



**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 February 5th, 2024, 7:00pm**

**Virtual meeting- ZOOM**

**Board Members Present:** H. Treddenick, J. D'Hulster, J. Takeo, K. Joaquin, L. Robichaud, G. Speck, S. Setaram, Melody Majzoubi

**Board Member Regrets:** C. Dutcher

**Executive Director:** L. Carr

**Guests:** K. Jones, B. Herchmer

**WELCOME- CALL TO ORDER**

The chair K. Jones called the meeting to order at 7:00pm

Land Acknowledgment Statement

**ACCEPTANCE OF AGENDA**

Presented by James Takeo

Second: Graham Speck- Passed

**DECLARATION OF CONFLICT**

None

**APPROVAL OF MINUTES OF LAST MEETING**

J. Takeo noted a grammatical correction

Motion: J. Takeo

Second: J. Hulster

## **REPORT OF THE CHAIR- J. D’Hulster**

Excited about the role, ready to help where needed with the new board and the new strat plan. Mentioned has only been chair for 6 days and additional info will be presented in the Governance Report by the past chair.

## **EXECUTIVE DIRECTOR REPORT- L. Carr**

November 6<sup>th</sup> Minutes

Motion Presented by James Takeo

Second: Kaitlyn Joaquin – Passed

- Councilor Speck and other members expressed excitement for the new chair and his report

## **GOVERNANCE COMMITTEE- B. Herchmer**

Strategic Plan update

- Shared a slide presentation with updates
  - Reviewed the mission, goals
  - Emerging priorities from the Strategic meetings, surveys and discussions included several priorities from beautification to welcoming and maintaining new businesses
  - Reviewed the role and structure of the various committees, including governance
  - Reviewed existing and new committees
  - Reviewed elements of the new City of Welland Strategic Plan

C. Setaram put forward the option to put forward a motion to acknowledge receipt of the report.

J Takeo moved the motion

Second: Melody

- K. Jones had an update on zoning issue with the Oak Centre. It was found they are not a member of the WDBIA due to zoning, therefore C. Dutcher who represented them, will no longer be a member of the WDBIA.

## **FINANCE- K. Joaquin**

K. Joaquin presented the Financial Statements and Balance Sheet. The report included September 1 to December 31, 2023, Year To Date

- Councilor Setaram asked when we received the levy
  - K. Joaquin replied that it is after the budget is approved by council in June or July
- Councilor Setaram asked about the Growth Savings Account.
  - K. Joaquin will return with more information

K. Joaquin made a motion to approved the financial statements as presented

J. Takeo moved the motion

C. Setaram seconded

## **BEAUTIFICATION L. Carr**

L. Carr reported that in March the winter plantings will be removed and an RFQ will soon go out for summer planting.

- Council Setaram reported that she has made a connection with the Horticultural Society and there will be future engagement. There is hope for other funding and volunteer opportunities to maximize our levy dollars.
- L. Carr confirmed there are various other funding opportunities and he is searching for this.
- Melody commented that more than planters could be put in place such as banners.
- K. Jones confirmed there are options to explore.

## **MARKETING AND EVENTS J. Takeo**

There is not a lot to report this early in the year and the new board.

## **NEW BUSINESS**

No new business was reported

## **WHITE SPACE**

Councilor Setaram congratulated the chair on his first meeting. Raised 5 items:

- 1. Santa Claus Parade- we pay \$2000 for santa, we don't get advertising on our contribution. Is there another place to allocated these funds?
- 2. Bridge Lighting- she is questioning who is best and most efficient to lead the responsibility of maintenance, colours, ect.
- Community Watch- Congratulated the WDBIA in leading this initiative and questioned if 3. this would be more efficient and effective in leading this group rather than the WDBIA.
- 4. She had sent a message introducing Lee to city council
- 5. Requested an estimate cost for sending the team to the upcoming OBIA conference

- L. Carr will collect this estimate
  
- J. Takeo responded in support of the shifting of the Community Watch group
- K. Jones responded that these 3 items had all been discussed as the past chair and ED, and was in support of these ideas
- L. Carr responded that
  - The bridge lighting has been defined in the calendar for all 2024 and submitted to city council. There are frequent requests to acknowledge special requests for colors

J. Takeo

- Congratulated the new chair on his meeting
- Congratulations L. Robichaud on her social media management and shared the increase in metrix

J. Hulster

- Noted the WDBIA website has been updated
- Is offering every board member a new headshot photo for the website

K. Joaquin

- Noted that there is \$1000 allocated to workshops for 2024 that could be allocated to OBIA

Council Speck

- Asked for minutes, agenda and/or videos posted for future reference
- Asked is there is an archive of past video
  - L. Carr replied that he will assemble all minutes
- C. Speck replied that having the access to the videos, and maybe there is a place to work with the city for this access
  - L. Carr will research this with the WDBIA archive, OBIA standard and other BIA standards
  - C. Setaram commented and asked we need to link this to the Strat Plan and what information do we want to communicate

L. Carr

- Asked to review 2024 meetings, which are in person and virtual

**Next meeting: March 4th, 2024 via IN PERSON in City Hall room 108 7pm-9pm**

**Adjourned 8:48 pm**

Motion to adjourn: J. Takeo

Second: K. Joaquin