



**Board of Management of Welland Downtown  
Business Improvement Area - City of Welland  
In-Person at Room 108, City Hall  
60 Main Street, Welland ON L3B 3X4  
Monday, February 10th, 2025 @ 7:00pm**

**AGENDA**

1. WELCOME - CALL TO ORDER
2. OPEN OF GENERAL MEETING
3. LAND ACKNOWLEDGEMENT
4. ACCEPTANCE OF AGENDA
5. DECLARATION OF CONFLICTS & PECUNIARY INTERESTS
6. APPROVAL OF THE JANUARY 6<sup>TH</sup>, 2024, MINUTES
7. REPORT OF THE CHAIR
8. EXECUTIVE DIRECTOR'S REPORT
9. COMMITTEE REPORTS

A) GOVERNANCE  
MONTHLY REPORT – JESSE D'HULSTER

WDBIA 2025 SLATE OF OFFICERS PROVIDED TO CITY CLERK FOR RATIFICATION BY CITY COUNCIL AT COUNCIL MEETING OF FEBRUARY 4<sup>TH</sup>, 2025. AWAITING FORMAL CONFIRMATION LETTER.

UPCOMING PRESENTATION TO COUNCIL SCHEDULED WITH CITY CLERK FOR COUNCIL MEETING ON FEBRUARY 18 OF WDBIA 2024 ANNUAL REPORT INCLUDING CHAIRS REPORT, 2023 AUDITED FINANCIAL STATEMENT AND 2025 BUDGET. PRESENTATION BY CHAIR AND TREASURER.

COORDINATING BOARD GOVERNANCE & GUIDANCE TRAINING FOR BOARD MEMBERS BY KAY MATTEWS, PRESIDENT AND CEO, OBIAA. POSSIBLE DATE: SUNDAY APRIL 13<sup>TH</sup> NOON – 3PM WITH LUNCH.

PREPARATORY READING MATERIALS TO BE PROVIDED BY ED:

- . BY-LAWS
- . POLICIES AND PROCEDURES
- . STRATEGIC PLAN
- . NEW MEMBER WELCOME PACKAGE
- . ROBERTS RULES
- . OBIAA – OVERVIEW OF BIAS

B) FINANCE

MONTHLY REPORT DECEMBER, 2024 – KAITLYN JOAQUIN

C) BEAUTIFICATION

MONTHLY REPORT – LEE CARR

SEASONAL PLANTER DECORATIONS TO BE REMOVED AFTER MARCH BREAK THAW.

CITY INITIATIVE: WDBIA BEAUTIFICATION STREET TEAM PRELIMINARY OUTREACH REGARDING TRICYCLES FOR:

- . WEED CONTROL
- . STREET TEAM SIDEWALK GARBAGE
- . SIDEWALK POWER WASHING
- . NEXT MEETING WITH CITY STAFF & JOB GYM MARCH 10<sup>TH</sup>

D) MARKETING AND COMMUNICATIONS

MONTHLY REPORT – JAMES TAKEO

. FEBRUARY 2025 NEWSLETTER DISTRIBUTED FEB 1, 2025  
439 DELIVERED, 1 UNSUBSCRIBED/BOUNCE BACK

. ALL 2024 BOARD MEETINGS, MEETING MINUTES AND NEWSLETTERS AS WELL AS BRIDGE 13 LIGHTING SCHEDULES UPDATED ON WDBIA WEBSITE.

## E) EVENTS

MONTHLY REPORT – LEE CARR

ENGAGED THIS MONTH WITH 2025 EVENTS FOR POSSIBLE SPONSORSHIP. INCLUDES:

ROSE FESTIVAL – JUNE 13-15 - JESSICA LAHAY

CANADA DAY JULY 1 – ERIN CARL & FRASER MOWATT

WELLAND AFRO-CARIBBEAN FESTIVAL AUG 9-10 -CHICO KUMBA

WELLAND SALSA & CUMBIA FESTIVAL AUG 30-31- ANYI MENDEZ

SANTA CLAUS PARADE & TREE LIGHTING CEREMONY DATE TBA

## F) PARTNERSHIPS, OPPORTUNITIES, AND PROPOSALS

MONTHLY REPORT - LEE CARR

### **DOWNTOWN / HEALTH & WELLNESS CLUSTER CIP REVITALIZATION UPDATE**

DRAFT BACKGROUND REPORT WAS PRESENTED TO COUNCIL BY CONSULTANTS JANUARY 28, 2025.

122-PAGE DRAFT BACKGROUND REPORT OF DEC 5 HAS BEEN POSTED ON ENGAGE WELLAND.CA SEE “DOWNTOWN CIP” IN PARTICULAR PAGES 66-72 PUBLIC & STAKEHOLDER CONSULTATIONS AND FEEDBACK.

NOW AVAILABLE FOR PUBLIC AND BIA REVIEW, COMMENTS AND FURTHER FEEDBACK.

**CORPORATE SPONSORSHIP PROGRAM** - TIERED SPONSORSHIP TEMPLATE(S) FOR FUNDING NEW OPPORTUNITIES UNDER ONGOING DEVELOPMENT AND FURTHER ARTICULATION. INCLUDING PRIORITIZED STREETSCAPING AND PLACEMAKING INITIATIVES AND SPONSORSHIP OPPORTUNITIES. SEE PRELIMINARY ROUGH DRAFT – FIRST BLUSH

**SUBMISSION CITY COMMUNITY GRANT** – “EGGSPLORE DOWNTOWN WELLAND” - ARTS & CULTURE HUNT DEC 13 – AMANDA DEGAZIO ADVISES APPLICATION FOR FUNDING THROUGH THE CITY’S COMMUNITY GRANT PROGRAM WAS NOT SUCCESSFUL. WDBIA HAS REQUESTED DETAILS AND SCORING ETC. REPLY FORTHCOMING.

NEW OPPORTUNITY – BROUGHT BY JAMES TAEKO AND OLIVIA  
HOPE FROM ARTS & CULTURE ADVISORY COMMITTEE RE:  
**PUBLIC ART DISPLAYS ON VACANT STOREFRONT WINDOWS**  
PROPOSED “PILOT PROJECT” – SPONSORSHIP FUNDED  
UP TO 5 HIGH-VISIBILITY VACANT STOREFRONTS.  
ONGOING PROJECT DEVELOPMENT FOR WINTER/SPRING 2025

AWAITING FEEDBACK FROM NIAGARA REGIONAL POLICE  
REGARDING ENGAGEMENT/SURVEY OF DOWNTOWN PROPERTIES  
AND BUSINESS OPERATOR STAKEHOLDERS FOR FEEDBACK ON  
AREAS OF HIGH NEED AND BEST SERVED BY NEW NETWORK OF  
DETERRENT AND MONITORING CCTV CAMERAS. MORE TO COME  
FROM NRP IN FEBRUARY

13. NEW BUSINESS

14. WHITE SPACE

15. CORRESPONDENCE:

17. NEXT BOARD MEETING DATE: MONDAY, MARCH 3<sup>RD</sup> @7PM  
IN-PERSON LOCATION TBA

18. ADJOURNMENT