



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”)*

*In person meeting, Room 108, City Hall
60 Main Street, Welland ON L3B 3X4
Monday August 11th 2025 @ 7:00PM*

Board Members Present:

H. Treddenick (HT), J. D’Hulster (JD), D. DiMarco (D.D), J. Buick (JB), G. Speck (G.S),
Melody Majzoubi (M.M), L. Robichaud (LR)

Board Member Regrets: S. Setaram (S.S), J. Takeo (JT)

Executive Director: L. Carr (LC)

WELCOME- CALL TO ORDER

The chair J. Dulster called the meeting to order at 7:04 pm

Land Acknowledgment offered by J D’Hulster

ACCEPTANCE OF AGENDA

Motion to amend, remove item 9: JB

Second DD

Passed

Approve amended agenda: JB

Second: DD

Passed

DECLARATION OF CONFLICT

None

APPROVAL OF MINUTES OF LAST MEETING

LR asked if minutes can be documented with initials or fully name?

GS confirmed that is acceptable

July minutes approved: LR

Second: DD

Passed

REPORT OF THE CHAIR- J. D'Hulster

See attached notes from Chair (See Appendix)

- Confirmation as of today that the website has been updated to remove Kelly Jones and Kaitlyn Joaquin

EXECUTIVE DIRECTOR REPORT- L. Carr

See attached notes from Executive Director (See Appendix)

Feedback on newsletter:

- Can we have a QR code in plexiglass leading to sign up to the newsletter?
- Newsletter should include contact information, email, website, social media tags, QR code to website

GOVERNANCE COMMITTEE- JD

Lillian from the bike program has resigned. JD has connected with the Job Gym to navigate this. The board agrees that we would like to offer John (current staff to the program) maximum hours before meeting full-time hours. JD will manage this with Job Gym. LC reminded us that all wages are covered through a Federal program through the Job Gym. The WDBIA will cover the extra fee once minimum wage increases by \$0.40 as of October 1st.

- We still don't have a Treasurer in place
 - Discussion around managing our governance was had
 - Discussion around working with OBIA for guidance on managing governance and how best to use our resources. The board asked if staffing the tent at the Latin & Cumbia Festival is the best use of our resources and LC confirmed this is indeed anticipated to be impactful
 - Suggestions for a specific governance meeting outside of monthly meetings was had

FINANCE

Nothing to report

BEAUTIFICATION

Nothing to report

MARKETING & COMMUNICATIONS

Nothing to report

EVENTS

Nothing to report

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

Nothing to report

NEW BUSINESS

N/A

WHITE SPACE

We weren't able to take advantage of the Canada Summer Jobs Program this year due to lack of capacity to recruit, hire and manage the staff

CORRESPONDENCE

Next meeting: September 8th, 2025, 7pm, location; TBA

Adjourned 9:08 pm

Motion to adjourn: GS

Second: LR

Carried

Appendix

Report of the Chair presented by Jesse D'Hulster

Chair Report – August 11, 2025

Over the past month, our main focus has been coordinating two major initiatives: the Niagara College student projects and the tricycle beautification team.

Niagara College Projects – The students successfully completed video and social media shoots for The Bank Art House, Collectively Unique Boutique, Canal View Café, the Museum, and the Firehall. Final deliverables are expected this week.

Tricycle Beautification Team – We hired two hardworking, forward-thinking individuals. Training was divided between the City of Welland (day-to-day process), Job Gym (onboarding, WHMIS, etc.), and myself on behalf of the BIA (expectations, scope of work, responsibilities). This was a time-intensive undertaking, but both were operational quickly. Unfortunately, one employee has since resigned via text for personal reasons. Job Gym is handling offboarding but has been unable to reach her. Tonight, we'll need to discuss/vote on:

1. Whether to allow her to return if she acted prematurely.
2. Whether to hire a replacement at this stage.

Afro-Caribbean Festival – A big success. Many thanks to Holly and her team, Melody, and Lee for staffing the booth. We distributed numerous flyers and promoted both established businesses (Mateo's) and new ones (Collectively Unique Boutique, Canal View Café).

Report of the Executive Director by Lee Carr

Executive Director report

. Satisfied all requirements of Audit to close it out with Grant Thornton Doane in advance of deadline.

Successfully delivered final approved Auditor Financial Statements and Report to City

Secured receipt of 2025 Levy Payment on deadline.

Executed pilot August Summer Newsletter “Poster” to increase significant reach

Worked collaboratively with Chair and staff for successful launch of Tricycle Clean Streets Team for the beginning of an amazing new weeds-Free downtown.

Increased Afro-Caribbean stakeholder exhibitors to 13 stakeholders for August festival.

. Finalized letter/agreement with building owner at 131 Division st regarding planter ownership, planting and maintenance

. Set up Jon and Lillian Tricycle team on payroll with RM bookkeeping.

. Picked booth provisions for August Afro Caribbean festival

. Ongoing daily solicitation of volunteers, stakeholders, stakeholders materials for August Afro Caribbean festival