



**Board of Management of Welland Downtown
Business Improvement Area - City of Welland
In-Person at the Leisure Cafe
30 King Street, Welland ON L3B 3H9
Monday, January 6th, 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 4TH, 2024, MINUTES
7. APPROVAL OF THE JULY 8TH, 2024, MINUTES
7. REPORT OF THE CHAIR
8. EXECUTIVE DIRECTOR'S REPORT
9. COMMITTEE REPORTS

A) GOVERNANCE
MONTHLY REPORT – JESSE D'HULSTER

FOLLOW UP TO THE SPECIAL MEETING FOR ELECTION OF OFFICERS AFTER 2024 AGM ON NOVEMBER 28:

NOTICE TO CITY CLERK OF 2025 WDBIA BOARD EXECUTIVE AND DIRECTORS AT LARGE PLUS SCHEDULING OF WDBIA PRESENTATION TO COUNCIL OF 2024 ANNUAL REPORT AND 2025 BUDGET FOR JANUARY 21ST TBC

B) FINANCE

MONTHLY REPORT OCTOBER, 2024 – KAITLYN JOAQUIN
MONTHLY REPORT NOVEMBER, 2024 – 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, 2024 AND JANUARY, 2025 NEWSLETTERS
- . 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 COMING

E) EVENTS

MONTHLY REPORT – LEE CARR

SANTA CLAUS PARADE & TREE LIGHTING NOV 23RD AT 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,
AND SS BRAND IT

ALL ENTRIES APPEARED ON THE WINTER LIGHTS TOUR MAP
SELF-GUIDED TOURS RAN DEC 7TH THROUGH 18TH
WINNERS WERE ANNOUNCED BEFORE CHRISTMAS.
BUSINESS DISPLAY – 1ST PLACE TO SS BRAND IT

F) PARTNERSHIPS, OPPORTUNITIES, AND PROPOSALS
MONTHLY REPORT - 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 FOR STATUS UPDATE.

122-PAGE DRAFT BACKGROUND REPORT OF DEC 5 HAS BEEN
POSTED ON ENGAGE WELLAND.CA SEE "DOWNTOWN CIP"
IN PARTICULAR PAGES 66-72 PUBLIC & STAKEHOLDER
CONSULTATIONS AND FEEDBACK.

NOW AVAILABLE FOR PUBLIC AND BIA REVIEW, COMMENTS AND
FURTHER FEEDBACK.

DRAFT 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.
INCLUDING PRIORITIZED STREETSCAPING AND PLACEMAKING
INITIATIVES AND SPONSORSHIP OPPORTUNITIES**

**SUBMISSION CITY COMMUNITY GRANT – "EGGSPLORE
DOWNTOWN WELLAND" - ARTS & CULTURE HUNT
DEC 13 – AMANDA DEGAZIO ADVISES APPLICATION FOR
FUNDING THROUGH THE CITY'S COMMUNITY GRANT PROGRAM
WAS NOT SUCCESSFUL. WDBIA HAS REQUESTED DETAILS AND
SCORING ETC.**

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

NEW OPPORTUNITY – COLLABORATION WITH CITY OF WELLAND AND NIAGARA REGIONAL POLICE FOR WDBIA TO SURVEY DOWNTOWN STAKEHOLDERS FOR FEEDBACK ON AREAS OF HIGH NEED AND BEST SERVED BY NEW NETWORK OF DETERRENT AND MONITORING CCTV CAMERAS. MORE TO COME FROM NRP IN NEW YEAR

13. NEW BUSINESS

14. WHITE SPACE

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.

NEW BUSINESSES COMING IN THE NEW YEAR:

- . AUTHENTIC ITALIAN CUISINE BY CARMINE POSTERARO 66 DIVISION
- . LIFE EMPOWERMENT SOLUTIONS - MS TIFFANY BEVERLY 3 CROSS
- . LOVE AND TRUTH TATTOO 77 WEST MAIN STREET

15. CORRESPONDENCE:

17. NEXT BOARD MEETING DATE: MONDAY, FEBRUARY 3RD @7PM
IN-PERSON LOCATION TBA

18. ADJOURNMENT