



**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 June 11th, 2024, 7:30pm**

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

**Board Member Regrets:** J. Buick,

**Executive Director:** L. Carr

**Guests:** K. Jones

**WELCOME- CALL TO ORDER**

The chair J. Dulster called the meeting to order at 7:35pm

Land Acknowledgment “act” offered by J D’Hulster  
\*\* need to work on pronunciation\*\*\*

**ACCEPTANCE OF AGENDA**

Presented by James Takeo

Second: L. Robichaud- Passed

**DECLARATION OF CONFLICT**

None

**APPROVAL OF MINUTES OF LAST MEETING**

Motion: J. Takeo

Second: L. Robichaud

## REPORT OF THE CHAIR- J. D'Hulster

- L. Carr has been busy
- Intention to continue chair Community Watch meeting
- New “culinary masterpiece”, Tempus, is opening this week

## EXECUTIVE DIRECTOR REPORT- L. Carr

- Newsletter was sent out and well received with good feedback from many stakeholders
  - Plan to continue monthly
  - J. Takeo assembled the newsletter
- Community Watch meeting
  - Large turn out of citizens and organizations, great engagement
  - Wants to continue chairing the meeting
- Conversation with COW to pass on the programing of notable days & colors for Bridge 13→ L. Carr continues to fight to maintain this control. This is a good opportunity to engage with partners and disseminate via a large scope of networks
- Media Release was put out for revitalization for CIP
  - Memorandum was just released to L. Carr with lots of mentioned to WDBIA, official plan and other notes
  - Met with City Of Welland and is insisting to be a voice at the table at every event and activity as a priority engaged consultant
- Ongoing CERT meetings
  - Afro Caribbean has been approved
  - Salsa & Cumbia Festival is still under review
  - Every 4 years the CERT process needs to be reviewed and it has begun review
- L. Carr plans for a future connection with the Flatwater Centre
- 2 CSJ positions were approved- Special Event Planner and Social Media Coordinator
  - The new positions have begun onboarding
  - He is preparing a plan and strategy, then will begin creating and uploading content
- No results from the My Main Street grant as of yet
- Oak Centre member has been working to clean each morning for 2 hours week days
- Inquired about the printing of a newsletter. Intention to print and hand deliver to members. This will be a CSJ task
- New Businesses
  - Breeze Nutrition Bar opening on main across from City Hall
  - Pickleball studio
  - Potential pop up space in former Vegan Hippie Chick venue
  - Tempus Restaurant opening on June 13
  - Haitian restaurant on Main st
  - → L. Carr spoke about a growing “vibe” in downtown
- L. Carr had hoped to attend a meeting with the new LGBTQ new committee, C. Dutcher was appointed as chair. It was canceled at the last minute.

## GOVERNANCE COMMITTEE- K. Jones

- Main item that was moved from May was to add graphic design elements to the Strategic Plan. The funding was to come from the Marketing Budget
  - K. Jones gathered 2 quotes:
    - Quite Alright- \$1467.87
    - Chimp Agency- \$3378.70

- K. Joaquin notes we have used \$600, so \$2000 remains
- J. D'Hulster discussed his reflections that their work and quote is good
- J. Takeo agreed

Motion: D. DiMarco stated to accept the quote from Quite Alright

Second: J. Takeo

Discussion

- The quote is for the design, but not the printing
- Possibility of limited print

Passed

- J. D'Hulster spoke about attendance
  - Stated that we all know when meetings will be hosted
  - J' D'Hulster asks to have cameras on during Zoom meetings
  - L. Carr asked noted the good attendance at this meeting
    - Some discussion was had around if this is necessary
    - K. Jones suggested we use the language of "we encourage as best practice"
    - L. Carr suggested "no devices as also encouraged as best practice"
  - K. Jones reviewed that board members cannot miss more than 3 meetings without regrets→ he will confirm this
    - Discussion was had around accessibility, inclusion, ect
      - It was noted that perhaps this may be a future discussion

### **FINANCE- K. Joaquin**

Reported on April statements. These can be reviewed.

- Levy has not yet been received
- This was received in late June last year, so may be expected end of June/ beginning of July
- C. Setaram asked about the BIA's ability to reallocate funds? She reiterated the importance of being able to reallocate and adjust some funds as needed. Discussion was had around this importance in an organization. C. Setaram is willing to facilitate this

Motion: K. Joaquin

Second: J. Takeo

Passed

### **BEAUTIFICATION- L. Carr**

- Planters and baskets are installed, pollinators have been included, they look good
- There is continued interest in savings to partner with the city water truck. C. Seteram suggested a motion to explore this.
  - L. Robichaud reflected that if a single provider does the planters and watering,

- the concern of blaming who is responsible for damage is alleviated
- Is there possibility of cost sharing between the WDBIA with the COW for watering?
- L. Robichaud shared the idea that the WDBIA could fill all the planters and the COW manages watering. All planters would then match
- L. Carr asked if there is a map of planters
- J. Takeo asked is there is an inventory and assessment of the planters? This may be a good opportunity for this
  - K. Jones noted this assessment is in the Strat Plan
- C. Seteram noted that the beautification committee will investigate options for cost sharing with the city to influence the next contract with Country Basket and a possible future conversation with the city. She asked what the cost would be if the city did all the planters and baskets. Where is the best value?
- K. Jones noted could this also include this as a collaboration with the North BIA? This could be cost saving, efficiency, consistency, uniformity

## **MARKETING & COMMUNICATIONS- J. Takeo**

- K. Jones discussed Niagara Glow Ride
  - He has attended several with his kid
  - He is going to discuss this option for August 16th to bring this event to Welland, it's also a concert evening
- J. Takeo
  - Reviewed interviews for CSJ
  - Listing new businesses
  - Released newsletter
  - FB page is up 35%, other increased stats
  - Would like to start a "welcome package"
  - Continued suggestion on website updates
- C. Setaram has been in conversation with Urge To Purge asking if they are part of the catchment, can they be promoted on the BIA socials
  - L. Carr noted they had been in contact with him and L. Carr has tried to engage
  - J. D'Hulster said the CSJ position will be reaching out to businesses to help them engage in social media, to create social media content
- L. Carr noted there is a future conversation needed for a social media protocol
  - Reflected that our mandate is to build up the economic well being of the total downtown rather than singling out businesses
  - We need an abundance of content to fill all platforms to raise the general community

J. D'Hulster went to every represented business social media and did an assessment of our shares monthly. Discussion around the current approach and future potential strategies are needed to be developed.

- J. Takeo still doesn't yet have an Instagram account, there are no policies, protocols or strategies and these need to be developed.
- L. Carr shared that there is an issue with the "admin" transition and it is in process to be resolved

Motion: to develop a social media strategy, policy and protocol as per Jesse D’Hulster

Second: J. Takeo

#### **EVENTS- J. Hulster**

- J. D’Hulster spoke with K. Jones about
  - restarting the business networking events we hosted last year and would like to restart this
  - Pre covid the board had begun the process of showing old films at Rose City Kids and is interested in seeing this picked up again
- Repeated about the CERT meeting
- L. Carr reminded us that we are supporting the Rose Festival with the “Bronze Package”

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

- Results pending on My Main St proposal

#### **NEW BUSINESS**

Nothing to report

#### **WHITE SPACE**

Nothing to report

**Next meeting: July 8th, 2024 ZOOM**

**Adjourned 9:34 pm**

Motion to adjourn: C. Setaram

Second: D. Dimarco

Carried