



**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 July 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), L. Robichaud (LR)

**Board Member Regrets:**

**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**

Deferred

**REPORT OF THE CHAIR- J. D’Hulster**

See attached notes from Chair (See Appendix)

- Began conversation with Julia at economic development at the City of Welland

- Discussion was had on donation for the Rose Festival
- Discussion was had on fulfilling the Treasurer role

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

See attached notes from Executive Director (See Appendix)

- Regular meetings and conversations have been continuing
- ED and JD maintain daily conversations

Motion by the chair to go in closed session to discuss identifiable person

Passed

Motion to approve \$500 for HR consulting.- JB

Second: LR

Passed

Motion to rise from camera- DD

Second- GS

## **GOVERNANCE COMMITTEE**

Nothing to report

## **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

Motion to move forward with the WDBIA merchandise through SS Brandit- JB

Second- LR

Passed

Action item: LC to sign document re planters in front of LR building

## **NEW BUSINESS**

- JD shared an opportunity for a new website offer pro bono
- Discussed the status of the Canada Summer Jobs position and the Niagara College Student Co-op students
- Discussion was had on social media management
- Discussion was had around which businesses can be promoted through the WDBIA

Motion to create a new social media platform with WDBIA ownership for September- MM

Second- DD

Passed

#### **WHITE SPACE**

- HT asked where the bike locks went downtown?

#### **CORRESPONDENCE**

**Next meeting: August 11, 2025, 7pm, in person room 108, City Hall, 60 Main st**

#### **Adjourned 9:15 pm**

Motion to adjourn: GS

Second: DD

Carried

# Appendix

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

**Chair's Report – July 7, 2025**  
**Presented by: Jesse D'Hulster**

It's been an eventful two months for the Welland Downtown BIA.

First, I'd like to acknowledge the **opening of Canal View – Café & Restaurant**, which launched at the beginning of June. It's a beautiful addition to our downtown core and, personally, having attended opening day, I can confidently say they serve the best croissants I've had the pleasure of indulging in. Their presence elevates the culinary landscape of our area, and I encourage everyone to pay them a visit.

On **June 25th**, I attended the **Captain of Industry Golf Tournament**. I was proud to represent the BIA solo and stayed as long as I could to connect with attendees, share the exciting direction of our initiatives, and speak specifically about the **tricycle program**. I emphasized how its integration into the downtown experience will bring about positive, visible change and help reimagine how we connect and serve both locals and visitors.

While full details will be provided later today, I want to note that **outreach to the Job Gym** has been completed, and I will be conducting **interviews tomorrow** to find the right candidates for the tricycle program. This marks a key step forward in bringing that vision to life.

Additionally, I've **reopened discussions with the Salsa & Cumbia Festival** organizers. Their proposed sponsorship packages will require further conversation, but the dialogue is active and ongoing.

Lastly, I've taken steps to **become the primary liaison between the NC Co-op students and our downtown businesses**. I'm now CC'd on all related correspondence and am doing my best to ensure smooth and effective communication between all parties. It's important that these students feel supported and that our businesses are informed, and I'll continue to monitor this closely.