



**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 3, 7:00pm  
In Person- Welland Community Centre**

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

**Board Member Regrets:** A. Adams, B. Herchmer, L. Robichaud, D. Alexander

**Executive Director:** A. Higginbotham

**Guests:** 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**

Motion: J. Hulster

Second: J. Takeo

**DECLARATION OF CONFLICT**

None

**APPROVAL OF MINUTES OF LAST MEETING**

J. Takeo noted a grammatical correction

Motion: C. Dutcher

Second: J. Hulster

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

- Focus on wrapping up financials for the Concerts on Canal → this was submitted to city staff for presentation to council later this month
- Sept 29th was Truth & Reconciliation event and walk, conversations around this topic continue and what is our continued role

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

- Last week important dates were circulated around upcoming meetings
- CEBA Loans
  - OBIAA has been advocating on an extension
  - There is now an extension to January 18th, 2024 for repayment
  - WDBIA is assisting in this advocacy
- 5 years of Digital Main St Grant is being celebrated
  - March 2024 the project will finish – no word of extension as of now
  - There is a possibility the portal may re-open, funding pending
  - Those who have not yet applied are still encouraged to apply and they will remain in the cue for this funding
  - Tiana will present this project at the upcoming AGM
  - Discussion around the pros & cons, barriers, limitations and the experience of this program
- The region was not approved for Main st construction for 2024, therefore is postponed to 2025. This included the Niagara St Bridge

### **GOVERNANCE COMMITTEE- K. Jones**

- Presented the new developing Strategic Plan that was circulated to the board
  - Examines what has been accomplished, what we want moving forward
  - This will be presented formally on October 12th, 2023
  - This will then become an open format circulated through membership for feedback, then will be finalized in a motion
  - Examining:
    - Social, economic experiences
    - Housing issues & Community systems
    - Broken Systems
    - Observing trends and forward thinking
    - Playing the role of sector connectors

- Applying an ecosystem approach
- Engaging stake holders intentionally
- And so much more
- This document will be available for public once it is approved

#### **FINANCE- A. Chistoff**

- No September financial statements were presented
- Last call for budget requests, next meeting 2024 budget will be presented for approval by the Board before going to the membership at the AGM

Motion: "To appoint Kaitlin Joaquin, of DJB, interim treasurer in place of Amanda Chistoff who will be off on leave"

Seconded: C. Speck

CARRIED

#### **BEAUTIFICATION A. Higginbotham**

- Seasonal Install
  - Planters will be removed after Thanksgiving
  - Will be replaced with holiday decor after Remembrance Day
  - There will be no lights in the planters this year due to theft in 2023
- Street Crew
  - Concludes at end of October 20th
  - Have included it in the 2024 budget
  - A member from the Oak Centre cleans 2 hours, 5 days/ week
- Bridge 13 Lighting
  - Talks continue with city and region staff as to decide on funding and how it will be allocated

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

- Concerts On Canal 2023 wrap up
  - Budget report was submitted to city staff
  - We are currently unsure of the 2024 programming
- Networking events
  - J. Takeo and J. Hulster have been helping promote the event
  - Oct 16th, 5-7pm at BridgeWater Brewery
- Truth & Reconciliation Sept 29th
  - Discussion around what the needs for the future gathering are. We will wait for feedback from the Fort Erie Native Friendship Centre. Do we/ FENFC want to include other artists, speakers, vendors, other?

#### **NEW BUSINESS**

- J. Takeo discussed an inaugural August 13th Makers Market at Black Sheep Lounge. 500-600 patrons attended, hoping for a Christmas market on November 26th (Quite All Right Marketing).

Motion to offer \$800 towards supporting this event.

Second: C. Setaram

They are discussing to host this at Market Square.

- A. Higginbotham reach out to city staff for costs, fees, WDBIA obligations, who are the vendors, staff costs...

J. Takeo noted that he is interested in supporting the event.

K. Jones noted that he is interested in helping this event get a bricks & mortar location.

Motion held, will refer back to staff.

#### **WHITE SPACE**

- C. Speck mentioned that there is a challenge in hybrid meetings. Is there an option to record the live meetings, it should be made available to the membership on YouTube or other platforms.
  - A. Higginbotham will research the possibilities

**Next meeting November 6th via ZOOM.**

**Adjourned 8:37 pm**

Motion to adjourn: C. Dutcher

Second: J. Takeo