



**Board of Management of Welland Downtown
Business Improvement Area - City of Welland
In-Person The Bank Art House
22 King Street, Welland ON
Monday, October 7, 2024 @ 7:00pm**

AGENDA

1. WELCOME - CALL TO ORDER
2. OPEN OF GENERAL MEETING
3. LAND ACKNOWLEDGEMENT
4. ACCEPTANCE OF AGENDA
5. DECLARATION OF CONFLICTS & PECUNIARY INTERESTS
6. APPROVAL OF THE SEPTEMBER 9 MINUTES
7. REPORT OF THE CHAIR
8. EXECUTIVE DIRECTOR'S REPORT
9. COMMITTEE REPORTS

A) GOVERNANCE
MONTHLY REPORT — KELLY JONES

STRATEGIC PLANNING UPDATE:
1ST DRAFT DESIGN & LAYOUT RECEIVED. CHANGES AND
AMENDMENTS RETURNED. FINAL DRAFT TO FOLLOW ASAP

2024 AGM THURSDAY NOVEMBER 28 AT 7-9PM
ROOM 108, CIVIC SQUARE

B) FINANCE
MONTHLY REPORT — KAITLYN JOAQUIN
MOTION TO APPROVE MONTHLY FINANCIAL REPORTS
2025 BUDGET REVIEW MEETING KAITLYN, JESSE & LEE

C) BEAUTIFICATION

MONTHLY REPORT – LEE CARR

WEEK OF OCTOBER 7 FINAL WEEK OF WATERING MAINTENANCE

COUNTRY BASKET GARDENS TO REMOVE WEEK OF OCT 15

POSSIBLE EXTENSION ON REMOVAL PENDING WEATHER AND

CONDITION OF BASKETS AND PLANTERS

EXPLORING POSSIBLE BEAUTIFICATION OPPORTUNITIES,

BUDGET SAVINGS AND EFFICIENCIES WITH JESSICA RUDELL,

DIRECTOR OF COMMUNITY SERVICES. PROVIDED WDBIA 2024

PROGRAM DETAILS AND ASSOCIATED COSTS.

D) MARKETING AND COMMUNICATIONS

MONTHLY REPORT – JAMES TAKEO

E) EVENTS

MONTHLY REPORT – JESSE D'HULSTER

WELLAND ZOMBIE WALK – SATURDAY, SEPTEMBER 21ST

GREAT EVENT WITH GOOD TURNOUT 200+

KUDOS TO JAMES TAKEO

TRUTH AND RECONCILIATION

COLLABORATION WITH CITY'S INDIGENOUS ART INSTALLATION

MEMORIAL BLOCK – DEFERRED DATE TBD

\$1000 SPONSORSHIP AS PER ORIGINAL PROPOSAL

MOTION TO FOLLOW UPON CONFIRMATION OF NEW DATE

SANTA CLAUS PARADE & TREE LIGHTING NOV 23RD 5-8PM

LEE MEETING WITH ERIN CARL AND FRAZER MOWATT OCT 7 TO

CONFIRM WDBIA COLLABORATION AND SPONSORSHIP AS PER

OUR 2024 EVENTS PLAN AND BUDGET ALLOCATION.

REPORT WITH PLANNED EVENT DETAILS TO FOLLOW.

F) PARTNERSHIPS, OPPORTUNITIES, AND PROPOSALS

MONTHLY REPORT - HOLLY TREDDENICK

PUBLIC OPEN HOUSE – OFFICIAL PLAN UPDATE SEPT 19TH

CITY ACKNOWLEDGES RECEIPT OF WDBIA FEEDBACK REPORT

THANKS TO ALL WHO ATTENDED AND AMPLIFIED THE INTERESTS

OF THE DOWNTOWN COMMUNITY TO CITY PLANNING STAFF

COMMITTEE MEETING OCT 5 REVIEW NEXT STEPS TO EXPLORE FUNDING/SPONSORSHIP OPPORTUNITIES FOR DOWNTOWN STREETSCAPING AS PER MY MAIN STREET PLAN SPECIFICALLY, DOWNTOWN LIGHT CANOPY ACTIVATION. MET WITH ST. CATHARINES DOWNTOWN ECONOMIC DEV. OFFICER TO EXPLORE THEIR SIMILAR PROJECT & FUNDING MODEL. REPORT TO FOLLOW FOR BOARD CONSIDERATION.

13. NEW BUSINESS

14. WHITE SPACE

15. CORRESPONDENCE:

16. NEXT MEETING DATE: MONDAY, NOVEMBER 4, 2024 @7PM
LOCATION TBD

17. ADJOURNMENT