



**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 11, 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, D. Alexander, A. Chistoff, L. Robichaud, A. Adams

**Board Member Regrets:** N/A

**Executive Director:** A. Higginbotham

**Guests:** Katia Gaultier (KGM Engineering), Kaitlyn Joaquin (DJB)

**WELCOME- CALL TO ORDER**

The chair K. Jones called the meeting to order at 7:00pm

Land Acknowledgment Statement

**ACCEPTANCE OF AGENDA**

K. Jones removed item #7

Motion: Takeo

Second: D’Hulster

**CARRIED**

C. Speck asked if this needs to be public?

K. Jones responded that this can be discussed in camera and there are not for public.

A. Higginbotham added that there is often an HR issue and that we will note the general topic for public information.

Kaitlyn Joaquin (DJB) is guest who will replacing A. Chistoff, pending approval.

## **DECLARATION OF CONFLICT**

None

## **APPROVAL OF MINUTES**

Motion: D'Hulster

Second: J. Takeo

## **CARRIED**

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

- August there was no meeting.
- Reported the summer was a success.
- Concerts were successful.
- Strategic plan and budget meetings took place through the summer.

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

- Updates
  - Downtown Community Watch will reconvene meetings on September 21, if you are interested to join, reach out to Alexis. Many community and Niagara Region organizations are involved.
  - Niagara Regional BIA's- took a breakthrough summer, beginning to meet again in September. Will be going to the regional council about what BIA's do, how they support, with the goals of being included in decision making that affect the members.
- Business arising
  - Zombie Walk
  - Food Fest- Sept 30/ Oct 1 at Merritt Island

## **GOVERNANCE COMMITTEE- B. Herchmer**

- K. Jones reported that the Governance Committee has been meeting to develop a strategic plan.

- B. Herschmner offered a report (document available for review from A. Higginbotham)
  - Putting much research, detail and time into the proposed plan
  - Addressing how we think about planning, looking at feedback from the members, considering future-forward thinking.
  - Possibly shifting our focus from “event planning” to connecting and capacity building, community and economic development
  - How can we apply the 17 UN approved Sustainable Development Goals, how to more deeply engage the members and stakeholders?
  - Taking advantage of available grants to support and enhance our budget.

Discussion surrounding the options for how to best approach and collect info and feedback.

### **Finance- A. Cistoff**

- Presented June, July & August reports.
- Shared Balance Sheets

**Motion:** Approve financial reports

A. Chistoff

**Second:** J. Takeo

**CARRIED**

### **BEAUTIFICATION A. Higginbotham**

- Indigenous Crosswalk
  - Original plan was to reveal it on Sept 29th with the walk, due to technical concerns this was done on August 29th.
    - There is some discolouration, but this is part of the process.
    - C. Speck reiterated this was funded by sponsorship.
    - A. Higginbotham noted that we had applied for funding, but we were unsuccessful and went for corporate sponsorship.
  - C. Speck asked why representatives of the WDBIA didn't speak. K. Jones and A. Higginbotham noted we did not speak because the goal was to highlight the Indigenous people and not the WDBIA.
  - C. Setaram asked how the conversation and relationship to Indigenous issues will be continued
  - A. Higginbotham noted that the relationship with the FENFC will continue into the future, and we have a goal to grow relationships with other Indigenous orgs.
- Bridge 13 lighting
  - Looking for funding to pay repairs for the lighting of the towers.
  - C. Speck supports the need to light this as an icon in Welland and will support the repairs.
  - B. Herchmer noted a grant that may be a good fit for this project (Gov of Canada Rural Economic Development)

- Flower baskets and planters are still holding strong.

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

- Concerts On Canal 2023 wrap up.
  - Discussion surrounding budget, attendance, diversity of lineup and dates.
- Networking events
  - October 16, 5-7pm @ Bridgewater Brewery, this is also the start of small business week, aim to be a celebration. \*\*\* Looking for ideas on how to celebrate this week, all ideas welcome!
- Truth & Reconciliation Sept 29<sup>th</sup> – Walk in Downtown Welland – all are welcome.

## **NEW BUSINESS**

- Takeo discussed Zombie Walk

## **WHITE SPACE**

- B. Herchmer noted events taking place this summer through an app. This is a way to take advantage of the increased foot traffic.

**Next meeting October 2 at the Welland Community Centre please RSVP**

**Adjourned 8:37 pm**