



**Board of Management of Welland Downtown  
Business Improvement Area - City of Welland  
In-Person at Leisure Cafe  
30 King Street, Welland ON L3B 3H9  
Monday, April 7th, 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 MARCH 3<sup>RD</sup>, 2024, MINUTES
7. REPORT OF THE CHAIR
8. EXECUTIVE DIRECTOR'S REPORT
9. COMMITTEE REPORTS

A) GOVERNANCE

NO REPORT

DISCUSSION:

. OBIAA GOVERNANCE TRAINING SUNDAY APRIL 13<sup>TH</sup> 2-5PM  
WELLAND RECREATION CENTER, 145 LINCOLN STREET,  
MEETING ROOM 113  
BACKGROUND/PREPARATORY MATERIALS PROVIDED

B) FINANCE

MONTHLY REPORTS JANUARY AND FEBRUARY, 2024  
KAITLYN JOAQUIN  
MOTION TO APPROVE

C) BEAUTIFICATION  
NO REPORT

D) MARKETING AND COMMUNICATIONS  
NO REPORT

DISCUSSION:

NIAGARA COLLEGE COOP PROGRAM  
SOCIAL MEDIA CONTENT CREATION  
15 WEEKS APRIL THROUGH AUGUST  
5 APPLICANTS  
5 POSSIBLE THEMES:  
. ATTRACTIONS & HERITAGE SITES  
. RESTAURANTS & ENTERTAINMENT  
. RETAIL & SERVICE PROVIDERS  
. OUTDOOR ART, PARKS & TRAILS  
. FESTIVALS, EVENTS & PARADES

D) EVENTS

NO REPORT

DISCUSSION:

- . QUOTES EVENT-WEAR FOR BIA STAFF, BOARD AND VOLUNTEERS
- . SPONSORSHIP PROPOSALS PENDING:
  - . ROSE FESTIVAL
  - . CANADA DAY (CITY)
  - . AFRO-CARIBBEAN FESTIVAL
  - . SALSA & CUMBIA FESTIVAL
  - . SEPT 21 TRUTH & RECONCILIATION EVENT (CITY)

F) PARTNERSHIPS, OPPORTUNITIES, AND PROPOSALS

NO REPORT

DISCUSSION:

NEXT STEPS: DOWNTOWN CIP REVITALIZATION

CITY/CONSULTANT PRESENTATION TO WDBIA BOARD? ETC.

TRICYCLE STREET TEAM UPDATE

CITY AND JOB GYM CONFIRM FEDCAP COVER 100% WAGES

16 WEEKS AT UP TO 40HRS/WEEK (FLEX FOR SCHEDULING

START END DATE, PART TIME VS FULL TIME ETC.)

CITY TO DRAFT PROPOSED JOB DESCRIPTION, TRAINING PLAN

SAFETY PROTOCOLS (OAK CENTER) FOR REVIEW & APPROVAL

ANYTHING WDBIA NEEDS BEFORE THEY ORDER EQUIPMENT?

13. NEW BUSINESS

14. WHITE SPACE

15. CORRESPONDENCE:

17. NEXT BOARD MEETING DATE: MONDAY, MAY 5TH @7PM

IN-PERSON ROOM 108 CITY HALL, 60 EAST MAIN ST.

18. ADJOURNMENT