



**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 November 4, 2024, 7:00pm
In person meeting, Leisure Lounge**

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), K. Joaquin (KJ), L. Robichaud (LR), k. Jones (KJones)

Board Member Regrets: J. Buick (JB), Melody Majzoubi (M.M), Archie Spangnolo (AS)

Executive Director: L. Carr (LC)

WELCOME- CALL TO ORDER

The chair J. Dulster 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 KJ

Second KJ

Passed

REPORT OF THE CHAIR- J. D'Hulster

See attached notes from Chair

EXECUTIVE DIRECTOR REPORT- L. Carr

See attached notes from Executive Director

J.T asked for more information about the Downtown Revitalization Focus Group meeting. There was discussion about the importance of WDBIA and downtown business owner representation.

JT presented a motion that the board directs the ED to send a letter to the city regarding concern about the lack of engagement of the WDBIA in the Downtown Revelation Focus Group meetings.

Second by HT

Passed

GOVERNANCE COMMITTEE- K. Jones

- KJ shared the new design of the the Strat Plan, soon to be released as a living document to the public
- SS suggested we now develop an Operational Plan as a work guide to outline the short term goals, to assist in ED reviews and deliverables

SS moved a motion to ask the ED to develop an Operational Plan for the 2025 activities, based on the Strategic Plan.

Second- JT

Passed

- AGM
 - KJ met with Chair and ED to plan the AGM, report and presentation are being completed
 - An e-blast, social media posts and invites have been shared

SS suggested we include a note in the agenda about the nomination process. The ED confirmed that a nomination email was shared and requests for the executive positions were sent in reply.

FINANCE- KJ

Please review attached financial statements

DD presented a motion to explore the opportunities for possible GICs and savings accounts for the reserve funds that are not in immediate use, and for the Finance Committee to bring back a recommendation.

JT second

Passed

KJ moved to accept the financial reports

JT second

Passed

KJ moved to reallocate \$1400 from arts & culture fund to seasonal planters.

DD second

Discussion: previous years had under allocated the budget for seasonal planters, and the difference is \$1400

Passed (JT abstained from the vote)

GS suggested we evaluate the outcome of the sponsorships for the 2024 summer festivals.

Motions the board is aware of beforehand and are routine be added to the agendas.

KJ shared updates and corrections to the 2025 Budget

BEAUTIFICATION- L. Carr

- Street Crew had finished on Oct 25th, discuss will be had as to whether this program will continue, and what cost sharing opportunities with the COW are possible
- Planters were left longer to add 2 weeks due to warm weather, winter planters will be installed on Nov 12 & 13
- The COW has provided a map of street pole lights
- Consideration for cost sharing with the City of Welland for watering for planters will get followed up on, and to review efficiency sharing

MARKETING & COMMUNICATIONS- J. Takeo

- Newsletter released
- IG and FB continues to be updated
- AGM, Santa Claus parade upcoming
- New Welcome package has been started

GS asked about the Santa Claus Parade

- Confirmed we are contributing \$1000
- The city is not providing extra porta potties
- We acknowledge that there are complaints about the parade annually

JT will include washroom information in the next newsletter

EVENTS- J. Hulster

- Santa Claus Parade
 - Will encourage businesses to seize this as an opportunity

- SS asked about if there is interest from businesses for a sign directing public to city hall for washrooms
- JT will design this sign and the WDBIA will print it
- We will have a “float” with Leslie’s car with some members and volunteers
- Welland Winter Lights Tour
 - This is the first year businesses can be included in the map, we will include this in an e-blast

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

- Sept 19th City of Welland Official Plan meeting at City Hall
 - To investigate NYE 2024

NEW BUSINESS

Nothing to report

WHITE SPACE

JT suggested we organize a social gathering for WDBIA board and committee members. The board likes this idea. LC will propose a date and place.

SS took a group photo at the Leisure Lounge at the end of the meeting.

Next meeting: AGM Nov 28th, 2024

December 9th, 2024 7pm in person, location TBD

Adjourned 8:53 pm

Motion to adjourn: J. T.

Second: KJ

Carried

Appendix

Executive Directors Report

Beautification Meeting with Leslie re: Seasonal Planters scheduled for Nov 12 and 13 (no lights). Also, Leslie for updates and planning for Santa Claus Parade, Tree Lighting and Winter Lights Tour

Application submitted for WDBIA float in Santa Claus Parade– thank you Leslie

Ongoing planning with Leslie re: banner, hats, treats etc.

P.O.P. Committee meeting finalize application for Community Grant – Eggsplore Welland – Arts & Culture Hunt.

Submitted application for Community Grant – status pending from City – Amanda DiGazio

AGM preliminary Planning meeting with Chair & Past Chair

AGM confirmed for Thursday, Nov 28 at City Hall – NOW in Community Room

Year-in-review presentation work underway – Jesse/Lee

Annual Report 2024 underway – Lee/Kaitlyn

Marketing Meeting with James re: November Newsletter, e-Blasts and Social Media

November Newsletter distributed

Nov 11 - Eblast scheduled for Winter Lights Tour CTA downtown business

Nov 18 - Eblast scheduled for Santa Claus Parade, Tree Lighting and Road Closures

Nov 25 - Eblast scheduled for Santa Claus Parade & Road Closure

SM scheduled for the above

Last Day for Street Cew Nathan Churchman Oct 125. Met and congratulated on job well done.

Will be joining Nathan and Sylvia for lunch event at Oak Centre.

Participated in preliminary Focus Group regarding Downtown Revitalization Plan with City staff and

Consultants. Also invited and attended: Brenda Herchmer & Katia Gauthier

Consultants Report to follow reflective our WDBIA input (subsequent sharing of WDBIA Streetscaping/Placemaking proposal, Opportunities, WDBIA Response to Official Plan update)

Weekly OBIAA webinars

Met with new barbers at The Barber Nation 38 Division Street

Met with new Owner Bobby (and Teti) of Cheers regarding BIA and CIP Grants including Façade Improvement Grant Program for exteriors etc.

Strat Plan Document completed *

Chairs Report

We're working hard on prepping the AGM for the end of November.

Planters have come out and are prepared to go in after Remembrance Day.

It's a busy time for everyone.

Please remember, anybody who wishes to run for a different role on the board should stand for election.

Marketing & Communications Committee Report

Committee Chair: James Takeo

1. Newsletters and E-Blasts:

- **Objective:** To keep members and the community informed on key events, news, and developments within the BIA.
- **Recent E-Blasts:**
 - *Santa Claus Parade:* A detailed update will be sent regarding the upcoming Santa Claus Parade, including expected road closures and recommended alternate routes to ease transportation in an upcoming e-blast. We have currently included information in the November e-newsletter
 - *Winter Lights Tour:* Winter Lights Tour promotion in November newsletter to encourage community participation.
 - *Annual General Meeting (AGM):* Listed in our November e-newsletter, and will be featured as separate upcoming e-blast, encouraging maximum attendance and member engagement.

2. New Member Welcome Package:

- **Status:** The Welland Downtown BIA Welcome Package is currently underway, designed to provide new members with an overview of BIA benefits, key contact information, and available resources.
- **Contents:** The package will include:
 - Welcome
 - Summary of BIA services and membership benefits
 - A callout for board and committee members
 - Information and contacts for various services within Welland
- **Objective:** To foster early engagement and build strong connections with new members, ensuring they feel supported and informed.

3. Social Media Outreach:

- **Platform Activity:** Increased efforts on social media channels to enhance community awareness and drive foot traffic to local businesses. Leslie (Vice Chair) continues to administer the Facebook page, and Jesse (Chair) is admin of the Instagram account. Social Media Policy will be edited to reflect executive board members being admins for social media platforms when a dedicated employee is unavailable.
- **Content Focus:** Regular postings on upcoming events, sharing local business highlights, and seasonal promotions.

4. Future Initiatives:

- *Website redesign:* Evaluating the current website, considering what changes may be necessary to better communicate our brand and message.
- *Enhanced Visual Content:* Increasing the use of images and videos to capture community events and BIA activities to better resonate with audiences on digital platforms.
- *Social Media Policy:* Work has started on this, but it needs to be reviewed by others, such as executive and governance.

Summary: The committee remains focused on developing consistent, clear, and impactful communication strategies to strengthen member engagement and community awareness.

P.O.P. Committee Report (Partnerships, Opportunities, and Proposals)

1. Corporate Sponsorship Package

Currently developing a compelling, visually appealing, and concise package for potential sponsors that will demonstrate value in exchange for their support. It will include:

- Information about the organization/event(s)/initiatives
- Sponsorship levels and benefits
- Brand exposure and marketing opportunities
- Networking and engagement opportunities
- Past sponsor testimonials and case studies
- Visual elements like graphics and photos
- Contact information
- Sponsorship agreement details

2. Submission for City Community Grant for \$3000: Eggsplore Welland: Art & Culture Hunt

An application has been submitted for this event that will provide an engaging and educational experience via a scavenger hunt designed for Welland families all ages and stages. This scavenger hunt combines the excitement of Easter and Spring with the opportunity to discover local art and culture. Families, visitors, and newcomers to Welland will navigate through various downtown locations, solving clues that lead them to significant public artworks and cultural landmarks.

3. St. Catharines BIA Let It Glow Project

Met with St. Catharines BIA to learn more about their initiative that lit their entire main street (St. Paul Street) with strings of Edison Light Bulbs. We were able to determine potential issues, costs, and information about partnerships and sponsorships.

4. Community Improvement Grants Focus Groups

Lee, Katia and Brenda attended focus groups planned by the City and the Guelph-based consultants who have been hired to re-design the CIP grants to better support Downtown businesses and developers.

Welland Downtown Business Improvement Area

Balance Sheet

As of September 30, 2024

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
Business Investors Account 9836	2,623.76
Float	0.00
Growth Savings Account	30,610.48
Member Shares Account	10.00
Penfinancial Chequing Account 5260824	100,560.72
Total Cash and Cash Equivalent	\$133,804.96
Accounts Receivable (A/R)	
Accounts Receivable (A/R)	0.00
Total Accounts Receivable (A/R)	\$0.00
Prepaid Expenses	
Short Term Investments	1,299.96
	1,116.76
Total Current Assets	\$136,221.68
Total Assets	\$136,221.68
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
Accounts Payable (A/P)	3,566.74
Total Accounts Payable (A/P)	\$3,566.74
Credit Card	
Mastercard	0.00
TD Visa 9400	83.60
Total Credit Card	\$83.60
Accrued Liabilities	
Deferred Income -Donations	221.06
Deferred Income -Donations	9,878.84
Direct Deposit Payable	0.00
GST/HST Payable	-1,205.95
GST/HST Recoverable	0.00
GST/HST Suspense	-2,156.05
Payroll Liabilities	0.00
Federal Taxes	976.44
Vacation Pay	0.00
Total Payroll Liabilities	976.44
Total Current Liabilities	\$11,364.68
Non-current Liabilities	
Due to/from City of Welland	0.00
Total Non-current Liabilities	\$0.00
Total Liabilities	\$11,364.68

Welland Downtown Business Improvement Area

Balance Sheet

As of September 30, 2024

	TOTAL
Equity	
Retained Earnings	100,208.04
Profit for the year	24,648.96
Total Equity	\$124,857.00
<small>Accrual Basis - Thursday, October 17, 2024 10:03 AM GMT-04:00</small>	
Total Liabilities and Equity	\$136,221.68

Welland Downtown Business Improvement Area

Profit and Loss

January - September, 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	109.12
Bookkeeping	3,695.04
Conferences and Meetings	1,397.62
Dues and Memberships	193.86
Insurance Expense	1,026.18
Non-Deductible Interest and Penalty	339.66
Office Expenses	450.92
Payroll Expense	38,204.58
Technology	1,231.17
WSIB Expense	349.28
Total Administration	46,997.43
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	3,885.71
Maintenance	12,046.01
Planters	7,577.89
Total Downtown Beautification	30,368.87
Payroll Expenses	
Taxes	1,026.86
Wages	13,766.61
Total Payroll Expenses	14,793.47
Promotional	
Marketing Expense	2,457.16
Total Promotional	2,457.16
Total Expenses	\$98,914.69
OTHER INCOME	
Interest earned	135.65
Total Other Income	\$135.65
PROFIT	\$24,648.96

