



**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 March 4th, 2024, 7:00pm
City Hall**

Board Members Present: H. Treddenick, J. D’Hulster, J. Takeo, L. Robichaud, G. Speck, Melody Majzoubi, S. Setaram (arrived 7:40pm)

Board Member Regrets: L. Robichaud, K. Joaquin

Executive Director: L. Carr

Guests: K. Jones, Jane Buick

WELCOME- CALL TO ORDER

The chair J. Dulster called the meeting to order at 7:17pm

Land Acknowledgment Statement

ACCEPTANCE OF AGENDA

Presented by James Takeo

Second: Graham Speck- Passed

DECLARATION OF CONFLICT

None

APPROVAL OF MINUTES OF LAST MEETING

Motion: J. Takeo

Second: M. Majzoubi

REPORT OF THE CHAIR- J. D'Hulster

Many things are in motion, no further report.

EXECUTIVE DIRECTOR REPORT- L. Carr

- Many meetings
 - My Main Street Grants
 - There are 2 streams- 1 for businesses
 - L. Carr has gathered much information and has been disseminating by social media and e-blast and will follow up
 - Many members responded
 - He used this response to encourage members to join the WDBIA committees
 - Stream 2 for NFP Organizations, up to \$250,000
 - There is much information on the website
 - L. Carr is interested to submit for a joint submission with the City of Welland and is in conversation with the city
 - With the City offering 4 Concerts On Canal, the focus would be to fill empty storefronts
 - L. Carr proposes that should the grant be awarded, he will advocate to the city to match, and also to businesses for matching funding in sponsorships
 - Matching may in "in-kind" contributions
 - The new POP committee will work on writing this proposal
 - L. Carr proposes to submit for the "Streetscaping and placemaking" stream
 - L. Carr asked if we need a motion to proceed with the proposal
 - Councilor Speck responded that this is a great idea and enthusiasm, and is in favor
 - L. Carr asked what the board would like to ask in the propose

Motion: To instruct L. Carr to write a proposal for the Main Street Grant for Streetscaping and Placemaking due March 31st

Second: Councilor G. Speck

- L. Carr has requested a list of all vacant and empty storefronts in the downtown from the COW Planning Department
 - C. Speck asked if this would better come from Economic Development
- Meeting with Fraser Mowat in regards to partnered events
 - Yes the WDBIA has an interest in partnered events, L. Carr has asked which events and what the needs are
 - The response was primarily for volunteers- COncerts on Canal, Canada Day, Santa's Claus Parade, . L. Carr asked what worked and didn't. He will reach out to Alexis for this response
 - D. Raplje is managing the COC
 - June 21
 - July 1
 - August 16
 - The programing is not yet set
 - C. Setaram noted that the summer students may be something to contribute as support
 - L. Carr noted we should support in anyway we can
 - The COW has asked for an administrator for the COC FaceBook page. L. Carr suggests they will need to differentiate the producing change

Motion: We allow the City of Welland to be added as an administrator to the Concerts on Canal FaceBook Page

Discussion:

- K. Jones noted the name and branding are owned by the WDBIA
- C. Setaram

Commented [1]: dates

- has mentioned she has experience with this and the name could be listed
- Listed risks: loose the branding should we want to do this in the future
- K. Jones noted there will be a lot of criticism
- Much discussion amongst the board was had about the series, maintaining the branding, and issues around handling of the administration of the FB page, how to maintain credit for the program moving forward
 - The general sense is to give them access to the page and clearly announce the change in administration to the series. The board discussed maintaining the “ownership” of the page, but giving the

Motion by J. Takeo: Yes, the board will grant the City Of Welland administrative access to the Concerts On Canal FB page, while not giving up access to the page for the 2024 season.

Second: M. Majzoubi

All in a Favor

- C. Speck asked about the sentiments and benefits for the memberships of the Santa Claus parade. Following the parade, there were many complaints. Much conversation was had amongst the board on the benefits and challenges the parade offers our members.
 - The board has asked our ED to meet with the City of Welland to explore other opportunities on how to best support our members with the Santa Claus parade. There is a suggestion to support with “porta potties” and brand them with the WDBIA.
 - We could
 - potentially offer workshops on how best to engage with the parade to benefit their businesses.
 - Do a poll with the members to hear how it can best serve the community
- Monthly meeting commence tomorrow with the City Staff on road closures and improvements
- L. Carr met with the North Welland BIA on their programing
 - Focus was on short term March Break, ect
 - Met stakeholders and will continue to attend
 - C. Setaram updated on 3 official viewing sites, there is not programming offered. The city is encouraging watching parties at home. 2000 glasses have been purchased and will be disseminated.
- Celebration of 114 year legacy party of A. P. Brown
- Mentioned the great cabaret at The Bank Art House on February 24th
- A great beautification meeting was help with great conversation
- Board recruitment- welcomed Jane Buick who is attending as a guest. L. Carr has been

connecting and recruiting several other members.

- OBIA update
 - L. Carr attends weekly meetings
 - They are fantastic resources for information
 - He reported on the fees for the upcoming OBIA conference April 28-May 1st
 - C. Setaram, J. Takeo and H. Treddenick are interested to attend

- L. Carr is researching what the WDBIA has archived and where (past virtual meetings, workshops, ect). He asked OBIA who other BIA's manage this, and the general consensus is on YouTube
 - C. Speck noted uploading meeting recordings potentially increases access and engagement. He noted that council minutes and agendas are archived and accessible, whereas committees are only up for 1 month.
 - Rather than hosting recordings of full meetings, could we disseminate top 3 highlights in a social media post

- Digital Main Street is ending on March 31st
 - This was a very successful program. OBIA will continue to lobby for the return of this program.
 - L. Carr will draft a letter of thank you to Tianna for her support

- Community Outreach campaign
 - L. Carr is going to begin a major campaign to engage members and beyond
 - Contribute their vision
 - He has models from other jurisdictions
 - Aiming to zero vacancy downtown

GOVERNANCE COMMITTEE- K. Jones

The deadline for the WDBIA Strategic Plan is August.

The discussion was deferred.

Motion: To accept the proposed new Committee Structure to better support the execution of the identified priorities.

Second: M. Majzoubi

All in favor

The rest of the agenda is deferred to April 8, 2024

Discussion was had on how to make the meetings more efficient.

Next meeting: April 8th, 2024 via virtual 7pm-9pm

Adjourned 9:13 pm

Motion to adjourn: J. Takeo

Second: Melody

