



**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 October 7, 2024, 7:00pm
In person meeting, The Bank, Art House**

Board Members Present: H. Treddenick (HT), J. D’Hulster (JD), J. Takeo (JT), G. Speck (G.S),
Melody Majzoubi (M.M), Leslie Robichaud (LR), K. Joaquin (KJ), K. Jones (KJones), S. Setaram
(S.S)

Board Member Regrets: Darren DiMarco (D.D), Archie Spagnolo (AS), J. Buick (JB)

Executive Director: L. Carr (LC)

WELCOME- CALL TO ORDER

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

Land Acknowledgment “act” offered by J D’Hulster

ACCEPTANCE OF AGENDA

Presented by JT

Second: GS

Passed

DECLARATION OF CONFLICT

None

APPROVAL OF MINUTES OF LAST MEETING

Presented by HT

Second GS

Passed

REPORT OF THE CHAIR- J. D'Hulster

See attached Report of the Chair

Additional notes:

- KJ added a note that the City staff were going to lead the event, but it didn't come to fruition. Conversations with the city for this event began in the spring. This was regretful, but we will continue to foster relationships
- GS added he had communication with city staff about this event, and reinforced that the city planned to host an event. There was possibly disrupted/ lack of communication that led to the event not taking place. He continues to support the collaboration of the city and WDBIA for events and activities for reconciliation and hopes we can "do better" in the future.
- LC added this was a learning experience that the WDBIA needs to continue being an ally, fostering relationships. He has reached out to contacts to begin next step conversations directly with the Indigenous community. We still have \$1000 allocated for an event
- LR asked if we can theme the planters near the market installation

EXECUTIVE DIRECTOR REPORT- L. Carr

See attached notes from Executive Director

Additional notes:

- LC reported
 - he has had important meetings this week with the POP community and city staff
 - Goal to build a database of downtown businesses
 - POP committee working in streetscaping possibilities including a light canopy and we have begun working towards sponsorship for this project
- LR added that Division street is often disregarded and would like to consider Division as well for the above project
 - LC is happy to take direction from this board on what areas to pursue and encourages LR of the Beautification Committee to meet for a meeting for beautification ideas
 - MM and JT would like to attend this meeting
 - Discuss around weed control downtown was had

GOVERNANCE COMMITTEE- K. Jones

- Discussed AGM (Nov. 28, 2024 at Civic Square rm 108)
 - Aligned with Strat plan, we are looking to fill committees, this board should encourage eligible people to attend AGM to learn more. Also looking to fill governance committee.

FINANCE- K. Joaquin

See attached financial reports

- KJ reported in addition
 - She is investigating a higher interested account for the TD Visa investment account
 - GST is not included as a revenue in the budget
- GS asked about “conference and meetings” expenses, KJ confirmed this was for the OBIA conference LC attended
- Discussion was had around the attendance of staff at a “downtown revitalization” conference recently. Reporting on the outcomes of this investment are yet to be shared
- KJones asked if there is a surplus in Beautification that could be invested in some areas of downtown.
 - LC responded that there is indeed some surplus. Discussion was had around what this could be spent on.
- KJones reiterated the need for strong financial decisions even early in the year to be sure to spend the full budget
- GS reminded that we will include a variance report with annual financial reports and reserves will be carried forward
- KJ suggested a winter window decor competition for downtown businesses with 1st, 2nd, 3rd prizes
 - SS suggested we investigate a general downtown gift card. Logistics were discussed, including donations from businesses
 - SS suggested getting information from St Catharine’s BIA on their program
 - WDBIA can feature businesses as incentive

Second: JT

Passed

KJ presented the 2025 budget, reflecting the Strat Plan

- The board suggests a higher level and less detailed budget be presented to council
- Aim is to present to council following the approval of the budget by members at the AGM, in December or January
- Discussion was had around specific items of this budget
- HT suggests including a street cleaning crew member in the Canada Summer Jobs grant
 - SS suggested LC gather more information how other BIA’s manage street clean up
- KJ will update the budget based on suggestions discussed, to be presented next meeting

BEAUTIFICATION- L. Carr

- LC and LR will convene shortly to discuss alternatives to light canopy project and holiday decor

MARKETING & COMMUNICATIONS

Nothing discussed

EVENTS- L. Carr

- LC discussed the city's plan for the Santa Clause Parade
 - The board is concerned about washroom use, ways for businesses to solicit marketing

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

Not discussed

NEW BUSINESS

Nothing to report

WHITE SPACE

Nothing to report

Next meeting: November 4th, 2024- in-person

Adjourned 9:06 pm

Motion to adjourn: KJ

Second: MM

Carried

Appendix- Directors Report

Executive Directors Report – Oct 7, 2024

Budget review meeting with Chair. Updates to Kaitlyn.

Subsequent Budget revisions meeting with Kaitlyn and Jesse for draft for board tonight.

Monthly Touch Base with City EDO – Lisa Allen – Audit downtown addresses re: status

Meeting with Laura Illingworth ED – delivering list of prospects for BIA project sponsorships

Public Open House – Update Official Plan update. Thanks to all for the strong BIA turnout

Discussion with Grand Monday committed to WBDIA in Downtown Revitalization Focus Groups

Attended Community Grant Webinar – including Afro-Caribbean, Salas & Cumbia Festivals reps

Outreach to Amanda DeGazio regarding WDBIA eligibility/ineligibility.

POP Committee Meeting regarding possible downtown event for Community Grant funding.

Volunteered at Zombie Walk as crossing guard. Thanks to James for a great event. Well planned.

Meeting with Samir Huski- St. Catharines Downtown EDO – Light Canopy on St. Paul Street

Subsequent meeting with Samir and Brenda Herchmer – project insights, experiences etc.

POP Committee Mtg – Holly, Brenda, Katia – re: develop Sponsorship Program for Streetscaping –

Downtown Light Canopy activation.

Marketing Meeting with James re: Social Media, Welcome Kit and Newsletters

Outreach to OBIAA and Niagara BIA's – sample Stakeholder Welcome Kit sample coming

Content for October Newsletter – nice work James on completing and distribution

Brief AGM Planning Meeting with Jesse. Location, dates and times to follow in Governance

Truth & Reconciliation Flag Raising – f/u City re: Sponsorship Indigenous Art Installation

Beautification – Dialogue with Jesscia Ruddell, Director of Community Services to explore potential cost savings and efficiencies as well as alternative beautification opportunities.

Strat Plan with Quite Alright – returned first draft with recommended changes, updates etc.

Live edits meeting to follow. Final forthcoming asap.

Meeting today with Erin Carl and Fraser Mowatt re: Nov 23 Santa Claus Parade, Tree Lighting

December 7th - Winter Lights Kick-off (explore interest in Downtown Business entries)

December 7th Welland Hometown Christmas event at Market Square. (possible aligning with Quite Alright for Makers Market). Committed to inquiring and collaborating where possible

Report of The Chair

I want to start by acknowledging Truth and Reconciliation Day. As part of our flag-raising event, we honored the enduring contributions of Indigenous peoples across Canada, recognizing the importance of their history, culture, and role in shaping our community. I encourage us all to continue reflecting on how we can support reconciliation in our daily lives.

Next, I'd like to highlight the Welland Zombie Walk. It was a spooky and successful evening, with families and participants coming together to enjoy the fun while supporting important causes like The Hope Centre and Pets Alive Niagara. A special thank you to James Takeo for his hard work and dedication in organizing and running the event. His efforts truly brought the community together for a memorable night, and we're grateful for everything he did to make it happen.

Additionally, the city's Official Plan Update event was another great milestone in shaping Welland's future. I want to extend my thanks to the board members who took the time to attend and contribute their voices to this important process.

Finally, I'd like to commend everyone involved in last weekend's Welland Food Fest. It was an incredibly well-attended event that truly brought the community together. As we all know, businesses are the foundational pillars of the community and events like Welland Food Fest are the bricks that help build everything. It's these gatherings that strengthen our local bonds and foster the spirit of collaboration that Welland is known for.

Thank you again to all the board members and volunteers for your continued dedication to making Welland a vibrant place to live and work.

Financial Report

**Welland Downtown Business Improvement Area
Budget Compared to Actual
August 31 2024**

	Previously Reported	August 31 2024	Actual YTD	Budget	Comments
REVENUE					
Levy	119,413.00	-	119,413.00	119,413.00	Levy Received July 8 2024
Canada Summer Jobs	4,015.00	-	4,015.00	12,500.00	CSI - April to June 30th, Second instalment expected in October
Digital Main Street				5,000.00	
Total Grants	4,015.00	-	4,015.00	17,500.00	
Total Revenue	123,428.00	-	123,428.00	136,913.00	
EXPENSES					
Administration					
Rent & Utilities				1,500.00	
Insurance	649.26	188.46	837.72	3,500.00	Directors + General Liability Insurance - (August)
Conferences & Meetings	1,366.85	-	1,366.85	2,500.00	
Audit & Professional Services				3,850.00	
Office Supplies & PPE	68.04	224.97	293.01	1,500.00	Misc Expenses - Laptop case, stationery, business cards
Bookkeeping	2,873.92	410.56	3,284.48	6,000.00	RM Bookkeeping
Technology	842.82	317.67	1,160.49	1,000.00	Website Hosting + Freedom Mobile
Web Hosting				1,000.00	
Memberships	150.78	21.54	172.32	500.00	DBIAA Membership
Administration	8,415.87	1,360.78	9,776.65	15,100.00	Note 1
Total Administration	14,367.54	2,523.98	16,891.52	36,100.00	
Beautification					
Permits				300.00	
Planters	7,577.89	-	7,577.89	6,879.96	
Baskets	6,859.26	-	6,859.26	6,467.72	
Maintenance	5,696.06	2,136.02	7,832.08	18,102.31	Watering weeks (July 14 and July 21)
Seasonal				9,340.32	
Street Crew	2,426.91	729.40	3,156.31	5,000.00	Wages for Street Crew
Administration	4,207.94	680.39	4,888.33	7,500.00	Note 1
Total Beautification	26,768.06	3,545.81	30,313.87	53,610.31	
Community Events					
Microgrants				10,000.00	
Holiday Events				2,500.00	
Downtown Event Sponsorship	4,039.40	795.80	4,245.20	7,500.00	Tent, Table, Chair rentals for Afro Festival - Business cards
Workshops				3,000.00	
Administration	21,039.68	3,403.94	24,443.63	37,700.00	Note 1
Total Community Events	25,079.08	8,609.74	28,688.83	58,700.00	
Promotional					
Art & Culture				3,500.00	
Marketing	1,977.16	-	1,977.16	2,100.00	
Barrier Maintenance				1,500.00	
Administration	7,550.79	1,227.37	8,818.16	13,600.00	Quita Alright Invoice - Graphic Design
Total Promotional	9,567.95	1,227.37	10,795.32	21,100.00	
Total Expenses	75,782.63	10,904.90	86,687.53	169,510.31	
Interest Earned (Expense)	(238.67)	(7.60)	(246.27)		
Net Income	47,406.70	(10,912.50)	36,494.20	(32,597.31)	

Note 1
The budget payroll expense for our executive director, DMS, and CSI based on the following allocation

	Previous Period	Current Period	YTD
Administration	20.4%	20.4%	20.4%
Beautification	10.2%	10.2%	10.2%
Community Events	51.0%	51.0%	51.0%
Promotional	18.4%	18.4%	18.4%
Payroll to date	41,254.28	6,670.48	47,924.76

Note 2

	Community Events				Totals	
	MicroGrants	Holiday Events	DT Sponsorships	Workshops		
Budgeted Amounts	10,000.00	2,500.00	7,500.00	1,000.00	21,000.00	
Food Fest			(1,000.00)		(1,000.00)	Approved April 8 2024
Rose Festival			(1,000.00)		(1,000.00)	Approved April 8 2024
Santa Clause Parade					-	\$1,000 discussed 4/8 - Not yet approved - Holiday Events?
Light Fest					-	\$1,000 discussed 4/8 - Not yet approved - Holiday Events?
Afro Caribbean			(1,205.80)		(1,205.80)	Approved May 6 2024
Salsa Cumbia			(1,039.40)		(1,039.40)	Approved July 8 2024
Budget Remaining	10,000.00	2,500.00	5,294.80	1,000.00	16,794.80	

Welland Downtown Business Improvement Area

Balance Sheet

As of August 31, 2024

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
Business Investors Account 9836	2,623.76
Float	0.00
Growth Savings Account	30,605.45
Member Shares Account	10.00
Penfinancial Chequing Account 5260824 <i>Levy received July 8</i>	110,274.50
Total Cash and Cash Equivalent	\$143,513.71
Accounts Receivable (A/R)	
Accounts Receivable (A/R)	0.00
Total Accounts Receivable (A/R)	\$0.00
Prepaid Expenses <i>Future portion of Insurance + OBIAA membership</i>	1,509.96
Short Term Investments <i>GIC</i>	1,116.76
Total Current Assets	\$146,140.43
Total Assets	\$146,140.43
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
Accounts Payable (A/P) <i>Quite Alright (50%) + RM Bookkeeping</i>	1,180.28
Total Accounts Payable (A/P)	\$1,180.28
Credit Card	
Mastercard	0.00
TD Visa 9400	-71.89
Total Credit Card	\$ -71.89
Accrued Liabilities	221.06
Deferred Income -Donations	9,878.84
Direct Deposit Payable	0.00
GST/HST Payable <i>HST for July - August</i>	-777.41
GST/HST Recoverable	0.00
GST/HST Suspense <i>HST receivable for Jan - June, received by CRA, still being processed</i>	-2,156.05
Payroll Liabilities	0.00
Federal Taxes <i>August Source deductions</i>	1,163.36
Vacation Pay	0.00
Total Payroll Liabilities	1,163.36
Total Current Liabilities	\$9,438.19
Non-current Liabilities	
Due to/from City of Welland	0.00
Total Non-current Liabilities	\$0.00
Total Liabilities	\$9,438.19

Welland Downtown Business Improvement Area

Balance Sheet

As of August 31, 2024

	TOTAL
Equity	
Retained Earnings	100,208.04
Profit for the year	36,494.20
Total Equity	\$136,702.24
Total Liabilities and Equity	\$146,140.43

Welland Downtown Business Improvement Area

Profit and Loss

August 2024

	TOTAL
EXPENSES	
Administration	
Bank charges	3.65
Bookkeeping	410.56
Dues and Memberships	21.54
Insurance Expense	188.46
Payroll Expense	3,919.80
Total Administration	4,544.01
Community Events	
Sponsored Events	205.80
Total Community Events	205.80
Downtown Beautification	
BIA Street Crew	729.40
Total Downtown Beautification	729.40
Payroll Expenses	
Taxes	195.40
Wages	2,555.28
Total Payroll Expenses	2,750.68
Total Expenses	\$8,229.89
OTHER INCOME	
Interest earned	5.20
Total Other Income	\$5.20
PROFIT	\$ -8,224.69

Welland Downtown Business Improvement Area

Profit and Loss

January - August, 2024

	TOTAL
INCOME	
Grant Revenue	
Canada Student Jobs	4,015.00
Total Grant Revenue	4,015.00
Tax Levy Income	119,413.00
Total Income	\$123,428.00
GROSS PROFIT	\$123,428.00
EXPENSES	
Administration	
Bank charges	37.23
Bookkeeping	3,284.48
Conferences and Meetings	1,366.85
Dues and Memberships	172.32
Insurance Expense	837.72
Non-Deductible Interest and Penalty	339.66
Office Expenses	240.45
Payroll Expense	34,284.78
Technology	1,160.49
WSIB Expense	221.85
Total Administration	41,945.83
Community Events	
Advertising and Promotion	52.56
Sponsored Events	4,245.20
Total Community Events	4,297.76
Downtown Beautification	
Baskets	6,859.26
BIA Street Crew	3,156.31
Maintenance	7,832.08
Planters	7,577.89
Total Downtown Beautification	25,425.54
Payroll Expenses	
Taxes	929.16
Wages	12,488.97
Total Payroll Expenses	13,418.13
Promotional	
Marketing Expense	1,977.16
Total Promotional	1,977.16
Total Expenses	\$87,064.42
OTHER INCOME	
Interest earned	130.62
Total Other Income	\$130.62
PROFIT	\$36,494.20