



**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 May 5, 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),

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

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

PRESENTATION OF 2024 AUDITED FINANCIAL STATEMENTS

See attached statements in appendix

Motion: The WDBIA accepts and approves the audit report and statements as reported May 5, 2025 by Rhea the auditor. (DD)

Second: JB

Passed

REPORT OF THE CHAIR- J. D'Hulster

See attached notes from Chair (See Appendix)

- Some discussion around the Main street infrastructure work was had

EXECUTIVE DIRECTOR REPORT- L. Carr

See attached notes from Executive Director (See Appendix)

- JT noted that there is someone already cleaning the streets. LC confirmed this is not through the BIA program
- LR asked for clarity on the tricycle program
- Discussion was had around sample event wear. We compared 3 quotes; the SS Brandit quote is the lowest expense
- Information is pending regarding partnership sponsorship with Canada Day and Truth & Reconciliation Day
- The city and JT have offered use of their event tent when needed
- BIA is committed to sharing Enterprise Centre for small businesses

GOVERNANCE COMMITTEE- JD

The board attended a governance training by the OBIA. Feedback was that it was very interesting, and now we need to take the learnings to review and update our existing documents (constitution, bylaws, policies & procedures, strat plan)

- Discussion was had on how to begin this review process
 - GS offered to take a first review of these documents
 - SS proposed we first review a more updated example to start with
 - LC said OBIA offered to support our reviews and he will persevere obtaining these samples
 - JB suggested looking for examples from other similar cities, as opposed to just larger centres
 - SS suggested St Catharine's, Innisfil, Collingwood, North Welland BIA
 - SS reminded us that the end of this term is 2026 and we should aim to have this complete before then. Recommends to review constitution and bylaws first
 - *** LC recommends a monthly review of where we are in relation to the strat plan (*a check-in*) and this be added to the monthly (quarterly at minimum) agenda under governance.
-

FINANCE- JD

Was discussed in the audit presentation

See financial statements attached in appendix

- JT asked when KJ is stepping down and what is the succession plan. She suggested DD and this will be discussed, and they will come back with recommendations

Motion JT: to accept and approve the statements

Second: DD

Moved

BEAUTIFICATION- LC

- LC proposes the owner of the planters on Helems gift them to the BIA, the BIA then plant them as we are already contracted to plant that same allotment number of planters
- This is anticipated to be cost neutral
- RL says the owners of the planters are willing to gift them with an agreement not to move them
- LC will draft an agreement

MARKETING & COMMUNICATIONS- JD

No report

EVENTS- LC

- JD will draft up other examples of the logo for the event wear
- LC will share the 2nd quote and the board will take a vote by email

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

JT will join the committee and there is interest from others

NEW BUSINESS

- SS shared some photos from Collingwood that were inspiration that can be used for DT Welland- lighting, tree bases (Welland has grates with weeds vs rocks), planters with height outside shops, pillars for framing downtown (the *scale* can evoke a sense of arrival), place making maps of downtown
- SS- the region has started a “Shop Local Niagara” campaign. SS had a discussion with the COW about how the WDBIA and the COW can further promote this

WHITE SPACE

N/A

CORRESPONDENCE

N/A

Next meeting: June 2, 2025, 7pm

Location: City Hall, room 108

Adjourned 9:43 pm

Motion to adjourn: JT

Second: DD

Appendix

Report of the Chair presented by Jesse D'Hulster

I want to start with thanking everyone who came out to the West Main Street infrastructure info event what a turnout! Yes, construction will bring dust and detours, but together we'll navigate the inconvenience and emerge with a streetscape worthy of the community that loves it. Let's keep the business owners in the loop throughout the build.

A quick scheduling note: my sit down interview with Frank Champion, originally set for last month, has been rescheduled to tomorrow at 9 a.m. We're speaking about what the BIA does, our initiatives and so forth.

Finally, I had an encouraging conversation with Ryan Harrison, new chair of the North Welland BIA and owner of the Welland Jackfish Baseball Club. We compared notes on being chair and the untapped potential of regional collaboration.

Thank you very much for your continued hard work. That is the end of my report.

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

Executive Directors Report – May 5, 2025

Governance

Follow-up OBIAA Governance Training

Review of Governance Documents for review, updates as per current best practices and legislation
Establish priority list and schedule.
Build sub-committee
See Agenda

Finance

2024 Financial Audit complete Doane Grant Thornton
Thanks to Audit Team and Kara and Nancy from RM Bookkeeping in helping me with the heavy lifting.
Upon Board Approval we will submit to City Council and CFO Stephanie Nagel as required.

Treasurer Kaitlyn Joacquin announces her eventual step-down from WDBIA (DJB closing Welland Office)

Beautification

Approx 7 planters on West Main St affected by Infrastructure Phase 2
Will not need to plant for 2025 and 2026 seasons
Propose storage by City or Region.
Property Owner at Helems and Division to gift 6 planter in exchange for WDBIA planting.

See Agenda

Meetings ongoing with City and Job Gym regarding Street Team Tricycles.
City purchasing 2 –
Job Gym secured Fed Cap funding to \$6000 labor
Planning 2 part-time seasonal positions
Staggered schedules
Details forthcoming

Marketing & Communications

March Newsletter distributed May 1

Niagara College x 5 Social Media Content and Content Calendar
Contract coming @ meeting #2 May 12

Canada Summer Job Social Media coordinator position JD
Submitted for final approval and posting
Planned start date June 1-15 x 8 weeks

Events

Sample event wear from SS BrandIt for WDBIA Event Wear etc.
Secure final sizing for Board, CSJ student, Niagara College co-op students

Final agreements coming from Event Sponsorships partners.
City Events – pending details from City staff
Includes Canada Day, Truth & Reconciliation plus
Other possible opportunities.

Partnerships, Opportunities and Proposals

Jesse and I to met April 14 with Dylan Tamlin from St. Catharines
Enterprise Center regarding Grants for Small Businesses (stakeholders)
for benefit of WDBIA stakeholder business operators.
Awaiting details for distribution and sharing with downtown stakeholders

Jesse met with Ryan Harrison, new Chair Welland North
BIA to explore opportunities for collaboration

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.

Financial Statements

Welland Downtown Business Improvement Area
Budget Compared to Actual
March 31, 2025

	Previously Reported	March 31, 2025	Actual YTD	Budget	Comments
REVENUE					
Lavvy	-	-	-	122,995.99	
Grants & Sponsorships	-	-	-	20,000.00	
Canada Summer Jobs	-	-	-	12,500.00	
Total Revenue	-	-	-	155,495.99	
EXPENSES					
Administration					
Insurance	376.92	188.46	565.38	2,400.00	March Insurance
Conferences & Meetings	-	-	-	2,500.00	
Audit & Professional Services	-	11.97	11.97	2,650.00	
Office Supplies & PPE	20.00	87.82	107.82	1,250.00	Monthly Board Meeting Materials = photo copies
Office BUFFER	-	-	-	3,750.00	
Bookkeeping	821.12	410.56	1,231.68	5,400.00	Monthly Bookkeeping
Technology	46.98	46.98	93.96	1,790.00	Monthly Zoom = Phone
Technology BUFFER	-	-	-	600.00	
Memberships	-	-	-	300.00	
Administration	1,598.83	750.15	2,348.96	13,200.00	Note 1
Total Administration	2,861.85	1,495.94	4,359.79	33,840.00	
Beautification					
Planters	-	-	-	7,850.00	
Baskets	-	-	-	7,100.00	
Maintenance	-	-	-	19,400.00	
Seasonal	-	-	-	10,000.00	
Street Crew	-	-	-	5,000.00	
Administration	799.41	375.07	1,174.48	6,000.00	Note 1
Total Beautification	799.41	375.07	1,174.48	55,950.00	
Community Events					
Community Events & Workshops	-	-	-	7,000.00	Note 2
Community Events BUFFER	-	-	-	7,000.00	Note 2
Administration	3,997.07	1,875.37	5,872.44	32,800.00	Note 1
Total Community Events	3,997.07	1,875.37	5,872.44	46,800.00	
Promotional					
Marketing	-	120.00	120.00	5,500.00	
Banner Maintenance	-	-	-	1,500.00	
Administration	1,442.08	676.60	2,118.68	11,800.00	Note 1
Total Promotional	1,442.08	796.60	2,238.68	18,800.00	
Total Expenses	9,102.42	4,542.98	13,645.40	155,390.00	
Interest Earned (Expense)	42.25	53.03	95.28	-	
Net Income (Loss)	(9,060.17)	(4,489.95)	(13,550.12)	105.99	

Note 1
The budget payroll expense for our executive director, and CSI based on the following allocation

	Previous Period	Current Period	YTD
Administration	20.4%	20.4%	20.4%
Beautification	10.2%	10.2%	10.2%
Community Events	51.0%	51.0%	51.0%
Promotional	18.4%	18.4%	18.4%
	100.0%	100.0%	100.0%
Payroll to date	7,837.40	3,677.19	11,514.59

	Community Events		
	Community Events	Workshops (Buffer)	Totals
Budgeted Amounts	7,000.00	7,000.00	14,000.00
Food Fest	-	-	-
Rose Festival	-	-	-
Alto Caribbean	-	-	-
Salsa Concha	-	-	-
Santa Claus Parade Spoon	-	-	-
Potential NPE event?	-	-	-
Buffer	-	-	-
Buffer	-	-	-
Budget Remaining	7,000.00	7,000.00	14,000.00

Financial Report

March 31 2025

Balance Sheet

- E Savings is at 65K at the end of March, but this is expected to decrease as we anticipate spending for this upcoming planter season
 - Eg as at April 28th, our e-savings is down to 37K due to our projected spending in June
 - With our higher balance sitting in our e savings account, we were making \$50 a month vs the usual \$20 -> it'll be nice to see what this looks like in July when we get our Levy and have a much higher balance sitting in our savings account
- Deferred Income – Donations is an auditor adjustment, likely will be reversed after the current audit is completed
- Federal Taxes relates to March Source deductions

Budget Compared to Actual

- Total for March we spent a total \$4,500
 - March includes monthly amounts for Insurance, Board meetings, Bookkeeping and Zoom / Phone expenses -> Remaining spent towards wages as expected
 - As a reminder, items highlighted in orange relates to buffers for any new spending that we didn't previously budget for

Welland Downtown Business Improvement Area

Profit and Loss

March 2025

	TOTAL
EXPENSES	
Administration	
Bank charges	1.67
Bookkeeping	410.56
Insurance Expense	188.46
Office Expenses	29.00
Payroll Expense	3,918.70
Technology	35.34
WSIB Expense	-241.51
Total Administration	4,342.22
Promotional	
Marketing Expense	120.00
Total Promotional	120.00
Total Expenses	\$4,462.22
OTHER INCOME	
Interest earned	54.70
Total Other Income	\$54.70
PROFIT	\$ -4,407.52

Welland Downtown Business Improvement Area

Profit and Loss

January - March, 2025

	TOTAL
EXPENSES	
Administration	
Bank charges	26.99
Bookkeeping	1,231.68
Conferences and Meetings	11.97
Insurance Expense	565.38
Office Expenses	107.82
Payroll Expense	11,756.10
Technology	93.96
WSIB Expense	-241.51
Total Administration	13,552.39
Promotional	
Marketing Expense	120.00
Total Promotional	120.00
Total Expenses	\$13,672.39
OTHER INCOME	
Interest earned	122.27
Total Other Income	\$122.27
PROFIT	\$ -13,550.12