



**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, October 3rd, 2022, 7:00pm

Virtual Meeting

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

Board Member Regrets: J. D’Hulster, B. Fokkens, C. Dutcher, R. Lever

Board Members Absent: N/A

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 7:02 p.m.

Land Acknowledgment Statement

2. ACCEPTANCE OF AGENDA

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

Proposed by: D. Alexander

Seconded by: B. Herchmer

Carried.

3. DECLARATION OF CONFLICTS

None

4. APPROVAL of September 12th, 2022, MINUTES

“**BE IT RESOLVED** that the September 12th, 2022, minutes be accepted as presented.”

Proposed by: J. Chiocchio

Seconded by: A. Chistoff

Carried.

5. CHAIR'S REPORT - K. Jones

- Good feedback from COC
- We have moved forward to planning holiday events
- Recap of WXW and the use of our sponsorship contribution – great use of Farmer's Market

6. EXECUTIVE DIRECTOR'S REPORT - A. Higginbotham

- Recap of Community Watch – Purpose and scope moving forward – contributions from Rick Lever (on behalf of Gateway)
- Discussion surrounding bylaw enforcement within the city with respect to property standards
- DMS seminar in person recap – board members asked to share DMS info
- Upcoming construction on West Main – outline of Phase One – slated for early 2023.
- Wayfinding App- has launched September 30th – please share
- Recap of WZW – record number of participants and donations. bridge closure went smoothly

7. COMMITTEE REPORTS

FINANCE - A. Chistoff

- No report available due to the date of the meeting- September reports are not yet available

BEAUTIFICATION COMMITTEE - A. Higginbotham (on behalf of L. Robichaud)

- RFQ update – one submission received- to be reviewed
- NC horticulture contacted; minimal response received. Alexis will connect further
- Helles Ave & East Main parkette – extension of mural- this will be deferred to Arts & Culture committee

MARKETING AND EVENTS - K. Jones

- Additional info regarding holiday events – possible reallocation of unused funds from COC.
- Explanation of purchase of sleigh – as advertised on Marketplace (\$550)

Motion: "BE IT RESOLVED" that the WDBIA reallocate \$5000 of funds from COC toward holiday programming including refurbishment of the sleigh"

Proposed by; A. Chistoff

Seconded by; J. Chiochio

Carried unanimously

- Update on Glowrider event either October 7th or 14th

8. New Businesses

- Member Survey – board members please review and send Alexis contributions

9. Business Arising

- AGM upcoming November 17th

10. WHITE SPACE

- Updates need to be made to policies and procedures manual (Brenda)
- The Bank arthouse is hosting some shows over the next few months. Please look at their social media for details – Holly

11. ADJOURNMENT

“Be It RESOLVED that the October 3rd meeting be adjourned”

Proposed by: A. Adams

Seconded by: J. Chiochio

Carried.

The meeting adjourned at 7:49 pm.

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