



**Board of Management of Welland Downtown  
Business Improvement Area - City of Welland  
In-Person at Room 108, Civic Square  
60 East Main Street, Welland ON L3B 3X4  
Monday, December 9, 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 NOVEMBER 4<sup>TH</sup>, 2024, MINUTES
7. APPROVAL OF THE JULY 8<sup>TH</sup>, 2024, MINUTES
7. REPORT OF THE CHAIR
8. EXECUTIVE DIRECTOR'S REPORT
9. COMMITTEE REPORTS

A) GOVERNANCE  
MONTHLY REPORT — KELLY JONES

2024 AGM THURSDAY, NOVEMBER 28 AT 7-9PM

B) FINANCE  
MONTHLY REPORT — KAITLYN JOAQUIN

C) BEAUTIFICATION  
MONTHLY REPORT – LEE CARR

SEASONAL PLANTER DECORATIONS INSTALLED NOV 12 & 13

CITY LAMP POST WREATHS ETC. INSTALLED WEEK OF NOV 12

CITY INITIATIVE: WDBIA BEAUTIFICATION STREET TEAM  
PRELIMINARY OUTREACH REGARDING TRICYCLES FOR:

- . WEED CONTROL
- . STREET TEAM SIDEWALK GARBAGE
- . SIDEWALK POWER WASHING
- . NEXT MEETING WITH CITY STAFF AND JOB GYM JANUARY 7

D) MARKETING AND COMMUNICATIONS  
MONTHLY REPORT – JAMES TAKEO

- . DECEMBER NEWSLETTER
- . SOCIAL MEDIA - WINTER LIGHTS TOUR, SANTA PARADE, AGM
- . E-BLAST NOV 1 - WINTER LIGHTS TOUR
- . E-BLAST NOV 18 - SANTA CLAUS PARADE AND ROAD CLOSURE
- . E-BLAST NOV 23 – AGM INVITATION
- . WDBIA NEW WELCOME PACKAGE - FURTHER UPDATES.

E) EVENTS  
MONTHLY REPORT – LEE CARR

SANTA CLAUS PARADE & TREE LIGHTING NOV 23<sup>RD</sup> 5-8PM

THANKS TO LESLIE & FAMILY FOR ORGANIZING FLOAT  
BOARD MEMBERS DARREN AND JESSE FOR VOLUNTEERING  
ERIN CARL & FRASER MOFFAT – BEST CROWD IN YEARS

WELLAND WINTER LIGHTS TOUR DECEMBER 7-18

FIRST WINTER LIGHTS COMPETITION FOR BUSINESSES  
STAKEHOLDER BUSINESSES PARTICIPATING INCLUDE:  
BREEZE NUTRITION BAR, ENCHANTED EMBROIDERY,  
SS BRAND IT

ALL ENTRIES WILL APPEAR ON THE WINTER LIGHTS TOUR MAP  
SELF-GUIDED TOURS RUN DEC 7<sup>TH</sup> THROUGH 18<sup>TH</sup>  
WINNERS TO BE ANNOUNCED BEFORE CHRISTMAS

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

**DOWNTOWN / HEALTH & WELLNESS CLUSTER CIP  
REVITALIZATION UPDATE**

NOVEMBER 14 MEETING JESSE D'HULSTER, LEE CARR WITH  
CITY STAFF LINA DECHELLIS, GRANT MONDAY, NICK AIELLO,  
AND MICHAEL GREENLEIGH.

THEY ADVISE DRAFT BACKGROUND REPORT WILL BE POSTED ON  
ENGAGE WELLAND IN THE NEXT WEEK OR SO (DEC 9-13).

THE BIA AND PUBLIC WILL THEN HAVE AN OPPORTUNITY TO  
PROVIDE COMMENTS AND FEEDBACK.

BACKGROUND REPORT WILL BE PRESENTED TO COUNCIL BY  
THE CONSULTANTS AT THE JAN 28 GENERAL COMMITTEE  
MEETING.

**CORPORATE SPONSORSHIP PROGRAM** - TIERED SPONSORSHIP  
TEMPLATE(S) FOR FUNDING NEW OPPORTUNITIES UNDER  
ONGOING DEVELOPMENT AND FURTHER ARTICULATION

**SUBMISSION CITY COMMUNITY GRANT** – “EGGSPLORE  
DOWNTOWN WELLAND” - ARTS & CULTURE HUNT  
DEC 4 – AMANDA DEGAZIO ADVISES NO APPLICATION  
INFORMATION AVAILABLE AT THIS TIME, BUT HOPEFUL ALL  
APPLICANTS WILL BE CONTACTED AND UPDATE WITHIN A WEEK  
OR SO.

NEW OPPORTUNITY – BROUGHT BY JAMES TAEKO AND OLIVIA  
HOPE FROM ARTS & CULTURE ADVISORY COMMITTEE RE:  
**PUBLIC ART DISPLAYS ON VACANT STOREFRONT WINDOWS**  
PROPOSED “PILOT PROJECT” – SPONSORSHIP FUNDED  
UP TO 5 HIGH-VISIBILITY VACANT STOREFRONTS.  
ONGOING PROJECT DEVELOPMENT FOR EARLY 2025

13. NEW BUSINESS

14. WHITE SPACE

WDBIA BOARD/STAFF HOLIDAY SOCIAL? – JAMES TAKEO  
DATES, LOCATIONS TO BE DISCUSSED AND DETERMINED

DECEMBER 2 - CHAIR JESSE D'HULSTER AND ED LEE CARR  
ATTENDED THE ECONOMIC DEVELOPMENT DEPT. CHRISTMAS EVENT  
AT CASA DANTE ON MONDAY, DEC 2.  
GREAT OPPORTUNITY TO NETWORK AND GROW RELATIONSHIPS WITH  
COUNCILLORS, CITY STAFF AND SIGNIFICANT STAKEHOLDERS.

15. CORRESPONDENCE:

17. NEXT BOARD MEETING DATE: MONDAY, JANUARY 6<sup>TH</sup> @7PM  
IN-PERSON LOCATION TBA

18. ADJOURNMENT