



**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 July 10th, 7:00pm
Virtual Meeting**

Board Members Present: K. Jones, A. Chistoff, J. Takeo, B. Herchmer, J. D’Hulster, D. Alexander,
L. Robichaud, C. Dutcher, A. Adams

Board Members Regrets: Councillor S. Setaram. H. Treddenick

Board Members Absent: Councillor G. Speck,

Executive Director: A. Higginbotham

Summer Students: Emma Tracey, Nick Pasaluko

1. WELCOME – CALL TO ORDER

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

2. ACCEPTANCE OF AGENDA

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

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

3. DECLARATION OF CONFLICT

None

4. APPROVAL OF MINUTES

“BE IT RESOLVED that the June 5, 2023, minutes be accepted as presented.”

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

5. REPORT OF THE CHAIR – K. Jones

- Operations Update
- Concerts on the canal have had a good start, congratulations to staff

- Quick update about Bridge 13 lighting
 - Working with region to find a solution.

6. EXECUTIVE DIRECTOR REPORT – A. Higginbotham

- Operations update

7. COMMITTEE REPORTS:

A) GOVERNANCE – B. Herchmer

- Policy & procedure manual updates
- Strategic plan
- B. Herchmer asked if there were any questions about the differences between constitution, bylaw, and policy and procedures manual.
- Noted that it's important to know differences between each document
- Clarification on length of board member terms: once appointed you are on for 4 years, and you can repeat it once for a total of 8 years.

“BE IT RESOLVED that the highlighted changes in the WDBIA policy and procedure manual be accepted as presented:

- **Motion:** B. Herchmer
- **Second:** L. Robichaud
Carried.

“BE IT RESOLVED that K. Jones may transition into past chair role and B. Herchmer and A. Adams finish their current terms before stepping down”

- **Motion:** B. Herchmer
- **Second:** C. Dutcher
Carried.

- Clarification was presented by A.Higginbotham to how new board members are brought onto the board.

B) FINANCE – A. Chistoff

- Monthly reports – n/a
 - A. Chistoff calls to remove monthly financial report as bookkeeper provided information too late. CARRIED
- Budget 2024 planning – covered by K. Jones

C) BEAUTIFICATION – L. Robichaud

- *Indigenous crosswalk* – presented by A. Higginbotham:
 - Secured funding – thanks to C. Dutcher for help with securing funding.
 - \$22,000 raised for this project /// additional \$5,000 for artwork on cement slab.
 - Crosswalk will be just past arches in the farmer's market.

- Design approved by Fort Erie Native Friendship Centre
- N. Pasaluko shared screen to show the board the design.
- The crosswalk must be installed in August while it is hot enough for the paint to dry on the cement.
- After the planned truth and reconciliation walk, there will be a gathering near artwork for learning opportunities and story time.
- *Bridge 13 lighting controller* – presented by A. Higginbotham:
 - Intermittently failing for 4 years – or failing for colour request
 - Speaking with region this week to determine plan on how to solve this issue (cost to fix the lighting system that they own)

D) MARKETING & EVENTS – K. Jones

- *COC 2023 update*
 - First concert went well – good attendance, security was efficient.
 - Welland jackfish takeover on august 4th concert (ABBA,) going to MC and interact with crowd similarly to a jackfish game/ Jackfish tent will be at every concert.
 - Jackfish will be promoting our concerts at their games.
- *Networking event – Bridging Connections*
 - 2nd networking event at cheers less attended than the first – possibly due to busy graduation week for many people
 - Talks happening with economic development department about featuring them for our 3rd networking event being held on small business week.
 - Inviting more departments to talk about plans for the downtown.
 - Will be held on Monday October 16th. Venue to be determined
- *Canada day recap*
 - All feedback passed along to the city
- *Sponsorship requests & recommendations*
 - 3 requests from: Float fest, Welland Food fest, and Afro-Caribbean fest
 - Marketing events committee suggested \$0 for float fest because they are out of our catchment --- B. Herchmer has concerns about the basis of this decision, says we need to have guidelines that committee can decide on and then can be made a policy.
 - Need more info for Food fest sponsorship before making a decision, package was rather vague.
 - Afro-Caribbean fest is a new event that needs our support,

“BE IT RESOLVED that the WDBIA will sponsor \$500 to the Afro-Caribbean fest.”

- **Motion:** J. Takeo
- **Second:** L. Robichaud
- **Carried.**
- L. Robichaud suggested potentially donating more money to the Afro-Caribbean fest.

“FRIENDLY AMMENDMENT TO PREVIOUS MOTION: Increase Afro-Caribbean Fest sponsorship from \$500 to \$750.”

Carried.

- *T&R Event September 29th*
 - Walk happening for Truth & Reconciliation Day – partnered with the Fort Erie Native Friendship Centre
 - 12pm in the downtown core starting at market square.
 - Whole circuit walk should take 30 minutes – happening with elementary kids and high school kids – invited by Fort Erie friendship centre, not us.
 - Rolling closure happening to streets with help from the NRP and COW
 - Event open to everyone
 - Elders of the group will do storytelling at our indigenous crosswalk.

8. NEW BUSINESSES

- Bridgewater brewery is the first downtown Welland brewery.
 - Looks great and doing well.
 - A. Higginbotham secured them an extra bike rack.

9. WHITE SPACE

- L. Robichaud requesting in person meetings instead, thinks more could be accomplished.
 - J. Takeo agrees with in-person meetings.
 - C. Dutcher fears for attendance levels at in persons meetings, A. Higginbotham agrees.
 - B. Herchmer is in favour of virtual meetings.

“BE IT RESOLVED that some future WDBIA board meetings will occur in person.”

- **Motion:** L. Robichaud
 - **Second:** J. Takeo
- Carried.**

10. ADJOURNMENT

“BE IT RESOLVED that the July 2023 WDBIA board meeting be adjourned.”

- **Motion to adjourn:** K. Jones
- **Second:** J. D’Hulster

The meeting adjourned at 8:33pm.

NEXT MEETING: Monday, September 11th, 2023 @7pm

- Meeting place TBD