



**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 September 9, 2024, 7:00pm
In person meeting, Welland Community Centre**

Board Members Present: H. Treddenick (HT), J. D’Hulster (JD), J. Takeo (JT), D. DiMarco (D.D), S. Setaram (S.S), G. Speck (G.S), Melody Majzoubi (M.M), Archie Spangnolo (AS)

Board Member Regrets: J. Buick (JB), L. Robichaud (LR), k. Jones (KJones), K. Joaquin (KJ)

Executive Director Present: L. Carr (LC)

WELCOME- CALL TO ORDER

The chair Jesse D’Hulster called the meeting to order at 7:06pm

LAND ACKNOWLEDGEMENT

Offered by Chair Jesse D’Hulster

ACCEPTANCE OF AGENDA

Presented by AS

Second: D.D.- Passed

DECLARATION OF CONFLICT

None

APPROVAL OF MINUTES OF LAST MEETING

Presented by MM

Second JT

Passed

REPORT OF THE CHAIR- J. D'Hulster

See attached notes from Chair

- C.S. responded with congratulating the festivals and suggested the possibility of having organizers join a meeting to report on feedback from their perspective
- L.C. and J.T. reiterated the success of these festivals, and the potential to pursue other cultural events
- S.S. spoke about troubleshooting for future events and future years. Discussed feedback from organizers about the unique challenges and barriers for vendors and permitting
- All agreed that the floating stage is a special asset to Welland
- A.S. discussed challenges they have faced in regards to permits with the city and the Region
- L.C. noted how refreshing it was to see the cultural diversity and noted the growth of this in Welland
- Discussed the inclination for in-person meetings

EXECUTIVE DIRECTOR REPORT- L. Carr

See attached notes from Executive Director

- Sept 19th city launch of the Draft Official Plan and Downtown Revitalization Plan
- J.T. is managing the e-newsletter moving forward
- Moving forward L.R. and J.D. will manage social media
- L.C. has been working hands on with businesses to help support, troubleshoot and navigate city communication, has been meeting with new businesses and learning the various business models
- Welcomed A.S. at Breeze Nutrition
- Is pursuing how to work with the city on an overhead edison street light initiative
- L.C. continues to recruit for board and committee engagement. Noel at Sage Counseling on Main st is interested in getting involved in the WDBIA

GOVERNANCE COMMITTEE- L.Carr

- L.C. delivered an update that the Strategic Plan is underway for design
- S.S. raised the idea for a time allotment to the various agenda items to make meetings flow more efficiently
- D.D. noted the importance for White Space and New Business

FINANCE- L. Carr

This is the pivot month where we will not be presenting financial statements. Moving forward we will be reviewing the previous month.

J.T. presented a motion to amend the agenda to reflect no financial statements, which will be presented next month.

Second: M.M.

Passed

BEAUTIFICATION- L. Carr

- Old planters will be removed Sept 28th

- L.C. spoke to Country Basket and was informed they water them every 2nd day, which is why they are so good.
- We need to renew an RFQ for baskets & planters. L.C. will research other options that may be more economical
- M.M. reminded us of a discussion we had about amalgamating the WDBIA planters/ baskets with the city ones. Is there a more economical alternative to hanging baskets to create a more uniform look
 - L.C. noted 77 baskets and 72 planters and noted the inefficiency in watering
 - Discussion was had around the city not managing the weeds. There is a need for conversation around how to better manage and mitigate expenses
- J.T. asked about the winter seasonal planters and asked if there may be an alternative to planters and baskets, such as painting garbage cans brightly, and other ideas
 - L.C. responded that we plan to do the same as last year and will gather more information about options and finance around this
- M.M. added that something more permanent may be considered, such as a tree
 - S.S. added this would be good to bring up at the City Official Plan- the city could take on more trees and managing beautification
 - L.C. suggested recruiting
 - S.S. suggested someone from the Horticultural Society to bring more ideas and awareness

MARKETING & COMMUNICATIONS- J. Takeo

- J.T. :
 - noted J.D. last IG video was a success
 - thanked A.S. for future assistance with Mailchimp
- A.S. offered to assist with drone footage

EVENTS- J. Hulster

- Most was covered previously
- Upcoming Zombie Walk is looking for volunteers
- Truth & Reconciliation
 - L.C. has been working with city staff for this event
 - The city has been late to coordinate this event
 - The call to artists for the painting of the monolith wall at the market
 - Tori Royer has confirmed they will not have the wall prepared for the 30th
 - L.C. has now said the city is now doing nothing to recognize the day
 - How else can we mark the day?
 - H.T. noted if this is part of our Strat Plan and Mandate , then we reference that and follow what we laid out.
 - Various suggestions included a donation to the Fort Erie Native Friendship Centre, purchasing booklets from TRC, education for the board, an email to the members acknowledging the day/ the painting at the farmers market

- J.T. suggested if we want to mark the day, we are under a time crunch
- G.S. asked asked if this is part of our mandate? How does the WDBIA best mark this day.

Motion: by M.M. to purchase \$1000 worth of the TRC Call To Action Booklets to be distributed to the WDBIA members, the details to be defined with the POP committee.

Motion postponed, more details to follow in the next few days to come, motion to be continued via email.

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

- Sept 19th City of Welland Official Plan meeting at City Hall

NEW BUSINESS

Nothing to report

WHITE SPACE

Nothing to report

Next meeting: October 7thth, 2024- virtual

Adjourned 9:28 pm

Motion to adjourn: J. T.

Second: M.M.

Carried

WDBIA Executive Director's Report

September 9, 2024

Submitted written notice to City Treasurer, Elizabeth Pankoff of WDBIA 2025 budget = BIA Levy adjusted by standard +3% for inflation.

Completed preliminary 2025 Budget Meeting with Treasure Kaitlyn along with cash flow projections to next Levy payment (July 2025). Will come in approx. \$10,000 under budget in 2024.

Submitted WDBIA formal written response to City's Draft Official Plan. Many thanks to James Takeo, Kelly Jones, Holly Treddenick, Katia Gauthier and others, and especially Brenda Herchmer for their input, feedback and assistance. Copies provided to Board Members.

Since met with Nick Aiello re: follow-up and next steps. Sept 30 Public Open House 6-8pm WDBIA representation strongly encouraged. E-blast to stakeholders this week. Meeting invite to follow.

Since met with Lisa Allen re: status update on City's Downtown Revitalization Plan formative stages. Update report forthcoming from Lisa Allen.

Participated at WDBIA Booth at Salsa & Cumbia Festival August 30 & Sept 11- refer Permissive Grant

Participated in 2 training/tutorial sessions on Mailchimp for Newsletters & e-Blast w/ James & Emmanuel. September's Newsletter courtesy of James – thanks for the great work.

Completed final documentation with Brock University and Niagara College for student placements. Expect to hear this week from Brock regarding September placement. Hopeful we'll have multiple applicants. Niagara College to follow for Nov-April semester.

Working with new stakeholder Lunie's Haitian Cuisine – assisted with drawings for building permit stove vent.

Met with new stakeholder Mehfil Bar & Grill Indian Restaurant – soft opening in 2 weeks. Official opening first week of October.

Attended Grand Opening Event at Breeze Nutrition Bar with MP Vance Badawey, Vice Mayor Councillor Bonnie Folkens for Mayor Champion, Councillor Sharmila Setaram, John Chioccio and Board Members Jesse D'Hulster, James Takeo, Darren DiMarco

Delivered photo library from local photographer Eric Gervais, of new downtown images to Quite Alright agency to complete Strategic Plan layout and design. Thank you, Sharmila, for catching Typo in original document – 4-year plan 2024-2027. Strat Plan Document forthcoming shortly from agency.

Outreach to Samir Shusika EDO Downtown St. Catharines for meeting re: St. Paul St. streetscaping and activation in the form of over-street lighting displays. Referred by Rachel Braithwaite at St. Catharines BIA. In preparation for solicitation of private sector sponsorship of similar on East Main and King St., Welland.

Meeting with Noel Antkowiak of Sage Counselling on Sept 16 regarding possible formal engagement with WDBIA through Committee or Board membership.

On-going outreach to downtown stakeholders including e-blasts, Newsletters and in-person meetings. In particular to foster formal WDBIA engagement through Committee participation and/or Board membership.

Farewell and thanks to Emmanuel Guarino, our CSJ placement in 2024. Emmanuel who worked diligently in developing processes, procedures and guidelines to ensure smooth transitioning from temporary incumbent to another, of our marketing communications include e-blasts, website, newsletters, and social media. Much is left to do, but he has built a strong foundation upon which we can grow. I plan to host Emmanuel for a downtown lunch once he confirms his availability.

Following approval by Service Canada of our final Payroll Claim and Activity Report (PCAR) we will receive our 2nd and final wage reimbursement installment.

Report of The Chair

First and foremost, thank you all for making the time to attend this in-person meeting. I know how busy each of us is—busier than we probably ever imagined, especially as summer turns into fall and schedules become even more packed. It's no small feat to carve out time for these quarterly in-person meetings, but I truly believe they've been instrumental in driving our communication forward. These face-to-face interactions allow us to engage in meaningful discussions, and I'm confident that they will continue to strengthen our collaborations as we work towards the shared goals we all hold for downtown Welland.

Reflecting on the past month, August has been filled with energy and cultural celebration. I'm particularly proud of our involvement in both the Afro-Caribbean Festival earlier in the month and the Salsa and Cumbia Festival over Labour Day weekend. These events not only provided an opportunity to showcase Welland's openness to diversity, but they also reminded us that our downtown core is more than just a venue for concerts—it's a thriving hub where different cultures, foods, and music can unite. I had the pleasure of attending the Afro-Caribbean Festival myself, and I must say, it was an amazing experience, with so much to take in and appreciate about our community's diversity.

I also had the chance to step in front of the camera for a quick, impromptu video to welcome everyone to the Salsa and Cumbia Festival. The response to that video was surprisingly overwhelming—I've received such positive feedback that I'm planning to produce more videos highlighting downtown events in the future. I may even be starting to like the sound of my own voice... though I suspect that might be a problem for more than a few people! Still, these videos are a fantastic way to show what's happening downtown and to engage more personally with our community.

In addition to these exciting events, we had another significant milestone in August—the grand opening of Breeze Nutrition Bar on August 24th. Several councillors and board members were

able to attend the opening, and it was a great opportunity to welcome another unique small business to the downtown core. All the small businesses, each bringing their own niche flair and unique energy, are truly the heartbeat of our community. It's always a pleasure to witness their potential success and to support their growth. Now, I won't steal too much of Governance's thunder, but I'd also like to extend a warm welcome to Archie Spagnolo, representing Breeze, as the newest official board member. Archie,

welcome aboard! We're excited to have you on the team and eager to work together for the betterment of both the BIA and our cherished downtown.

In line with our ongoing efforts to elevate the downtown experience, I'd like to briefly touch on an initiative that may have flown under the radar. We've invested in some professional photography for our official Strategic Plan—photos that are not only aligned with our values but that we fully own. This means no more scrambling for permissions or using generic images that don't quite reflect who we are. Instead, we now have a treasure trove of images that perfectly capture the essence of Welland's downtown, which we can use as we see fit, whenever we need them. This is a small but significant step towards strengthening our identity and telling our story the way it deserves to be told.

I also want to take a moment to recognize our Canada Summer Jobs student, Emmanuel, who has now returned to school. Emmanuel was instrumental in helping us build back-end processes and workflows that have made a real impact on how we operate. He also managed to help us regain control of our Instagram account and began the challenging process of cracking the code to get Facebook functioning more like an 'open source' tool. His hard work and belief in our mission were truly appreciated throughout the summer, and we were fortunate to have such a dedicated individual on board. We wish him the best of luck in his studies.

As always, there's so much more happening behind the scenes, but I'll leave it there for now. Thank you all again for your hard work, your dedication, and your passion for making downtown Welland a vibrant, thriving hub for all.

Here's to continued success and collaboration as we move into the fall.