



**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 January 6, 2025, 7:00pm
In person meeting, Leisure Lounge**

Board Members Present: H. Treddenick (HT), J. D’Hulster (JD), D. DiMarco (D.D), S. Setaram (S.S),
L. Robichaud (LR), J. Buick (JB), Melody Majzoubi (M.M)

Board Member Regrets: J. Takeo (JT), K. Joaquin (KJ), G. Speck (G.S)

Executive Director: L. Carr (LC)

WELCOME- CALL TO ORDER

The chair J. Dulster called the meeting to order at 7:02 pm

Land Acknowledgment “act” offered by J D’Hulster

ACCEPTANCE OF AGENDA

Presented by DD

Second: MM

Passed

DECLARATION OF CONFLICT

None

APPROVAL OF MINUTES OF LAST MEETING

Presented by LR

Second DD

Passed

REPORT OF THE CHAIR- J. D’Hulster

See attached notes from Chair (Appendix)

EXECUTIVE DIRECTOR REPORT- L. Carr

See attached notes from Executive Director (Appendix)

- LR and SS shared images of winter seasonal hanging planters with lights that could bring “sizzle” to downtown when it’s dark. This will get explored
- There were no negative responses or feedback from businesses about the Santa Clause Parade, record turn out
- LC encourages everyone to go to Engage Welland and review stakeholder feedback. Discussion was had around the importance of this feedback from committees, businesses and other stakeholders
- Discussion around public art in vacant storefront windows. This led into a discussion around policies for property standards
- Some discussion around unhoused people downtown and the new shelter on Ontario Street and the Travel Lodge
- Discussion was had around the challenge and need for proper contact and updated data base information for downtown property owners
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GOVERNANCE COMMITTEE- JD

- LC has spoken with Tara Stevens in regards to the slate of the WDBIA BOD for 2025
- Jan 21 JD and KJ will present the 2025 budget to council
- SS noted
 - Is the board asking to review the bylaws, confusion around voting eligibility
 - There is a need for the governance committee to review this
 - LC has collected examples of other WDBIA bylaws, and is reaching out to OBIA for other examples
 - This review can be added to the 2025 operational plan
 - There is a need to review committees and ensure there is a chair for each committee

FINANCE- LC

- KJ was absent, so LC presented
- Please see attached statements and special notes in appendix
- KJ special notes

Motion: JB to approve and accept October financial reports

Second: DD

Passed

Motion MM to approve and accept November financial reports

Second: LR

Passed

BEAUTIFICATION- LC

- LC discussed the “Icicle Tricycles” project that was found at the Seattle Downtown Conference. The concept was primarily for weed control and a power washer system to keep sidewalks clean, could be branded with WDBIA and COW. LC will gather more information. Discussion around possibilities and potential ideas for this concept were discussed. There is interest in this and LC will gather more information and will report back.
- We are in need of a chair for this committee

MARKETING & COMMUNICATIONS- LC

- Many e-blast, newsletter and social media communications went out over the holidays about events
- New welcome package is close to completion. This will be a living document for continuous update.
- Discussion around if we want to have more community engagement at the monthly board meetings.
- Through discussion we learned that Kelly Jones has declined to continue as a member on the board of directors. This supported the need to review and update our bylaws.
-

EVENTS- LC

- Santa Claus parade was a success, WDBIA participation was well received
- Discussion around the storefront decorating and how to improve the competition for next year. This led to a discussion around the benefits of lighting installations in downtowns. We continue to advocate for lighting installations in downtown.
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POP (Proposals, Opportunities & Partnerships)- L. Carr

- New partnership with Niagara Regional Police was discussed- WDBIA has been asked to reach out to stakeholders to elicit where the biggest needs are. The goal to install CCTV cameras. The WDBIA has provided a letter of support for this.
- This committee needs a chair
- Discussion was had around best practices for agenda and chairing meetings. This supported what LC has said earlier about the importance of developing governance in 2025. This includes reviewing how chairs to committees are determined. Currently there is no chair for any of the 6 committees. Discussion around a special meeting to review the “policies and procedures”, the bylaws and the committees prior to the February 3rd meeting.

NEW BUSINESS

Nothing to report

WHITE SPACE

- LC and JD attended the economic development dinner event
- LR spoke about a new Veterans crosswalk that is being considered in the city. Discussion around this was had.
- LR states that she has received feedback about some people missing events downtown. She proposed a NYE concert at Merritt Park, or another stage.

Next meeting: AGM Feb 3, 2024

Location TBD

Adjourned 8:53 pm

Motion to adjourn: MM

Second: JB

Carried

Appendix

Report of the Chair and Committees, presented by Lee Carr

Events

Santa Claus Parade coordination including WDBIA banner, Santa hats, Christmas stockings and treats for give-away.

Winter Lights Tour: confirmed with City - downtown business participants including Breeze Nutrition Bar, Enchanted Embroidery and SS Brand It. Runs Dec 7 – 18, 2025.

Follow-up communications with City staff regarding WDBIA application for Community Grant in support of proposed WDBIA "Eggsplere Downtown Welland – Arts & Culture Hunt". Advised by City staff Amanda Degazio on December 13, our application was NOT successful. Have since requested details of application vetting and scoring to help inform our future applications.

Partnerships Opportunities and Proposals

Re: Nov 11, 2024 Board Meeting motion instructing ED to communicate to senior City staff regarding communication of status of Downtown and Health & Wellness CIP Revitalization Plan.

November 14 meeting with Chair Jesse D'Hulster and City staff Grant Munday, Nick Aiello, Michael Greenleigh, and Lina DeChellis: Draft Background Report to be posted on Engage Welland around Dec 9-13. WDBA and the public will thereby be invited to provide comments and feedback. Background Report will be presented to council at the Jan 28 General Committee Meeting.

Precludes the need for letter.

Darren DiMarco has joined the P.O.P. Committee. Attended committee meeting Dec 5 with ED, Brenda Herchmer and Katia Gauthier.

Ongoing projects include:

. Meeting Dec 5 Re: Tiered Sponsorship Program

. Meeting Dec 4 – Re: Public Art Displays on Vacant Storefront Windows brought by James Takeo and Olivia Hope, representatives from Arts and Culture Advisory Committee – discussion regarding Welland Pilot Project – for 5 high visibility locations. Dec 6 - Walk about with James Takeo to identify possible priority locations.

. Meeting Dec 3 Re: Venture Niagara Arts & Culture Network Connection Meeting. Networking and ideas exchange on ways to incorporate Arts & Culture in downtown communities. Led by Sue Morin and facilitated by Holly,

. Downtown Light Canopy – Nov 5 Fam Tour of St. Paul Street, St. Catharines followed by preliminary inventory of downtown Welland potential sites.

Other:

Outreach to new businesses coming downtown in 2025:

Carmine Posteraro – Italian Café and Catering – into Café alla Moose 66 Division Street

Love and Truth Tattoo Studio – 77 West Main Street

Tiffany Beverly – Life Empowerment Solutions – to 3 Cross St January 2025 Referred by EDC

Mickael Samir (Nivo) – new year Referred by EDC. Details and contact info TBA

E-Savings Suggestion, presented by Darren DiMarco

During the year we transitioned from a growth savings account to an e-savings account which would provide the board with more interest income.

At the request of the board, I've drafted a suggestion on next steps on how we could best utilize this growth savings account while still remaining conservative given that we are receiving a subsidy once a year.

- Suggestion**
- 1 Determine a base threshold of what the board would like our chequing account to stay at on a monthly basis.
3 months spending during non planter season is approximately 21K -> round that up to \$25,000
 - 2 Determine a monthly amount we want to transfer from the e-savings account to the chequing account on a monthly basis.

Automatic transfers can be set up monthly, will look into cash balance each month to determine if top up necessary

Non planter season	Approx 8K / mo
Planter season	Approx 13K / mo
 - 3 No GIC - shortest GIC we could have is for 9 months. The amount we'd likely put into that GIC would be 10K.
The total additional interest we might earn by throwing it in a GIC is only 200 bucks, this isn't worth having our money tied down.

In the example in the next page, I've outlined what our cash position may look like utilizing my suggestions. Here are a few things to note:

- 1 Expenses are just taking the monthly transactions from previous year, grossing it up by 3%. Note that this was a transition year for many members of the board, so we chose to remain conservative with our spending.
The overall idea and suggestion would stay the same -> keep our chequing at a certain threshold and review monthly
- 2 Does not take into consideration additional funds from CSJ and Bertie / Clinton Grant
- 3 Tax Levy immediately deposited into E Savings account instead of chequing account
- 4 Estimated interest earned for the year compared to previously is included in the example to outline the impact of transitioning to this new account

1.60%	\$5,000 - \$49,999	Annual Interest in Example	1,127.01
1.70%	\$50,000 +	Annual Interest Earning Prev.	160.30

		November	
Total E Savings	2024-11-26	30,635.22	Grossed up by 3% from previous year
Total Chequings	2024-11-26	80,822.27	
		<u>111,457.49</u>	

	2023	2024	2025	
January		7,296.80	7,515.70	
February		6,721.55	6,923.20	
March		6,608.58	6,806.84	
April		6,201.00	6,387.03	
May		9,001.60	9,271.65	
June		25,560.11	26,326.91	Planters / Baskets
July		14,294.62	14,723.46	
August		10,904.90	11,232.05	
September		11,778.38	12,131.73	
October		9,650.24	9,939.75	
November	18,748.78	19,311.24	19,890.58	Seasonal Planters
December	13,176.20	13,571.49		

- Suggestion:**
- Transfer over enough money into E Savings Account, where we have sitting in our chequing account 30,000.00
 - Transfer X amount into Savings each month

8,000.00	Non Planter Season
13,000.00	Planter Season
 - Keep Chequing Account around 25,000.00

Example

	Opening	Expenses	Transfer	Top up	Ending	Est Interest
Dec-24 C	30,000.00	(13,571.49)	8,000.00		24,428.51	
S	81,457.49		(8,000.00)		73,457.49	104.06
					<u>97,886.00</u>	
Jan-25 C	24,428.51	(7,515.70)	8,000.00		24,912.81	
S	73,457.49		(8,000.00)		65,457.49	92.73
					<u>90,370.30</u>	
Feb-25 C	24,912.81	(5,923.20)	8,000.00		25,989.61	
S	65,457.49		(8,000.00)		57,457.49	81.40
					<u>83,447.10</u>	
Mar-25 C	25,989.61	(5,806.84)	8,000.00		27,182.78	
S	57,457.49		(8,000.00)		49,457.49	65.94
					<u>76,640.27</u>	
Apr-25 C	27,182.78	(5,387.03)	8,000.00		28,795.75	
S	49,457.49		(8,000.00)		41,457.49	55.28
					<u>70,253.24</u>	
May-25 C	28,795.75	(9,271.65)	8,000.00		27,524.10	
S	41,457.49		(8,000.00)		33,457.49	44.61
					<u>60,981.59</u>	
Jun-25 C	27,524.10	(25,326.91)	13,000.00	10,000.00	24,197.18	
S	33,457.49		(13,000.00)	(10,000.00)	10,457.49	13.94
					<u>34,654.67</u>	
Jul-25 C	24,197.18	(14,723.46)	13,000.00		22,473.73	
S	10,457.49	122,995.39	(13,000.00)		120,452.88	170.64 Rec'd July 8 2024
					<u>142,926.61</u>	
Aug-25 C	22,473.73	(11,232.05)	13,000.00		24,241.68	
S	120,452.88		(13,000.00)		107,452.88	152.22
					<u>131,694.56</u>	
Sep-25 C	24,241.68	(12,131.73)	13,000.00		25,109.95	
S	107,452.88		(13,000.00)		94,452.88	133.81
					<u>119,562.83</u>	
Oct-25 C	25,109.95	(9,939.75)	13,000.00		28,170.20	
S	94,452.88		(13,000.00)		81,452.88	115.39
					<u>109,623.08</u>	
Nov-25 C	28,170.20	(19,890.58)	13,000.00		21,279.62	
S	81,452.88		(13,000.00)		68,452.88	96.97
					<u>89,732.50</u>	

Financial Reports, presented by Lee Carr

Welland Downtown Business Improvement Area

Balance Sheet As of October 31, 2024

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
Business Investors Account 9836	2,657.67
esavings	30,635.22
Float	0.00
Growth Savings Account	0.00
Member Shares Account	10.00
Penfinancial Chequing Account 5260824	88,189.36
Total Cash and Cash Equivalent	\$121,492.25
Accounts Receivable (A/R)	
Accounts Receivable (A/R)	0.00
Total Accounts Receivable (A/R)	\$0.00
Prepaid Expenses	1,089.96
Short Term Investments	1,116.76
Total Current Assets	\$123,698.97
Total Assets	\$123,698.97
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
Accounts Payable (A/P)	1,180.28
Total Accounts Payable (A/P)	\$1,180.28
Credit Card	
Mastercard	0.00
TD Visa 9400	243.51
Total Credit Card	\$243.51
Accrued Liabilities	221.06
Deferred Income -Donations	9,878.84
Direct Deposit Payable	-1,942.27
GST/HST Payable	-1,615.63
GST/HST Recoverable	0.00
GST/HST Suspense	0.00
Payroll Liabilities	0.00
Federal Taxes	791.49
Vacation Pay	0.00
Total Payroll Liabilities	791.49
Total Current Liabilities	\$8,757.28
Non-current Liabilities	
Due to/from City of Welland	0.00
Total Non-current Liabilities	\$0.00
Total Liabilities	\$8,757.28

Welland Downtown Business Improvement Area

Balance Sheet

As of October 31, 2024

	TOTAL
Equity	
Retained Earnings	100,208.04
Profit for the year	14,733.65
Total Equity	\$114,941.69
Total Liabilities and Equity	\$123,698.97

Welland Downtown Business Improvement Area

Profit and Loss January - October, 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	110.52
Bookkeeping	4,105.60
Conferences and Meetings	1,416.21
Dues and Memberships	215.40
Insurance Expense	1,214.64
Non-Deductible Interest and Penalty	678.73
Office Expenses	526.68
Payroll Expense	42,124.38
Technology	1,290.14
WSIB Expense	349.28
Total Administration	52,031.58
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	4,628.31
Maintenance	16,259.97
Planters	7,577.89
Total Downtown Beautification	35,325.43
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	\$108,905.40
OTHER INCOME	
Interest earned	211.05
Total Other Income	\$211.05
PROFIT	\$14,733.65