMMITTEE A. Higginbotham, L. Robichaud

- RFQ for planters & baskets has been created and will be distributed by end of August
- Downtown Maintenance
 - Have received concerns about grass cutting, weeds, etc.
 - ED reached out to city, and this was dealt with immediately
- Last weekend the Rainbow Crosswalk was damaged with tar. The city is trying to remove it, but it is not going well. There is no camera footage of crosswalk being damaged.
- Investigating if we can add lights to the winter planters

MARKETING AND EVENTS K. Jones

New Businesses Arising

- COC 2022 Update
 - They have been going very well. Attendance has been high.
 - There has been an issue with availability for accessibility parking
- Canada Day Recap
 - Went well
 - A handful of protesters, this was handled well with no conflict
- Pop-Up Shops
 - Coming in October
- September Glow-Ride
 - Will reach out to Welland Creatives Network to support
 - A bike ride event with glow sticks, etc.
- Arts Events for the Fall - still in discussion about this

Business Arising

- Looking for ideas to present
- AGM
 - Will be in November
 - Chair's city council presentation in December
 - Beginning to compile list of events for 2023

8. WHITE SPACE

- B. Herchmer suggested we reach out to our members about what they want (window displays, learning opportunities, etc.)
- Welland Creatives have been doing monthly meet and greets. Have done three so far. The next one will be at the Bank Arts Centre.
- Discussed the possibility of partnering with the BIA
- Maybe the potential of doing a regional assessment in Welland.
- Suitcase In Point will be doing a popup play on Merritt Island in September

9. ADJOURNMENT

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

Proposed by: J. D’Hulster

Seconded by: A. Admas

Carried.

The meeting adjourned at 9:06 pm.

NEXT MEETING: September 12th, 2022, 7:00 PM (Virtual via ZOOM)