



**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 May 1<sup>st</sup>, 7:00pm  
Virtual Meeting**

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

**Board Member Regrets:** L. Robichaud

**Executive Director:** A. Higginbotham

**Guests:** Tony Calzetta, Councillor Vilella (Niagara Region)

**Summer Students:** Nick Pasaluko, Emma Tracey

**1. WELCOME- CALL TO ORDER**

- The Chair K. Jones called the meeting to order at 7:03pm
- Land Acknowledgment Statement

**2. ACCEPTANCE OF AGENDA**

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

- **Motion:** J. Takeo
  - **Second:** A. Adams
- Carried.**

**3. DECLARATION OF CONFLICT**

None

**4. APPROVAL OF MINUTES**

*“BE IT RESOLVED that the April 3, 2023, minutes be accepted as presented.”*

- **Motion:** B. Herchmer
  - **Second:** J. Takeo
- Carried.**

**5. REPORT OF THE CHAIR - K. Jones**

- Had a good meeting regarding shifting the work to committees, as per previous board discussions.
- Working on Concerts on the Canal planning
  - Concert kick-off party May 11th. 7:00 pm at Tavis on the Water.

- Several in person events in the planning

## **6. EXECUTIVE DIRECTOR REPORT - A. Higginbotham**

- *Letter to the editor discussed at our last meeting was printed in the Tribune regarding the Mayor's presentation and circulated to the Board.*
- *Alexis was invited to join NWBIA and Seaway Mall discussing how Recreation and Culture, market, the 2 BIA's and Seaway Mall can work together on future events for more cohesion and to avoid conflict of dates, resource share, support.*
  - Alexis emphasized communication through all channels.
  - Each partner committed to discussing this with their boards.
  - Working to help connect the different communities.
    - C. Speck asked if different municipalities have more than one BIA.
      - A. Higginbotham replied that all are different, St. Catharines has 1, Port Colborne has 2, Niagara Falls has 4, Toronto has 85... and that many BIA's work together to support and collaborate with one another. This can amplify their impact.
- *A. Higginbotham was invited to speak on 610 CKTB radio about the WDBIA, COC, Digital Main Street, new businesses, and general information about moving forward.*
- *New Business opened- Joy of Calabria, hosted a Grand Opening on Saturday*
  - C. Speck asked if anything was sent to the WDBIA board or membership as an invite to the opening. A. Higginbotham didn't receive a specific "invite".
  - C. Setaram asked if there is a way for the WDBIA to be notified about new businesses.
  - H. Treddenick mentioned that when she opened her business, she had reached out to the city but there was no welcome package or mention of the WDBIA.
  - H. Treddenick also advised that she has developed a welcome package for the guests she brings into Welland that she would be happy to share.
  - Action Item: Marketing and Event Committee will add the development of a welcome package for new businesses to their next meeting agenda.
- *Welland Museum is hosting an event on July 8th and are looking for vendors.*
- *Attended the OBIA Conference*
  - Alexis will share the link to the panels and workshops for the board to watch.
  - Alexis and City Clerk have identified several revisions for our policies and bylaws.
  - B. Herchmer mentioned that historically that an additional one or two board members have attended the OBIA Conference and could be considered next year.
- *C. Speck asked if this was all A. Higginbotham has to say? C. Speck reads off list of items regarding Executive Director's itinerary.*
  - Asked for updates with Mayor Campion. A. Higginbotham replied no updates.
  - Asked about City Clerk on 27th, A. Higginbotham replied no updates.
  - Asked about meeting with SPCA regarding dogs at concerts and other public events.
    - A. Higginbotham replied no evidence to ban dogs from events, so long as they

are on a leash and dog in in control. Bylaw officers are informed and invited to attend all events.

- *C. Speck asked about Cross Walk opportunity.*
  - A. Higginbotham reiterated previous discussions and context about this project. We are continuing fundraising efforts. City staff has a design proposed.
  - C speck asked about location of crosswalk. A. Higginbotham said it will be at Market Square by entrance arches.
  - C. Speck asked if FENFC is providing a design, and if the design will be as expensive as rainbow crosswalk. A. Higginbotham explained that the cost is related to the materials and that a design idea has been agreed upon and will be with direction of FENFC.
  
- *C. Speck asked about the letter from the WDBIA in support of Aldo Parotta's Art Gallery proposal presentation at city council tomorrow.*
  - A. Higginbotham offered thoroughly discussed history and context on this project.
  - Support from several Board members for the letter of support for the Art Gallery proposal was provided.

## **7. COMMITTEE REPORTS:**

### **a) GOVERNANCE - B. Herchmer**

- Reported that updates have been made to the WDBIA Policy and Procedures Manual.
- Had planned to review the updates today but we just received a new Zoom etiquette policy from City staff which our committee will also need to review.
- To ensure effective use of Board time, best practice is to discuss detail work at the committee level and then come to the Board with specific recommendations and/or motions.
- As a result, we decided to defer the update of the Policy and Procedure Manual until next month.
- C. Speck reviewing the bylaws pg. 8 & 9 regarding term limits.
  - Is asking if that is for the ED or the board.
  - B. Herchmer replied that they will share the updated doc as a pdf prior to the review meeting.

### **b) FINANCE - A. Chistoff**

- *Presented the audited statements.*
  - There was a clean audit opinion.
  - Will be submitted to the city (CFO)
  - More details are available in the report (i.e our accounting practices)
  - 2022 had a total revenue of \$355,569.
  - K. Jones gave context about the debt relief regarding the Reflection Pond
  - C. Speck asked for clarification on some details.

***"BE IT RESOLVED that the draft audited statements be accepted as presented."***

- **Motion:** A. Chistoff
- **Second:** J. Takeo
- **Carried.**

- *Reviewed the March financial statements.*
  - Received a portion of advance funding for Concerts on The Canal to ensure we can meet expenses.
  - Majority of fees are professional fees.
  - C. Speck asked about who we pay permit fees to and for what. K. Jones replied this is to the city and for the planters and banner installation.

***“BE IT RESOLVED that the March financial statements be accepted as presented.”***

- **Motion:** A. Chistoff
- **Second:** B. Herchmer
- **Carried.**

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

- *Street Crew*
  - Has been out for a few weeks cleaning public spaces, sidewalks.
  - Identified problem areas, owners have been contacted, these are being taken care of
  - Provides daily reports.
  - A member reached out asking if their private property could be cleaned by street crew, this is not part of the agreement.
- Planters will be installed after May long weekend.

**d) MARKETING & EVENTS - K. Jones**

- *Concerts on The Canal*
  - Thursday, May 11th 7:00 pm will be the kick-off event.
  - Posters are beginning to be disseminated, invitations have been sent.
- *We will add the “welcome package” idea to our next committee meeting.*
- *Networking events - “Building Bridges”*
  - K. Jones gave context about meeting the need for more networking among businesses, J. Takeo and H. Treddenick had to discuss networking meetings.
  - Former chair joined several meetings ago to offer an interest in more networking events.
  - The WDBIA will produce a series of 3 networking events as a trial.
    - Casual meet and greets with a gentle presentation.
    - 1st meeting in May at The Honest Lawyer where board members can present themselves.
    - 2nd meeting in at Black Sheep Lounge to showcase Welland Creative Network
    - 3rd meeting in September at Central Fire Hall Education Initiative with the Economic Development Department to present their work.
    - The impact and success of these events will be reviewed in October.
    - A. Chistoff asked if the budget is enough to support refreshments for the guests. K. Jones replied that it is a trial that will be reviewed.

***“BE IT RESOLVED” that the WDBIA will deliver a 3-event networking event trial with a budget of \$800 to help bring businesses, organizations, and community members to help build a strong sense of community.***

- **Motion:** J. Takeo
- **Second:** J. D’Hulster  
**Carried.**

#### **8. NEW BUSINESSES**

- C. Setaram mentioned the city’s is in the process of gathering feedback for their strategic plans. Upcoming meetings, the importance to offer opinions and comments.
  - Some meetings are virtual, some in person. This information can be found on the City of Welland website.
  - B. Herchmer asked if the poll was still in place. C. Setaram replied the process is different this year.

#### **9. WHITE SPACE**

- J. Takeo reported about the Easter Egg Hunt he and other businesses organized at the Farmers Market. He hopes the BIA’s, city of Welland, and other businesses will collaborate on a future event like this. It was very successful.
- H. Treddenick shared that they will be hosting Circus Sessions for performers from across Canada and internationally. Their performance will be held on May 24th.

#### **10. ADJOURNMENT**

*“Be It RESOLVED that the May 2023 WDBIA board meeting be adjourned.”*

- **Motion to adjourn:** J. D’Hulster
- **Second:** J. Takeo  
**Carried.**

The meeting adjourned at 8:54pm

**NEXT MEETING:** June 5<sup>th</sup>, 2023 @7pm via zoom

- Members were asked to be sure they RSVP for each Board meeting.