



**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 March 3, 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), J. Takeo (JT), G. Speck (G.S),

Board Member Regrets: K. Joaquin (KJ), Melody Majzoubi (M.M)

Executive Director: L. Carr (LC)

WELCOME- CALL TO ORDER

The chair J. Dulster called the meeting to order at 7:11 pm

Land Acknowledgment “act” offered by J D’Hulster

ACCEPTANCE OF AGENDA

Presented by JT

Second LR

Passed

DECLARATION OF CONFLICT

None

APPROVAL OF MINUTES OF LAST MEETING

Deferred to next meeting

REPORT OF THE CHAIR- J. D'Hulster

See attached notes from Chair (See Appendix)

- JT and other members expressed the great job Jese and Kaitlyn did presenting to council
- LC expressed his excitement for more businesses opening in Welland
- Mayor is confirmed to attend the upcoming business openings

EXECUTIVE DIRECTOR REPORT- L. Carr

See attached notes from Executive Director (See Appendix)

- It was noted by the city that the motion for council to approve the 2025 budget was overlooked in the presentation and this is being managed
- LC spoke with OBIA and is confirmed for OBIA training April 13th (unconfirmed)
- Financial reports have not been completed for this week
- Beautification
 - The city is open to collaborate on planters this summer
 - Update coming about the tricycle program
- Events
 - Discussion around bridge illumination management
 - We await sponsorship proposals
 - Rose festival
 - Santa Claus Parade/ Christmas Market
 - Afro Caribbean
 - Latin & Cumbia Festival
 - Truth & Reconciliation
 - Food Fest
 - Concerts On The Canal
 - COC listed as one of the top 100 events in Ontario
 - There will be 6 this summer

GOVERNANCE COMMITTEE- JD

LC spoke with OBIA and is confirmed for OBIA training April 13th (unconfirmed). Discussion around the date was had, the next proposal is to shift to 2-5pm

Committee vacancies:

- DD will take on chair for POP Committee
- Currently there are many vacancies on committees, immediate need for chairs for committees
- JT has offered to support LC in committees
- LR will chair Beautification and is Chair for Gouvernance
- SS requested for review of committee and chair responsibilities, Strat Plan and the terms of reference for committees and constitution with focus on committee roles in April meeting
-

FINANCE- LC

Financial reports have not been completed for this week

BEAUTIFICATION- LC

- The city is open to collaborate on planters this summer

- Update coming about the tricycle program

MARKETING & COMMUNICATIONS- LC

Newsletter went out with good feedback

EVENTS- LC

- SS brought forward the branding presence at events ie
 - t-shirts
 - printed tent
 - 5 panel brochures
 - Vinyl stickers label for business windows
 - Hats
 - Pens
 - Sandwich board
- GS and JD offered some professional opinions
- JT offered to lend his tent for this summer, likes the golf-shirt idea

Motion for the board to instructs the ED to gather options to purchase an event tent, polo shirts, smocks, hats, brochures, sandwich board, tote bags, giant pins and decals.

Second JT

Discussion:

- Investigate shapes and sizes of shirt
- GS supports this motion
- SS asked for sports material to be considered
- JB asked about welcome package, LC confirmed this exists
- JT asked about the brochure idea, LC described his vision

Passed

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

A short discuss on DD's feedback on the CIP program

NEW BUSINESS

- GS suggested an "admin" fee for lighting of the bridge requests- can we do this? Can the region assign this activity to the WDBIA?
 - JT supports this
 - SS suggests this as further direction

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: April 7, 2025, 7pm

Location TBD

Adjourned 9:03 pm

Motion to adjourn: JT

Second: LR

Carried

Appendix

Report of the Chair presented by Jesse D'Hulster

1. Grand Openings & Business Updates

- **Welland Indian Bistro – Grand Opening**

- Date: March 8, 2025
- Time: 2:00 PM
- Location: Welland, ON
- The grand opening of Welland Indian Bistro is set for March 8th and promises to be an exciting event with delicious culinary options. The event is expected to be well attended, and Mayor Frank Campion will also be making an appearance. This is a great opportunity to show our support for a new business in the community.

- **The Collectively Unique Boutique – Grand Opening**

- Date: April 5, 2025
- Time: 10:00 AM
- Location: 3 East Main Street, Unit 3, Welland, ON
- Another fantastic addition to our downtown core, The Collectively Unique Boutique, will celebrate its grand opening on April 5th. This business will add to the unique shopping experience in Welland, and I encourage all members to attend and welcome them into our community.

2. Council Meeting Recap

I would like to take a moment to express my gratitude to Kaitlyn for attending the council meeting with me on February 18th. This was my first time presenting to council, and having her support, along with that of Councillors Seteram and Speck, made a significant difference. I appreciate the encouragement from the BIA members and city representatives in ensuring our collective voice is heard.

3. Other Business

If any members have updates, concerns, or upcoming events to share, please feel free to bring them forward during the meeting.

Thank you all for your continued dedication to the Welland BIA. I look forward to another productive discussion.

Respectfully submitted,

Jesse D'Hulster
Chair, WDBIA

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 10th 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.