



**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 August 12th, 2024, 7:00pm
Virtual meeting on Zoom**

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

Board Member Regrets: J. Buick, L. Robichaud

Executive Director: L. Carr

Guests: K. Jones

WELCOME- CALL TO ORDER

The chair J. Dulster called the meeting to order at 7:03pm

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

ACCEPTANCE OF AGENDA

Presented by J. Takeo

Second: K. Joaquin- Passed

DECLARATION OF CONFLICT

None

APPROVAL OF MINUTES OF LAST MEETING

Minutes were not shared from July 8th minutes, will be deferred to next meeting

REPORT OF THE CHAIR- J. D’Hulster

- AfroCaribbean Festival took place last weekend
- Breeze Nutrition Bar has Grand Opening this month
- Welland Zombie Walk is coming up again this fall

EXECUTIVE DIRECTOR REPORT- L. Carr

- Busy month, focus on stakeholder engagement
 - Eblast
 - Newsletter
 - In person
- Lee, Brenda and Katia have been working on response to draft city plan- acknowledged Brenda’s time and work
- New levy roll- 160 addresses captured, 70 are vacant- Lee spoke with the city and there will be a call to action in relation to CIP
- Upcoming BIA 2025 annual proposed budget will be shared with the city by September 15th
 - C. Speck asked for clarification on what we are sharing and schedule
 - Lee responded with details
 - C. Setaram noted we have time to make some requests and asked what the ED is thinking. Items have been discussed, such as beautification and more. Asked what are we planning for 2025 in addition, ie social media support, ect. What needs to we have to better serve?
 - K. Joaquin asked for clarification to affirm our budget will be unchanged from 2024,
 - Lee responded that Aug 15 deadline is for a brief email email, Sept 15 is for a detailed budget
 - K. Joaquin noted we should ask for more than the levy
 - K. Jones noted that the city is asking for this 2-3 month early, traditionally this is done after the AGM and assured the budget will reflect the strat plan, recommends a levy increase in the budget
 - Lee responded that we will continue to try to engage interns and Canada Summer Jobs for social media
- Breeze Nutrition Bar has Grand Opening this month, offering support, Mayor and MP will be present
- Sept 30th is Truth & Reconciliation Day- Tori has reached out to inform Lee about their plans, Lee has reached out to the FENFC for engagement, he is happy to offer support, unsure of what that will be
- Working with POP committee for funding opportunities

GOVERNANCE COMMITTEE- K. Jones

- Working with Quite Alright to finalize the Strat Plan design that will get shared with our members and beyond, will be ready by September
- A board applicant has been brought forward- Archie Spagnolo from Breeze Nutrition Bar

Motion to accept the application for vetting, to be voted on next month.

- C. Speck asked what the policy is for new members and gave examples of other committees/ orgs
 - Discussion was had around this process & policy
 - C. Setaram recommended we vote today
 - K. Jones noted this would be aligned with standard practice to this board

Motion- J D’Hulster to vote on Archie Spagnolo as a new member

Second- J. Takeo

Passed

FINANCE- K. Joaquin

- July financial report was presented and can be reviewed on request
- Levy was received
- Lee and K. Joaquin recommended delaying financial presentations by 1 month to allow time for proper preparation of presentation
- J. Takeo and J. D'Hulster noted he supports this

Motion to accept these reports- J. Takeo

Second- D. Dimarco

Passed

- K. Joaquin wanted to discuss items for possible changes for the 2025 budget- items noted included conferences (OBIA 2025 will be in Collingwood, 2026 conference will be in St Catharine's and this is a good opportunity for us), beautification (flowers/ watering), arts & culture, microgrants, ect
- Further discussion will be required
- C. Speck responded we need to be conscious of a raise in rate to stakeholder
- Discussion was had around the idea to expand our catchment. And increase relating to inflation will be considered

Motion for the option to report financial reports 1 month in arrears- D. Dimarco

Second- J. Takeo

BEAUTIFICATION- L. Carr

- Adjustments to invoices will be made due to 2 less baskets being installed
- Lee suggests investigating other watering options and how to collaborate with the city for cost savings

MARKETING & COMMUNICATIONS- J. Takeo

- J. Takeo shared FaceBook numbers→ increased followers and engagement
- Instagram has been re-activated, Manuel has been adding content
- J. Takeo has been working on
 - a social media strategy
 - Welcome package to new businesses
- Acknowledged good work by Manuel and Leslie

EVENTS- J. Hulster

- Good presence at AfroCaribbean Festival

- August 24 Breeze Nutrition Bar grand opening
- Lee noted AfroCaribbean Festival is a good opportunity for future engagement. Discussion around the importance for engagement (discount, coupons, toys, ect)

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

- Brenda Herschmer presented a slideshow synopsis response to the Draft Official Plan- this can be reviewed on request
- C. Setaram suggested a cover letter synopsis about how to approach this document
- K. Jones recognized the importance of this document, that we historically have not been welcomed to these discussion and this is a great step
- D. Dimarco recognized the importance for incentives to empty storefronts and more

To approve the feedback form to be submitted to the city- H. Treddenick

Second- D. Dimarco

Passed

NEW BUSINESS

Nothing to report

WHITE SPACE

- August 16th Niagara Glowriders will be in Welland- K. Jones has been part of bringing this to Welland, to promote Welland cycling, a photoshoot will be done at the stage after the ride
 - J. Takeo requests feedback from the ride to report to Active Transportation Committee

Next meeting: September 9th, 2024- IN PERSON at the Health & Wellness Centre

Adjourned 9:28 pm

Motion to adjourn: J. Takeo

Second: K. Joaquin

Carried