



**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, September 12th, 2022, 7:00pm  
Virtual Meeting**

**Board Members Present:** K. Jones, J. D’Hulster, B. Fokkens, A. Adams, J. Chiochio, C. Dutcher,

**Board Member Regrets:** C. Cruise, A. Chistoff, B. Herchmer, D. Alexander, H. Treddenick, G. Bowes, L. Robichaud

**Board Members Absent:** R. Lever

**Recording Secretary:** A Higginbotham

**Executive Director:** A. Higginbotham

**Guests:** Sharmila Setaram

**1. WELCOME - CALL TO ORDER**

The Chair K. Jones called the meeting to order at 7:12 p.m.

Land Acknowledgment Statement

**2. APPROVAL of August 8th, 2022, MINUTES**

“**BE IT RESOLVED** that the August 8<sup>th</sup>, 2022, minutes be accepted as presented.”

Proposed by: B. Fokkens

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: J. Chiochio

**Carried.**

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

- Main focus has been COC – recap will be held with city staff tomorrow

- Discussion surrounding the WDBIA's role next year with the COC - TBD

IN CAMERA 7:21 pm -8:14pm

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

- Santa Claus parade: discussions have begun with city staff as to the WDBIA's role. How this event will look after a 2-year pause, what changes will be made
- OBIAA Municipal Election Toolkit – Alexis is assisting OBIAA with this project to be circulated to BIAs so boards and staff can understand the role of a BIA with respect to the upcoming election
- Community Watch Update – new Streetworks staff will be introduced at the upcoming meeting. Agency updates will be added as an agenda item going forward to provide the group with insight regarding services from various community agencies
- DMS Update – upcoming seminar Sept 20<sup>th</sup> 5-8pm at Civic Square. Board was asked to please share this info with their networks to ensure the word is spread amongst eligible businesses
- Wayfinding App initiative – on hold pending further info from ED staff

## **7. COMMITTEE REPORTS**

### **FINANCE A. Higginbotham (on behalf of A. Chistoff)**

- Shared year to date to actuals
- All expenses are comparable to what was expected
- COC financials are being vetted by the bookkeeper and Alexis to ensure all expenses are paid. Report will be forthcoming

Motion: To approve the August financial reports as presented

Proposed: J. D'Hulster

Second: B. C. Dutcher

**Carried.**

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

- RFQ for planters & baskets has been sent out – due date is Sept 21<sup>st</sup> Alexis will investigate the option of NC Horticulture participating in downtown beautification
- End of the month – planter and baskets will be removed
- Upcoming Poutinefest – will be downtown at Merritt Park

### **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 – postponed due to the facility being unavailable

- Arts Events for the Fall - still in discussion about this

### **Business Arising**

- AGM
  - Will be in November
  - Chair's city council presentation in December
  - Upcoming budget meetings to be scheduled

### **8. WHITE SPACE**

Bonnie; Possibility of NC Horticulture assisting with downtown beautification

John: Upcoming construction on West Main – Alexis to inquire as to if this project has been moved up to 2023.

### **9. ADJOURNMENT**

**“Be It RESOLVED** that the September 12<sup>th</sup> meeting be adjourned”

Proposed by: J. D’Hulster

Seconded by: A. Adams

**Carried.**

The meeting adjourned at 9:06 pm.

**NEXT MEETING:** October 3rd, 2022, 7:00 PM (Virtual via ZOOM)