



**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, February 6th, 2017
Civic Square 108/109 – 60 East Main St. Welland at 5:30 p.m.**

Board Members Present: D. Bujold-Wright, J. Eisen, H. Hudson, L. Spinosa, B. Fokkens, B. Herchmer and K. Jones

Board Members Regrets: S. Billyard and J. Chiocchio

Executive Director: S. Hicks

Recording Secretary: J. Bujold

Welcome - Call to Order

The chair called the meeting to order at 5:35 p.m.

Acceptance of Agenda.

“BE IT RESOLVED that the agenda be accepted with the addition of letter of resignation under correspondence.”

Proposed by: J. Eisen

Seconded by: L. Spinosa

Motion carried

Declaration of Conflicts

None

Board of Directors General Meeting Minutes from January 9, 2017

Correction under Beautification report should state received complaint in winter 2015/2016 for lack of greenery and then winter 2016/1017 lack of light.

“BE IT RESOLVED that the Board of Directors accepts the minutes of the General Meeting of January 9th as amended.”

Proposed by: L. Spinosa

Seconded by: J. Eisen

Motion carried

Report of the Chair

Attended the SEART meeting about the Rose Festival

Items were outstanding and issues arose on the Parade Route concerning coordination with the Bus traffic as well as the set of the waiting transport trucks and floats.

Discussion on the Street Dance, which has yet to be finalized regarding the precise location, the closing of the streets and food access. It is not certain if the event will include the Plaza, area of the Civic Centre but it does look to Cross Street and possibly the rear of Civic Centre.

Food on site is mandatory with the serving of alcohol versus the suggestion of having access to downtown restaurants. As well from the BIA perspective having two restaurants, "designated" may not be the best optics for the event.

Safety issues were brought up as to the street dance not having East Main closed as was requested for the Tragically Hip concert. The closure of East Main also brings about its own logistical issues.

Risk management was brought up to the committee in that the City of Welland liability insurance is being listed. When asked about the \$100,000 deductible it was stated that insurance is in place for the deductible. From my information and knowledge, I do not believe that insurance companies insured a deductible. This was noted as a risk to our membership if there is any damage. Can the Rose Festival Board assume the cost of remediating injury and/or damage?

Met with Feast Street even chair Lucas Spinosa. The planning is well on its way as will be briefed during this meeting. I have agreed with the chair that the planning starting in January of this year is not sufficient should we wish to sponsor this type of even on an annual or bi-annual timetable. However, much work has been completed and I wish to take opportunity to underline the efforts to day by Lucas Spinosa.

The constitution and by-laws draft have been forwarded to the City Clerk for review and input. Copies of the working documents are also being provided to directors for the comments. Outstanding in the by-laws is the directive under financial about the credit card and regarding electronic communications. Communication shared by the City Clerk will be forwarding during the next few weeks. At the march Board meeting, the Constitution and By-laws will be brought forward for acceptance and be placed on the agenda for the 017 Annual General Meeting of April.

Attended the General Committee Meeting as the In-Kind grants were tabled for discussion. The discussion by Council was deferred to February 14th. The Board has requested as in-kind grant of 7115.00. A maximum of \$46,500 was budgeted by Council of which \$21,836.13 has been recommended for approval by staff. The BIA amount is not included in that the recommendation. The balance open is \$24,663.87 covering requested dollars of \$31,584.01.

Reviewed the bilingual aspect for the Welland Downtown BIA and furthering the discussion of last Board meeting, the correspondence for joint effort such as the 150-day countdown to Canada ay as well as our correspondence, presentations and importantly the Web Site being available in both languages.

Report of the Chair con't

Working initiatives with Ecole Secondaire Catholique Jean Vanier and potentially Ecole Secondaire Confederation are under discussion

- i. Mandate and Role with organization - The chair would like the board to think about it and come back in March.
- ii. Board membership - Suggestion for board members; Recording artist, Retail owner, Lawyer and Restaurant owner.
Community person. Will put an add on Civic Corner and Social Media.
- iii. Officers - The board decided to hold off until all positions are filled.

B. Fokkens motions that a written report of the chair be submitted along with the other committee reports.

J. Eisen seconded.

Motion carried.

Executive Director's Report

Social Media - BIA Facebook likes reached 1,084. Photo from Instagram reached 1,152

Top Tweet – Happy New Year earned 58 impressions

Top Media Tweet – This Saturday! Let's celebrate NYE2017 earned 457 impressions

Welland Bridge #13 – Bridge lighting up for Quebec reached 3,907

Website – Just have a few more businesses to load and waiting on the French Translation

Meeting -Downtown Members/Potentials – none scheduled this month.

Meetings working Partnerships (include conference calls/teleconferences) –

OBIAA monthly teleconference call-Topic was BIA is planning events and 150th Celebration what the BIA's involvement is.

Meeting with Bernice Booth at Civic Square regarding the list of planned events for the Welland Events guide (coming in May) that the WDBIA is involved with, also the 150th Committee.

Meeting with Giant FM re-advertising for Canada's 150th Feb. 2 event

Meeting with Sarah Ane to start planning and booking of entertainment for Canada Day.

Teleconference call with Silversmith Breweries about what the next couple of months work for the Supper Markets.

Online Webinar held by OBIAA re: ROI

Meeting at the Black Sheep Lounge for potential partnership with Feast St Niagara and the Niagara Music Awards.

Attended the SEART meeting for the Rose Festival Events

Online Webinar for Niagara Community Foundations

Executive Director's Report con't

Got promotional for Social Media when the curling decals were being put in the rink.

Met the Welland Tribune at Civic Square for photos and article about the Bridge lighting and curling event

Lots of online work on the website – loading of business, pictures, descriptions, content material to Tenpine.

Committee Meetings - Canada's 150th in Welland two in January, Marketing and Promotions several, 150th Marketing Meeting, 150th Events Meeting several.

Reports/Application/Marketing Material – Wrote and submitted a grant to Niagara Community Foundations – Canada's 150th, for Feast Street Niagara. Created 2 award submissions for the OBIAA conference. Gathered all material for our Audit and sent to the auditor (working progress) Press Release completed re: Feb 2 launch event, Feb 4 Curling Event, Top 15 Talent performers.

Motion

No motion tabled by committees

Committee Reports

Finance – Treasurer was not available therefore, the chair gave the report. Everything for audit has been submitted to auditors with a timeline end of February / early March as must have it completed for presentation at the 2017 AGM.

HST update – The chair spoke to Revenue Canada. The BIA was declined under section 305. The chair will re-file under section 306.

Beautification – J. Eisen reported that the only project on the go is the design of the street banners

Beautification would like to play an active role in the design. However, this should probably be a joint marketing and beautification project or a very short term as hoc group. The first step will be choosing the key words. The Executive Director has asked everyone to bring ideas for this meeting.

Directors present shared their ideas. Examples were: Shops, Fine Foods, Scenic Walks, Museum, Historic, Rowing, Cycling, Bridge 13, Relax, Mural and Festival. Have Welcome in different languages.

The City Planters are becoming a garbage issue. The board will contact City Staff.

Marketing, Promotions and Events – Executive Director reports the key events are banners, Canada Day, Feast Street and Supper Markets.

Governance – The chair circulated By-laws and Constitution drafts. The chairs requested comments from the board by Feb 15th. Request to add guideline for time line. Suggestion to add quorum of a specific percentage for changes to the Constitution.

Business Arising

i. Banners Update – discussed earlier in the meeting

ii. Welland Rose Festival – The board requested \$5000 in sponsorship. At the last Board meeting the decision to sponsor was incumbent on the findings of the SEART meeting. As the outcome of discussions was delayed to the March SEART, a decision could not be made.

Motion by L. Spinosa to defer decision of sponsorship until receive information from March's SEART.

Seconded by K. Jones.

Motion carried

iii. Website – discussed earlier in the meeting

iv. Update on "Feast St Niagara" – L. Spinosa reports that the committee make-up has been completed and includes; NRP representative to assist with guidance on security; Todd Brown of Niagara Music Awards; Deb Zahra of Boston Pizza; Mike Farkas of G3 Design; Dave Grant to assist with Bell Media and Radio marketing and Mark Holmes with Food Festival experience.

Upcoming meetings have been schedule with potential sponsors for financial support and partnerships. .

There is a community forum Wednesday February 8th at 5:30 at the Black Sheep Lounge. Have invited the Feast St Niagara committee along with representatives of City Staff, BIA and potential sponsors.

A request for the water truck from the Region has been completed; another 150th fund from Niagara Community Foundation will be taken up and a letter from Tara Stevens.

The security plan from 2015 Niagara Food Festival was given to the NRP for review to determine if it will translate well for the new footprint.

New Business

i. Active Transportation Advisory Committee – Executive Director cannot sit on committee, as she is not a resident of Welland. Looking to see about nominating her by proxy.

White Space

H. Hudson suggests that we put up Xmas Sprays with red ribbons as they do in Fonthill. We can use the group from the hospital. This suggestion will be brought up through Beautification.

150th Committee would like a photo of the board playing curling on the rink. Anyone who can meet at 5 pm prior to the meeting for the photos opt. There is a locked box with brooms and rocks to be used. Just ask the security guard.

Move the budget to the fall so the request to Council can go in in November.

In speaking to sponsorship or financial support, requests would be through website. It will need to be made clear that the intent support for events in downtown only. Must be beneficial to our members. Application request will be on the website.

L. Spinosa suggests a yearly member appreciation night. A gathering for all members to meet each other. Maybe have it at the Supper Market as a meet and mingle.

Membership Awards at the AGM. 4 categories and or quarterly breakfast meeting.

Bring suggestions at next meeting.

Correspondence

- i. Approval of the 2017 Budget from Council
- ii. Letter from City of Welland RE: 147 East Main Street
- iii. Niagara Region: New Waste Reduction Pilot Program
- iv. Letter of resignation from A. Stockler

Next Meeting

Next meeting is March 6th, 2017 at Civic Square room 108-109 for 5:30 p.m.

Adjournment

The meeting adjourned at 7:40 p.m.