

**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, August 14th, 2017
Leisure Loft, King St. Welland at 5:30 p.m.**

Board Members Present: D. Bujold-Wright, J. Eisen, H. Hudson, A. Adams, S. Hamp, K. Jones, M. Stadnik and B. Herchmer

Board Members Regrets: B. Fokkens, L. Spinosa, J. Chiochio and S. Billyard

Executive Director: S. Hicks

Recording Secretary: J. Bujold

Welcome - Call to Order

The chair called the meeting to order at 5:32 p.m.

Committee-of-the-Whole (in-Camera)

i. Procedural approval of minutes

a) Meeting of June 5, 2017

In-Camera – 5:33pm

Out of Camera – 5:40pm

“BE IT RESOLVED that the minutes discussed In-Camera be accepted as presented.”

Proposed by: J. Eisen

Seconded by: H. Hudson

Motion carried

Open of General Meeting

General Meeting started at 5:40pm

The Chair presents the newest board member Marlena Stadnik Assistant Manager of PenFinancial. She joined them about 1 year ago.

Acceptance of Agenda.

“BE IT RESOLVED that the agenda be accepted as presented.”

Proposed by: H. Hudson

Seconded by: K. Jones

Motion carried

Declaration of Conflicts

None

Board of Directors General Meeting Minutes from Monday, June 5th, 2017

“BE IT RESOLVED that the Board of Directors accepts the minutes of the General Meeting of June 5th as written”.

Proposed by: J. Eisen

Seconded by: H. Hudson

Motion carried

Report of the Chair

June included meeting with Mayor and City CEO. Items discussed were the floating stage, Canada Day, city plaza redevelopment and beautification update.

A meeting between the office of Mayor and francophone “cabinet” of stakeholders, which include the WBDIA. Lucie Huot of CERF, the Mayor and Chair of the Board attended a conference in Quebec City – Francophone and Francophiles des Amériques which resulted in a direction to follow tourism as a path to promotion and development of the French language, its heritage and the impact of the movement of French culture/language through the Americas. Welland is an important cog in that relationship and planning is to further explore this opportunity.

A reach out to OBIAA on the above topic was made and a meeting with the Executive Director Kay Matthews is scheduled for August 11th.

Shared at the conference are the steps taken by the WBDIA to be bilingual in all of its communication and work. This was viewed in a very positive light and impressed upon the representatives of the role Welland wishes to undertake. Staffs of the Centre have indicated a desire to visit Welland and assist where they can.

A meeting with Board nominee Marlena Stadnik took place in early July. With her acceptance of the nomination, a revised slate of Directors was forwarded to City Council who ratified the slate at Council meeting of July 25th.

Meeting with Director Sam Hamp concerning the HST decline and process to appeal the decision with a filing under a different section of the Act.

A meeting of the Governance Committee took place on July 13th, which Brenda Herchmer has filed under separate report. As will be noted the work is extensive and comprehensive which will lead the Board to operating with guidelines.

Have been attending the Supper Markets on Merritt Island and thoroughly enjoying the food, entertainment and beverages. Much work has gone into this initiative and a review by summer's end will be imported to have. I heartedly encourage directors who have not had an opportunity to do so, firstly in support and secondly in order to be able to contribute and participate in the de-brief of the event in September.

Participated in a great evening of lighting examples of heritage buildings in the downtown. Philips provided options in lighting building such as the Court House, the former Library, now the Museum, current City Hall and Central Fire Hall. The exercise was well worth the time as the potential is amazing.

Staff from City Hall accompanied us and Philips then forwarded estimates of costs in different blocks and in its entirety. This report will come to the Board in September and will be viewed by Finance and Audit for long term planning.

Met with management of Staples who are looking to begin a dialogue on a business that would benefit our downtown members. During the discussion, also required about a pilot project where a "kiosk" store could be opened in the downtown.

Have reached out to Notre Dame to continue the conversation about a training retail outlet in the downtown.

Executive Director's Report

Great compliments about the banners. Only 1 negative that they were too small. We couldn't go any bigger and we needed to get special permission to go from 24 to 30".

Social Media – In June – Old CIBC open house on King St. – 4,505 likes. In July – CHCH Video of Floatfest World Record – 14,950 likes

Top Tweet – Open house at old CIBC earned 1,139 impressions

Top Media Tweet – In June - Welland Rose Festival Street Dance earned 1,127 impressions. In July – Concert downtown earned 893 impressions.

Welland Bridge #13 – In June – last Canada Day reached 2,637 and July – from Canada Day reached 1,531.

Welland Supper Market Facebook - In June – Preview to Supper Market reached 980 and in July – Video recap of the 3rd

WDBIA Google – Summary for June – 257 people saw your business 198 people saw business on Google Maps, 51 people ask for directions to your business and 3 people found your phone number and called.

Website – Welland Supper Market tab created under events

Meeting -Downtown Members/Potentials

Taris on the Water, Welland Martial Arts Centre, Shear Nerve Hair Salon, PenFinancial, The Pack Rat, Mario's and D'Angelo Printing.

Meetings working Partnerships (include conference calls/teleconferences) –

D'Angelo printing walk of entire catchment to determine which poles the banners can go on.

Welland Tribune – new rep and possible advertising opportunities/sponsorships.

Meeting with Public Works re: poles in the core and having the current banner arms off.

Meeting with Giant FM re: Canada Day ads and Welland Supper Market ads.

Meeting with Mayor re: re-cap of spring season and what to expect for summer.

Philips Lighting evening meeting to provide mock ups of lighting significant buildings in the downtown.

Coordination with Country Baskets on the flower planter installs.

Orientation of Summer Student.

Bike racks that were stored at 195 East Main out of storage, public works picked up and installed – 2 in Merritt Park, 1 by the art space and the rest they have locations but install not complete.

Canada Day Sponsor Spotlights: Seaway Mall, David's Chev, Reuter & Reilley, La Boite, Welland Martial Arts, Special Olympics, Casa Dante, Enviro Niagara and Bujold Colburn & Steele.

Meeting with Steve Zorbas re: Niagara Community Foundation Grant.

Site Walk with Public works for the Welland Supper Market – set up and requirements.

Meeting with Canada Day Vendors with regards to set up.

Meeting with Dave Zezella re: Feast St. Beer Sponsorship.

Meeting with Richard Dalton re: signage in Merritt Park and Island for Supper Markets.

Committee Meetings: 150th in Welland Marketing Meeting x2, FEAST ST. Niagara Budget meeting. Niagara Tourism Network, Canada 150th Committee meeting. WDBIA Marketing, Events and Promotion meeting, Active Transportation Committee was meeting.

Events: Street Dance (attended, worked the Canada 150th booth and also promotion as event happening downtown, Summer Student attended the Grand Opening of the Welland Public Library Seaway Mall, Summer Student attended the PenFinancial BBQ, Summer Student attended Grand Opening of Employment Solutions Seaway Mall, Canada Day, Welland Supper Markets (July), Banners up on downtown (almost complete) Floatfest – Onsite for 150th Committee.

Reports/Application/Marketing Material – Paperwork for Summer Student, launched Welland Supper Market Social Media, Interim report completed for NIC Grant, Video produced for Canada Day, Signage for the Welland Supper Market, and Best Practices back to OBIAA re: Canada Day. Successfully obtained our domain name back after being shut down for 12 hours.

Motions

None

Committee Reports

Finance and Audit – Nothing from the payment for the banners have come out yet under Marketing and Beautification. Sponsorships are still coming in. Re-branding budget for banners. Executive Director is very transparent about spending. Strongly suspect the board will finish with a reserve to assist the board with any expense before the levy is given.

Beautification – I was out of town last week Wednesday to Friday. What a thrill it was coming home to see the planters thriving as I drove down East Main St. However, a greater thrill was awaiting me when I drive by the Civic Square and saw one of our banners be hung! Since then I have spoken with multiple people and have heard nothing but praise for the banners.

One of my customers from Fonthill was in on Saturday picking up a few treats before she and her family went paddling on the canal. When I asked her if she had seen the banners, she became effusive about how nice downtown, Welland is and how she prefers coming to Welland to shop over her own downtown. I was especially interested to hear that she intentionally shops at No Frills because the store employs a young man with an intellectual disability in their produce department. She also encourages her friends to do so, too, and one friend now drives here from Fenwick to shop.

When we went through the branding process last summer our committee all centered on the caring character of the people of Welland. This led to the slogan: Downtown: Experience the Heart of Welland. Being a caring community does matter. It does help a city flourish. As I spoke to this customer, I was proud to be able to pull out one of our downtown business card to point out our slogan and be able to explain the rationale behind it.

As we come to the end of the summer and enter into the fall, we are seeing the culmination of several years' of planning and hard work. There are disappointing moments when flowers are stolen out of planters or when naysayers make disgruntled comments. However, we continue to work on incremental progress...the dominoes of Welland's problems are slowly falling and the rewards of our work promises a bright tomorrow.

Governance – The committee's first meeting of Thursday July 13th resulted in a draft table of contents (circulated for review) for what could potentially be included in our policies and procedures manual. The intent is to have a draft finalized for board approval by January. It will then be sent to the City Clerk are circulated to be presented at the April AGM.

Marketing, Promotions and Events – Welland Rose Festival Street Dance this year was brought to the Civic Square with the Stage facing the Civic Square (back to the Courthouse on Cross Street). The Board will recall that in the past few years, financial support was not provided because of the off street location, this area not being inclusive to families due to placement of the licensed areas. This year it was amazing, the kids were dancing, the entertainment value enhanced (Headliner, The Associates). The attendance was up from previous years. A follow up with NRP confirmed that there were not any concerning issues. One of the Don Romano who only indicated that Star security they has issues with, which was very helpful in myself booking security for Feast St. Niagara.

Canada Day – was Eh-mazing downtown gain, great reviews from businesses and the community. Followed up with the City to see if there were any complaints and there were none. We estimate about 10k people attending throughout the event, which started at noon and ran until after 10:00 pm. The extended hours were due to Canada's 150th and Victoria Day being rained out moving one of the 150th Committee event being placed on the Canada Day agenda. A concern for the day stems from being short-handed with City staff during set up delaying timely set up. The added water component was a HUGE success and we will be looking now to make that larger in the future.

Canada 150th Events – Talent show top 10 performers performed on Canada Day and the top 3 were awarded. This was a great community event that kept people engaged from January until Canada Day. Next large event for 150th Committee is the tree planting ceremony-taking place on Merritt Island on September 23rd at 10:00 am. We are unveiling the plaques of the trees that people have purchased and the opening of Trail 150. We were successful in receiving a grant from TD that they launched called Tree Canada, we will be having entertainment and some food trucks on the island possible and indigenous ceremony as well.

Welland Supper Markets – They have been good with the best Market just last week where all the vendors SOLD OUT by 8pm. The negative is the lack of parking on the island. We could really use more help if anyone can spare sometime to do ticket sales. Every Wednesday 4:30-8:30 pm on Merritt Island until August 30th being the last one. The summer student's last day is August 25th however would like to hire him for the last Market on the 30th as I cannot do the set up by myself. If we pay \$12.00 per hour at 8 hours, it would equal \$96.00 and it is within the Supper Market Budget.

“BE IT RESOLVED that the board agrees to pay for summer student hire to work on August 30th.”

Proposed by: K. Jones

Seconded by: B. Herchmer

Motion Carried

The Chair requests that the Event Committee put the Supper Market on their committee agenda.

Floatfest – Attended on behalf of the 150th Committee – great event again, the aftermath of breaking the World Record is still hype in Welland. Anthony Gallaccio has a video on Facebook its long but well worth the watch. Very colourful event, future Welland can keep breaking its own record without having Guinness on site; just have to hire a professional surveyor.

FEAST ST. Niagara – The past 2 months have been nothing short of eventful. I would first like to thank Stephanie and Akwasi for picking up a lot much of the workload for the event during July.

After some thought it was decided to eliminate 20 vendors spots bringing our total to maximum of 40. This also means that event needs \$10,000 worth of sponsorship. Although this is a big task, there are some great minds on it. The mission plan has been confirmed with vendor coordinator Leanna Villella. She has put together a small team of go-getters for us.

As for music, bookings are completed following many meetings with Todd Brown from NMA's. The decision is to hire and promote the best of local talent to showcase what Welland and Niagara has to offer, and to keep smaller budget. Entertainment will be continuous all day, which will be a great draw. In past years, people ate and left and the big drinkers came out at night for the music. This event will have music all day and for the whole family.

As to advertising, meetings with Bell media have occurred on 3 occasions. The game plan will launch 2 weeks prior to the event. It features hundreds of radio segments with a value in the 10's of thousand of dollars. The launch on social media occurred this past week. The event page, between going and interested is just shy of 400 attendees already.

The event website is being created by Myles from Tenpine in trade for sponsorship. It will be collecting volunteers and providing info for the people. We will have links and updates to you, as it is available.

A great last-minute addition to compliment the event is the Board's involvement with culture days inside Civic Square. Paul Turner created an organization called C.E.E.D. (Celebrating and Embracing, Equality & Diversity). They will be bringing even more culture and diversity through activities, dance, music and more.

Following the report, the Chair poled the directors to confirm if the Board is committed to this event because of the unforeseen difficulties and challenges that have taken place. Following discussion, it was agreed by the Board to continue with the planning of the event with a final decision once a vendor count is completed by the first Thursday in September.

Business Arising

- i. Banners in the Downtown – already reported on
- ii. Market application / cleaning fee – postponed until September
- iii. PERL update – Executive Director sent link
- iv. Active Transportation Committee - Executive Director is on the Committee. Get active one Sunday a month.
- v. Director Photos (Thies Bognar) – Thies Bognar will come out at the September meeting for professional headshots. For any board member that can come out at 5 he will be able to get them done before the meeting at BIG.
- vi. Réseau Francophone Francophiles des Amériques – Written partnerships with proposals with Alexander Lafayette to become a sister BIA. Moncton and Campbellton New Brunswick are bilingual towns and agreement to work with them to move with the bilingual work in Welland and with the WDBIA.

vii. Status of HST request/applications – Criteria's are that the board must be a charity and at minimum 40% governmentally funded. Contact with a few (3) other BIA's on their process and eligibility for this refund. The chair and/or S. Hamp will have a conversation with the CRA.

New Business

i. Internships – have been applied for

ii. Co-op opportunities (High School – Skills Major) – continue to pursue. Further to meetings between BIA and Richard Dalton a reach out to École Secondaire Catholique Jean Vanier is forthcoming. Reached out to Marco Magazzini to see if a retail store could be open by the ND Students to showcase and teach them.

lii. Bridge #13 – programming protocols

iv. Presentation by April Jeffs – She contacted the board to come out and speak to us in September. The board would sponsor a forum for all candidates. Board does not want to show bias or favoritism by only having one candidate.

v. Recycle Program – Bring forward in September

vi. Street Furniture for 2018 – benches this fall from N D for the bus terminal and waterfront. Check to see about the corner of Hellems and East Main St. Have a cluster and not just one. If the board can have a look in the downtown to see where more benches can be added, please contact the Executive Director or the J. Eisen from Beautification.

vii. Extension of summer student contract (Supper Market/Feast St.) – already reported on

White Space

H. Hudson – Discussion on the 2-way streets in downtown. Chair responded that the Transport Study of Niagara is ongoing and results have not been circulated yet. Information received on this desired outcome is the cost or traffic signals, both the installation and ongoing costs as well as the configuration of Division Street Bridge which must remain 1way. The traffic congestion in the West Main and Niagara Street would not accommodate 2-way traffic from Division Street Bridge. Main Street is not as challenging other than the narrow width of Bridge #13. An update can be obtained.

Continued Bike traffic on sidewalk. Very dangerous. 2-way street would help this issue. Board discussion and chair confirmed the by-law was passed 4 years ago but must be enforced. Suggestion from directors is to make a presentation before Council. Chair suggested meeting and working with the NRP.

B. Herchmer – Grants are available for downtown. There are 6 different CIP's however, however, very convoluted to apply. Plan to have meeting with Planning Committee to discuss this issue. The board needs to look into this before no one will use them and the City will stop offering them.

D. Wright Bujold – Staples possibly looking at putting a kiosk downtown as a pilot project. Discounts to be offered. They would like to make a 10-minute presentation in September or October.

Mayor about the Central Fire Station also contacted the chair. The city would like to work with the BIA. The chair's opinion is still that it should be a combination of business and museum.

Chair requested that all committee chairs submit their budget to Stephanie Hicks by no later than the October 15th.

Executive Director – A coffee place contacted her as they are looking at purchasing in the downtown. They would prefer not to lease. If anyone knows of a place, please contact her.

Division Street “high rise” building being renovated into a student rental.

Looking for a meeting location for October meeting

K. Jones – Issue with downtown the HUB business owner David Clow. It is strongly recommended that directors do not engage with him. He takes attack on social media. The City is working with the owner of the building he is leasing.

Correspondence

City of Welland Training Session

City of Welland Approval of AT Committee Member

Council approval of revised slate of directors

Next Meeting

Next meeting Date is Monday, September 11, 2017: BIG on East Main St. at 5:30 p.m. Please remember that Thies Bognar will be there for 5 pm to take the professional headshots.

Adjournment

The meeting adjourned at 7:50 p.m.

Proposed by: A. Adams

Seconded by: K. Jones

Motion Carried