



**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 April 8th, 2024, 7:00pm**

Board Members Present: H. Treddenick, J. D’Hulster, J. Takeo, S. Setaram , G. Speck

Board Member Regrets: L. Robichaud, K. Joaquin, Melody Majzoubi

Executive Director: L. Carr

Guests: D. DiMarco, S. Cheung (auditor), K. Jones

WELCOME- CALL TO ORDER

The chair J. Dulster called the meeting to order at 7:05pm

Land Acknowledgment Statement

ACCEPTANCE OF AGENDA

Presented by James Takeo

Second: K. Jones- Passed

DECLARATION OF CONFLICT

None

APPROVAL OF MINUTES OF LAST MEETING

Motion: J. Takeo

Second: G. Spek

REPORT OF THE CHAIR- J. D'Hulster

- Chair and L. Carr attended Mayors Breakfast, learned about coming City plans
- Several members attended opening of Fox & Hummingbird
- New restaurant opening at end of May
- Several members attended closing of A.J.... Jewery store...

EXECUTIVE DIRECTOR REPORT- L. Carr

- Many meetings included:
 - Minsitre... & My Mian St Grant application
 - Wrote & submitted for streetscaping & placemaking
 - L. Robichaud has resigned from Beautifucation, L. Carr has stepped in for interim to organize planters
 - Meetings with City of Welland staff regard to Concerts On Canal
 - New visa with TD Bank in motion
 - Street cleaning team at Oak Centre in conversation
 - Rose Festival
 - Food Fest
 - Several ED's of Niagara BIA's
 - Recruitment to other businesses to join
 - Investigate new opening of restaurant at former Taris
 - Shared My Mian St Funding app given to Mayor at Mayor's Breakfast

GOVERNANCE COMMITTEE- K. Jones

- New members are ready for vote:

J. Takeo: Motion to review and to accept J. Buick as new board members to the WDBIA

Second by G. Spek

Discussion:

- G. Speck reiterated that he is in support of her nomination

Unanimous vote, carried

H. Treddenick: Motion to review and accept D. DiMarco as new board members to the WDBIA

Second: J. Takeo

Discussion:

- J. Takeo is pleased to see this bank represented on the board

Unanimous vote, carried

L. Carr congratulated the new members

- Stat Plan updated
 - Several meetings with the leads on this plan

- Have set deadlines
- Draft will be presented at May meeting, Terms of Reference, Policies, ect
- Another meeting to take place in April

FINANCE- S. Cheung

- Audit report
 - She is the auditor, presented her results and findings for 2023
 - Noted the well organized preparations and supportive team
 - The full report, statements and notes are available for review if interested
 - The report didn't greatly change from previous year
 - Many details were shared
 - All reports were standard, positive

J. Takeo: Motion to accept the 2023 audit report.

Second: G. Speck

Carried

- L. Carr presented the February Financial Statements
 - Financial Statements can be reviewed upon request
 - Conference & expenses expense will be held at the COW Wellness Centre
 - Final payment for Concert on the Canal was paid
 - Balance sheet- expenses were presented
 - Detailed questioned can be directed to L. Carr

J, Takeo: Motion to accept the February financial reports

Second: G. Speck

Carried

BEAUTIFICATION- L. Carr

- Summer plantings will occur early June
- Pollinators will be included in planters

S. Setaram noted that 40-48% approx of the budget is spent on beautification (note including Street Crew) and perhaps there are other opportunities to search for funding for plantings. There is an agenda for the north BIA to invest in a public square.

L. Carr noted that part of the streetscaping of the recently submitted My Mian St grant includes plantings and beautification.

K. Jones noted that in the Strat Plan there is advocacy to the city to support this, possibly through watering maintenance.

S. Setaram agrees it's good to bring this back to council and reminds that 2025 budget discussions begin in June.

MARKETING & COMMUNICATIONS- J. Takeo

- Marketing committee, Takeo and L. Robichaud have aimed to boost engagement through increased social media posting, leading to increased traffic
 - Increased posting frequency
 - Diversified content
 - Increase in followers
 - Positive feedback
 - Will continue this practice and to monitor metrix
- The last co-op student has completed her term, filled in an upcoming social calendar
- The Concert on Canal FaceBook has been handed off to the city. They were requested to create a banner stating the COW will take over the concerts with contact info that needs approval from the WDBIA.
 - S. Setaram thanked L. Carr for following up and managing the transition
- Aiming to recruit more members for this committee
- Recommended several reviews and updates
- H. Treddenick offered to share the Femmes du Feu Creations Welcome Package to be used as a sample

EVENTS- L. Carr

- J. D'Hulster has been in a conversation with the Welland Salsa & Cumbia festival upcoming
- S. Setaram asked about how much is allotted to sponsorships?
 - L. Carr reminded \$2500 for festivals and \$5000 for Canada Day
- Events
 - Food Fest is looking for sponsorship, \$1000 suggested
 - Rose Festival is looking for sponsorship. Last year we sponsored at \$1000
 - Canada Day- looking for volunteers and T-Shirts for volunteers
 - Santa Clause Parade & Light Fest Kick off
 - L. Carr suggests equal support to each event of \$1000
- C. Setaram asked if there may be something we would want in exchange for support- perhaps an info table or other information sharing opportunities. Perhaps there is an opportunity to talk directly to local businesses about how to engage in these festivals, what their needs and wants are.
- Discussion was had to optimize our investments to get our message out

G. Speck: Motion to sponsor the Food Fest with \$1000 contribution.

Second: K. Jones

Carried

C. Setaram: Motion to sponsor the Rose with \$1000 contribution.

Second: G. Speck

Carried

- Much discussion around what type of t-shirts, who is procuring the shirt, is a vest or other sorts better. Who is designing the shirts, whose logos would be shown... G. Speck and J. D'Hulster shared professional insight
 - L. Carr will gather more information around the t-shirt donation.

POP (Proposals, Opportunities & Partnerships)- L. Carr

- All activity was devoted to the My Main St application (\$268,000)- large grant in a short timeline
- B. Herschmer contributed much support to this proposal
- Ask was for streetscaping & placemaking
- The application can be shared with anyone who would like to review
- Vance Badeway has been notified about the application
- With success of the grant, new partnerships will be sought

C. Setaram requested a formal thankyou be offered to B. Herschmer

COMMUNITY WATCH- C. Setaram

- This conversation to be part of Strat Planning
- Acknowledgement that the WDBIA saw a need and initiated the group and played a role as facilitator and agenda making
- Are there better partners to take on this role/ responsibility as many of the topics extend beyond the WDBIA, and the WDBIA to become a contributor
- If the COW were to take this management role on, they can manage it on a larger and broader scale
- S. Setaram has attended a few of these meetings

- L. Carr noted that the time commitment is large, and that is a wonderful effort but is outside our strat plan. He notes others may manage this committee with more background, and agrees attending as a contributor is important

S. Setaram: Motion to direct the Executive Director to meet with city staff to discuss taking on the overall coordination, scheduling, and agenda setting of the community watch committee which will enable the downtown BIA to participate as a key stakeholder rather than a coordinator.

Second: J. Takeo

Discussion:

- J. Takeo agreed with the above
- K. Jones noted that the WDBIA still gets many calls about the issues and is concerned that is the WDBIA doesn't facilitate it, it will fall to the wayside
- G. Speck asked who may be a better manager of the group

- L. Carr clarified that many calls are from the members, and asked how we being accountable to our members
- J. Takeo has attended numerous meetings, the various orgs reported updates

Carried

BRIDGE 13 Schedule- C. Setaram

C. Setaram: Motion to direct the Executive Director to meet with city staff to discuss taking on the responsibility of responding to public inquiries about the special illumination requests and preparing the bridge lighting calendar.

Second: K. Jones

Discussion

- This is an initiative by the BIA
- Has taken on much time and resources from the ED with daily calls and requests
- Illumination designation currently takes place through the city, therefore can they take on the full responsibility
- L. Carr noted that most inquiries are already scheduled, and are the same each year. The annual calendar and scheduling has already been created.
- C. Speck asked if we can skip the city and have the Region manage it, as they it's a regional road and top level managed by the region
- Much discussion around administrative and financial resources, tourism, community pride and interest in the bridge, how and why the region can support this

Carried

OBIA Discussion- C. Setaram

- Added that board training could be considered in the Strat Plan
- Suggested that training and networking be considered, give the new ED and board members, and that the OBIA Conference is a good opportunity for this
- Can a pass be purchased and shared amongst members?
- L. Carr has shared the schedule and that the pass is transferable
 - There is a budget of up to \$3500 for workshops, training, AGM
 - Interested board members are to let ED know

NEW BUSINESS

- L. Carr will connect with the Welland Salsa and Cumbia Festival

WHITE SPACE

- J. D'Hulster shared that he is coordinating photos on the bridge at 1pm on May 17th for updated board pictures
- J. Takeo congratulated K. Jones on joining another committee
- C. Setaram will share in May, J. Takeo will share in June

Next meeting: May 6th, 2024 virtual 7pm-9pm

Adjourned 9:29 pm

Motion to adjourn: J. Takeo

Second: H. Treddenick

Carried