



**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 March 6th, 7:00pm**

**Virtual Meeting**

**Board Members Present:** K. Jones, H. Treddenick, J. D’Hulster, A. Chistoff, B. Herchmer, J. Takeo, D. Alexander, Councillor S. Setaram, Councillor G. Speck, C. Dutcher, A. Adams, L. Robichaud

**Board Member Regrets:** N/A

**Recording Secretary:** H. Treddenick

**Executive Director:** A. Higginbotham

**1. WELCOME- CALL TO ORDER**

The chair K. Jones called the meeting to order at 7:03pm

Land Acknowledgment Statement

**2. ACCEPTANCE OF AGENDA**

Motion: J. Takeo

Second: J. D’Hulster

**CARRIED**

**3. DECLARATION OF CONFLICT**

None

**4. APPROVAL OF MINUTES**

Spelling corrections: pg 3 “differ” to “defer”, “stollen” to “stolen”

Motion: S. Setaram

Second: D. Alexander

## **CARRIED**

### **5. REPORT OF THE CHAIR**

- Reported on success of securing Concert series
  - Reaching out to partnerships including Rose Festival, Port Colborne BIA, and their for cross referencing and considering programing for Concerts so as not to overlap artists

### **6. EXECUTIVE DIRECTOR REPORT**

- Community Watch
  - 211 will have changes in how calls are dispensed to be run out of region (potential Toronto), the number may change
  - This may affect the services we have been working on and building
  - Next Community Watch meeting on March 16<sup>th</sup> and more information should be available after that and updates will be disseminated.
  - Those outside of the area answering calls may not be aware of Niagara-specific considerations.
- Mobile Crisis Unit
  - Pilot project expires March 31 and may not be renewed
  - Reaching out to partners to advocate for this
  - This is a provincially funded program
- Gateway
  - Expanding program for Welland veterans
  - Will be able to connect with others and access more support
- Shelter
  - Continues to run well
  - This past weekend was at capacity (5 beds)
  - C. Speck: will there be council updates?
    - C. Setaram provided an update, context, information about the use and partnerships
- Construction
  - March 30th meeting with city staff will provide more information
  - Update on West Main side streets will begin in about 3 weeks
    - The contractor was to mail out a letter about the project to businesses
  - Young & Grove
    - Some detours may arise from this
  - All updates are available on the WDBIA websites under the blogs

## **7. Governance- B. Herchmer**

- Committee will review existing WDBIA policies, procedure, bylaws and governance documents to ensure they reflect all changes made in board and committee members
- Changes will be presented at next meeting to ensure they are approved by the board

## **8. FINANCE A. Chistoff**

- January reports & Profit / Loss Statement reviewed

Motion: To accept financial report as presented

A. Chistoff

Second: L. Robichaud

### **CARRIED**

- The audit has begun. Expecting an 8 week turn around
  - The audit is required for the levy to be released.

## **7. BEAUTIFICATION L. Robichaud**

- 2023 road occupancy permits have been filed and are waiting approval

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

- Concerts On Canal
  - Finalizing the programming with TNR Productions
  - We are gaining momentum and catching up on the delayed start
  - May 11th will be the launch event for the series at Taris on the Water
  - The programing will be confidential until after the launch party, May 11
  - Programing was considered in regard to the concerts in surrounding communities
  - Have begun reaching out to vendors and sponsorships, some grant applications have been made
  - Security and liquor licenses have been organized
  - J. Takeo: asked what the volunteer duties will involve
    - Higginbotham replied: donation collection with Beyond the Streets, Bucket Pass, clean up at end of night, set up
  - C. Setaram: commented that a bus service may be a good support to bring people downtown to concerts or other events for future years. Pickups were at churches as they provide free parking

## **9. WHITE SPACE**

- C. Setaram
  - Commented on the unhoused population, calls to actions to take more actions to support these populations. She is suggesting to include businesses in this. Could there be 10+ businesses that can share stories and experiences of the impact of this on their businesses (damage, sleeping at night, mess) to support the call to action.
    - Higginbotham commented that Gateway may be the best place to begin gathering this support
    - C. Setaram commented that she hopes that the BIA could reach out for engagement around this for support
    - B. Herchmer: downtown businesses could provide qualitative data, not quantitative data
    - Setaram commented that antidotal information is supportive
    - Takeo: echoes some of the sentiments and would be happy to share his experiences around this subject
    - The board was pleased to hear there is more discussion around this at council
- C. Dutcher:
  - Question towards councillors: the region uses a software called “Hyphus” to use to record data at various shelters in the region. Will the Welland shelter use this as well?
  - C. Setaram: commented that yes, this will be put into use. This will allow tracking use, behavior, what led the client to the shelter, other elements of data collection. This is managed through the shelter worker.
- D. Alexander
  - Discussed the need for a public art policy
  - D. Alexander noted that a debate around the murals is worth a debate
  - C. Setaram: commented that there is a need for the committee to be strategic and that other municipalities have addressed this and there is much information on strategies to manage this discussion
  - Takeo: commented that his work on the Public Art Task force will support this discussion

Next meeting April 3, 2023

## **10. Adjourned 8:22pm**

Motion to adjourn: J. Takeo

Second: L. Robichaud

**CARRIED**

