



**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 April 7, 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), , J. Buick (JB), J. Takeo (JT), G. Speck (G.S), Melody Majzoubi (M.M)

**Board Member Regrets:** K. Joaquin (KJ), L. Robichaud (LR)

**Executive Director:** L. Carr (LC)

**WELCOME- CALL TO ORDER**

The chair J. Dulster called the meeting to order at 7:09 pm

Land Acknowledgment “act” offered by J D’Hulster

**ACCEPTANCE OF AGENDA**

Presented by JB

Second DD

Passed

**DECLARATION OF CONFLICT**

None

**APPROVAL OF MINUTES OF LAST MEETING**

March 3rd meeting

Motion: DM

Second: GS

Passed

### **REPORT OF THE CHAIR- J. D'Hulster**

See attached notes from Chair (See Appendix)

### **EXECUTIVE DIRECTOR REPORT- L. Carr**

See attached notes from Executive Director (See Appendix)

- There was some discussion about the way the hanging flower baskets hang- there is a desire to have the baskets run perpendicular to the road, whereas they are currently parallel

### **GOVERNANCE COMMITTEE- JD**

Nothing to report, discussing in ED report

### **FINANCE- LC**

See appendix

First: DD

Second: MM

Passed

### **BEAUTIFICATION- LC**

No report

### **MARKETING & COMMUNICATIONS- LC**

- LC reported on this new partnership- 5 students for 15 weeks
  - Will focus on social media and promoting businesses & services
- SS brought up a discussion around a one time trial promotional flyer for a Canada Post news drop to promote local businesses & services
- We are still waiting on Canada Summer Jobs notification
- HT suggested
  - we integrate the Strategic Plan pillars to social media
  - We look into Adobe Express for social media management
  - Look into "Tech Soup" for eligibility to various free programs
- JD noted the FB and IG access is limited due to various permissions
  - SS suggested we add this to the Niagara College students tasks- can this be resolved? Do we need to close the account and open a new account?
- JB asked what the students get from this, and it was resolved that they get school credits
- The exact parameters of this partnership will be more clear once the contract is in place

### **EVENTS- LC**

- One quote from SS Brand It for shirts was provided (see attached) for polo shirts to be worn at events

- LC will gather 1 more quote
- LC is waiting to hear back from various festivals for sponsorship proposals
- There was discussion about the possibilities of a tent at the Concerts On The Canal
  - Will we need to provide our own tent or will the festivals provide it? LC will follow up on this. LC suggests the best value is for the festivals to provide a tent
- SS shared feedback from business owners
  - Can the BIA inform businesses about how & what they can do to take advantage of street closures (tables on the streets, can the street parking spots be used, ect)
  - Communicating this can be a job on the students
  - LC to find out the details of what's allowed
  - Asked for clarity on the schedule of the festival
- MM asked if the students could create a flyer to be disseminated at the summer festivals?

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

LC asked how we would like to respond to the CIP feedback session?

- LC suggested that the consultants and city present to the board
- SS asked if we can discuss DD feedback email he shared
  - DD shared the feedback he received at the gathering from Nick Aiello and other staff
    - Can there be dissemination of how the CIP are/ have been used, testimonials?
    - DD asks if this can be a BIA task or is this the responsibility of the city?
    - Discussion was had about the communication, disconnect between the city and communication between business owners and property managers, details of the CIP
    - DD shared questions about how to incentivize students to live/ work/ play downtown
      - SS responded to this by sharing the city doesn't own much downtown property, spoke to how different levels of government and larger orgs, such as Niagara College may be able to navigate student housing. A satellite campus downtown may be an idea to initiate this
- LC shared a partnership with the Tricycle program. LC proposes a pilot program with 1 bike for this year. Job Gym will do the training, COW will purchase the bike, insurance, policies. Other details were discussed. The proposal is for the BIA to manage the program and staff. LC still has some details about the program to gather. Weed control could be part of this program.
- SS summarized our 2 beautification initiatives are:
  - This program
  - Planters and hangers

Motion: to proceed to next step of the tricycle program

First: DM

Second: MM

Passed

## **NEW BUSINESS**

- SS- we were approved with a 3% increase. We discussed engaging a social media staff. SS proposes we revisit this discussion, following the summer students.

## **WHITE SPACE**

- LR asked to reflect on the council question of if we want to take over the COC again
  - GS noted there is background reflection on this topic
  - SS gave a recap on the process as to why it is a city event.

## **CORRESPONDENCE**

- COW is looking to eliminate recycling pick up in downtown in mixed-use spaces, this is going to council. LC gave a letter to not down pass this pick up.
  - SS suggests to send to regional council

**Next meeting: May 5, 2025, 7pm**

**Location TBD**

**Adjourned 9:03 pm**

Motion to adjourn: JB

Second: MM

Carried

# **Appendix**

## **Report of the Chair presented by Jesse D'Hulster**

It's been a busy and exciting few weeks in our downtown!

First off, a big thank you to everyone who joined us for the Collective Unique Boutique Grand Opening this past Saturday, April 5th. Special thanks to Councillor Seteram, James, Jane, and Holly for representing the BIA at the event. Your support means a lot to our local businesses as they launch their dreams right here in the heart of Welland.

We also want to extend our appreciation to all the members who came out to City Hall for the Community Improvement Plan update on March 26th. Your engagement in these discussions is vital as we shape the future of our downtown together.

Another exciting milestone was the grand opening of Love and Truth Tattoo on March 23rd. It's always great to see new energy and creativity joining our business community.

This Thursday, Lee and I will be attending a meeting regarding infrastructure improvements for West Main. We'll keep you all informed as updates come in and how they might impact the area and our members.

Just a friendly reminder that our Governance Meeting is coming up this Sunday. Hope to see all of you there as we continue the work of strengthening our foundation and operations.

And lastly, I'm looking forward to sitting down with Mayor Frank Campion on April 22 to record an episode of All Welland Good. It's a great opportunity to spotlight some of the exciting things happening in our community and within the BIA.

Thank you all for your continued support and participation. It's been a stretch of beautiful weather lately, and you can feel the momentum building—business is picking up and spring is in the air.

Looking forward to a great season ahead!

# Report of the Executive Director and Committees, presented by Lee Carr

## **Executive Directors Report – March 3, 2025**

### **Governance**

WDBIA 2024 Annual Report submitted to City Council Feb 18 by Jesse D’Hulster and Kaitlyn Joaquin.

City Clerk overlooked motion to approve the included WDBIA 2025 Budget.  
It’s now included in the March 5 City Council Agenda.

OBIAA confirms tentative date April 13 noon-3pm for Governance Training and Meeting best practices.

### **Finance**

2024 Financial Audit commenced today. Coordinating as required with Grant Thornton, RM Bookkeeping and Kaitlyn Joaquin as required

### **Beautification**

Working with Dave Steven, Manager Parks and Forestry, City of Welland to explore possible Collaboration on flower colors for WDBIA planters & baskets with City gardens and planters.  
More to follow.

Meeting next week March 10<sup>th</sup> with City and Job Gym regarding possible Street Team Tricycle program.

### **Marketing & Communications**

March Newsletter distributed February 28.  
Thank you, James for your ongoing support and work.

### **Events**

Bridge 13 Special Illumination Days – see report.  
52% nights are recurring annual Special Illuminations.

On-going discussions with planned Event Sponsorships partners.  
Final budgets/inclusions for next meeting. In line with 2024.  
Welland FoodFest feedback on sponsorship decline 2025.

**Partnerships, Opportunities and Proposals**

Awaiting schedule of Public Information Sessions for presentation of the results of the background review and further input and direction for the updated CIP plus new Streetscape and Public Realm Concept Plans.

Received from Darren Dimarco additional feedback and recommendations.  
Shared with City senior staff and consulting firm.