



**Board of Management of Welland Downtown
Business Improvement Area - City of Welland
In-Person at Leisure Cafe
30 King Street, Welland ON L3B 3H9
Monday, November 4, 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 OCTOBER 7 MINUTES
7. APPROVAL OF THE JULY 8 MINUTES
7. REPORT OF THE CHAIR
8. EXECUTIVE DIRECTOR'S REPORT
9. COMMITTEE REPORTS

A) GOVERNANCE
MONTHLY REPORT – KELLY JONES

STRATEGIC PLANNING UPDATE

2024 AGM PROCESS OVERVIEW
AGM IN-PERSON THURSDAY NOVEMBER 28 AT 7-9PM
ROOM 108, CIVIC SQUARE

B) FINANCE
MONTHLY REPORT – KAITLYN JOAQUIN

C) BEAUTIFICATION

MONTHLY REPORT – LEE CARR

NATHAN CHURCHMAN – STREET CREW FINAL DAY OCT 25

SUMMER BASKETS & PLANTERS REMOVED WEEK OF OCT 18-25

SEASONAL PLANTER DECORATIONS INSTALLING NOV 12 & 13

CITY LAMP POST WREATHS ETC. INSTALLING WEEK OF NOV 12

D) MARKETING AND COMMUNICATIONS

MONTHLY REPORT – JAMES TAKEO

. NOVEMBER NEWSLETTER

. SOCIAL MEDIA

. E-BLAST(S) – WINTER LIGHTS TOUR, NOV 23 SANTA CLAUS
PARADE & ROAD CLOSURE, NOV 28 AGM

. WDBIA NEW WELCOME PACKAGE

E) EVENTS

MONTHLY REPORT – LEE CARR

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

ON-STREET PARKING PROHIBITED FROM 2:30PM

CARS REMAINING AFTER 4:30PM TO BE TOWED

MAIN STREET ROAD CLOSURE 5-8PM

NEWSLETTER, E-BLAST AND SOCIAL MEDIA NOTICE TO
STAKEHOLDERS

WDBIA FLOAT (LESLIE)

WDBIA FLOAT/PARADE VOLUNTEERS BOARD & FAMILIES

EQUIPPING VOLUNTEERS WITH CHRISTMAS HATS AND TREATS

WELLAND WINTER LIGHTS TOUR DECEMBER 7-18

FIRST WINTER LIGHTS COMPETITION FOR BUSINESSES

STAKEHOLDER BUSINESSES CAN SHOWCASE THEIR FESTIVE

SPIRIT AND ATTRACT HOLIDAY VISITORS TO DOWNTOWN

ONLINE ENTRY APPLICATIONS START NOVEMBER 18.

APPLICATIONS CLOSE NOVEMBER 29

ALL ENTRIES WILL APPEAR ON THE WINTER LIGHTS TOUR MAP

SELF-GUIDED TOURS RUN DEC 7TH THROUGH 18TH

WINNERS TO BE ANNOUNCED BEFORE CHRISTMAS

STAKEHOLDER CALL-TO-ACTION VIA NOVEMBER NEWSLETTER,
TIMELY E-BLASTS AND SOCIAL MEDIA

F) PARTNERSHIPS, OPPORTUNITIES, AND PROPOSALS
MONTHLY REPORT - HOLLY TREDDENICK / LEE CARR

DOWNTOWN REVITALIZATION FOCUS GROUPS PARTICIPATION
WDBIA INVITED PARTICIPANTS: LEE CARR, BRENDA HERCHMER
AND KATIA GAUTIER (P.O.P. COMMITTEE)

CORPORATE SPONSORSHIP PROGRAM - TIERED SPONSORSHIP
TEMPLATE FOR FUNDING NEW OPPORTUNITIES

SUBMISSION CITY COMMUNITY GRANT – “EGGSPLORE
DOWNTOWN WELLAND” - ARTS & CULTURE HUNT

ECONOMIC DEVELOPMENT GRANTS – EXPLORING AVAILABLE
GRANTS

13. NEW BUSINESS

14. WHITE SPACE

WDBIA BOARD/STAFF HOLIDAY SOCIAL? – JAMES TAKEO

15. CORRESPONDENCE:

16. ANNUAL GENERAL MEETING, IN-PERSON THURSDAY, NOVEMBER 28
FROM 7PM AT COMMUNITY ROOM, CIVIC SQUARE, 60 EAST MAIN ST.

17. NEXT BOARD MEETING DATE: MONDAY, DECEMBER 9, 2024 @7PM
IN-PERSON AT ROOM 108 CIVIC SQUARE, 60 EAST MAIN STREET

18. ADJOURNMENT