

**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, June 5th, 2017**

**The Black Sheep lounge- 64 Niagara St. Welland at 5:30 p.m.**

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**Board Members Present:** D. Bujold-Wright, J. Eisen, H. Hudson, L. Spinosa, A. Adams, S. Hamp and S. Billyard

**Board Members Regrets:** B. Fokkens, B. Herchmer, J. Chiochio and K. Jones

**Executive Director:** S. Hicks

**Recording Secretary:** J. Bujold

**Welcome - Call to Order**

The chair called the meeting to order at 5:30 p.m.

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

- i. Personal matter about an identifiable Individual;
  - a) Co-op placement Niagara College
- ii. A proposed or pending acquisition or disposition of land by the municipal or local board;
  - a) Reflection Pond
- iii. Litigation or potential, including matters before administrative tribunals, affecting the municipality or local board;
  - a) CIP inclusion – Water Way

In-Camera – 5:35pm

Out of Camera – 6:15 pm

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

Proposed by: J. Eisen

Seconded by: A. Adams

**Motion carried**

### **Open of General Meeting**

General Meeting started at 6:15 pm

### **Acceptance of Agenda.**

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

Proposed by: S. Billyard

Seconded by: S. Hamp

**Motion carried**

### **Declaration of Conflicts**

None

### **Board of Directors General Meeting Minutes from Monday, May 1st, 2017**

Correction under Intro to New Board, A. Adams was president of the Welland County Law Association. Correction under Committee Members for Beautification to delete A. Adams as new member. Make correction under Marketing, Promotion and Events with paragraph 6 from nest to next. Under White Space paragraph 6, add in before discussion.

**“BE IT RESOLVED that the Board of Directors accepts the minutes of the General Meeting of May 1<sup>st</sup> with corrections”.**

Proposed by: J. Eisen

Seconded by: S. Hamp

**Motion carried**

### **Report of the Chair**

During the month of May, there was a meeting convened in coordination with James O’Neil of City of Welland. The subject matter is the redevelopment or redesign of the civic square. Attending was purchasing office Adam Beres; Region engineer; Region engineer (pro bono design) Stephanie Hicks and Lucas Spinosa.

Excellent exchange of ideas leaning towards a concept of an urban living room that will be welcoming to residents to spend time in the downtown. Also, open to providing services to visitors and residents. Attention focused on the cycle tourism as well as to better leverage the amenities of the civic square.

Meeting with Sal Iannello and Scott Barnes on a follow up of previous discussion on WIFI capability for the downtown as an additional service for our membership.

Further discussion with suppliers/provides and the capability is very possible and within a short time frame (under 2 years).

Discussion on lighting projects within the downtown.

Meeting with MP Vance Badaway on success of downtown CIP and obtaining information on potential of further funding for projects in the downtown.

i. Bring attention to City Staff and Senior Management about Vacant Unit Rebate. OBIAA is bringing this to the Municipality Affairs. The chair is presenting this to Council.

**“BE IT RESOLVED that the Board of Directors agree that the chair present to Council. “**

Proposed by: J. Eisen

Seconded by: H. Hudson

**Motion carried with 1 opposed**

### **Executive Director’s Report**

Social Media – Downtown Welland BIA Facebook – 1,141 Likes

Top Tweet – 610CKTB with Mayor Campion and the Round Table Road Trip earned 1,824 impressions

Top Media Tweet – Launch of Hellfire coffee earned 624 impressions

Welland Bridge #13 – May Bridge Lighting Schedule reached 1,897.

Website – Have opted to do a Maintenance Website package – this will allow us to have more event pages off the events tab. Feast St. Page was done complimentary, will not have a Canada Day page, Welland Supper Markets Page and possible a Santa Claus Parade page.

Meeting -Downtown Members/Potentials

Black Sheep Lounge, BIG, PenFinancial, Picture Me Perfect Tattoos, At Home Bed & Breakfast and Mario’s.

Meetings working Partnerships (include conference calls/teleconferences) –

May SEART Meetings – Victoria Day, Canada Day, Rose Festival Street Dance Site Walk, Float Fest, Tony Valerio Car Show and Welland Supper Markets.

Giant FM – Mapped out Marketing plan for 150<sup>th</sup> Committee (Victoria Day) Welland Supper Markets and Canada Day.

Johnny Rocco’s with regards to using their Caters Endorsement for the Welland Supper Markets therefore all alcohol and insurance is under them.

Contracted the Security for the Welland Supper Markets.

Civic Square Re – development Brainstorming meetings with City of Welland Staff, members of the Board and Niagara Region.

Meeting with Scott Hamilton on the status and logistics of WIFI in the downtown.

Meeting with Sal on the Reflection Pond.

Canada Day – Launch, Budget, Poster and Planning Meeting.

Meeting with local artist.

CKTB – Tim’s Round table Talk – Representing the BIA with the City of Welland – Discussion was the Rejuvenation and positivity for the Downtown.

Meeting with Bike Valet – will be on site on Canada Day.

Interviewed Students for the summer position Start Date June 5, 2017.

Canada Day Site Walk in Merritt Park with City of Welland Staff.

Attending Orchestrum on behalf of Canada’s 150<sup>th</sup> Committee.

Bell Media meeting for Feast St. Niagara promotions.

Meeting with Vance Badaway re: Downtown update and CIP’s.

Victoria Day was cancelled due to weather – Had to work on Cancelling the entertainment and activities for the day.

Committee Meetings: 150<sup>th</sup> in Welland Marketing Meeting, FEAST St. Niagara Budget meeting.

Events: Orchestrum at the Welland Wellness Complex, Launch Party of Hellfire party, Grand Opening of Picture Me Perfect tattoos.

Reports/Application/Marketing Material – Completed all paperwork and obtained Road Occupancy Permit from City of Welland, Completed all paperwork for Niagara Region waiting their ROP, Several edits and proofing is of the Banner Designs. Canada Day Vendor packages, Policies, Procedures, and Welcome letters completed and distributed to the vendors. Welland Supper Markets Vendor packages, Policies, Procedures, and Welcome letters completed and distributed to the vendors. Victoria Day Press Release; Picture me Perfect Tattoos Press Release, Canada Day Press Release. Niagara Community Foundations paperwork for grant sent in.

### **Motions**

None

### **Committee Reports**

Finance and Audit – Opened new account at PenFinancial, winding down the account at TD Canada Trust, Cash surplus and all items are on budget.

Beautification – Flowers downtown – The city has begun filling their planters. Expect to see blooms celebrating Canada's 150 very soon. Our ten new planters have been located. Stephanie will report more on this. Our planters will be done June 12.

Other installations – The dog refuse containers, cigarette deposit and garbage receptacles have been installed with the exception of 4 garbage's. We also are waiting for the cigarette receptacle in front of Cheers to be relocated to a better location. Of the 3 accessible benches, 1 has been installed on King Street under Canal Terrace and two more will be placed next week on East Main St. The High Skills Major program is completing more benches. We are waiting to hear when those will be ready to install. The concrete pads have been poured at Merritt Park for the 2 triple bike racks. Those will likely be bolted in place by the 2<sup>nd</sup> week of June. We need to send la list of locations for the remaining bike racks to Public Works.

Banners – Designs are almost complete for both the English and French versions, we are just finishing the final proofs so we can move on to the production stage. The banner install company site check should have been done at the end of last week. We have out City of Welland ROP but we still need Niagara region to sing off on theirs. Stephanie will report more on this.

Beautification issues – I noted on a walk the other day that the city flowerbed on the corner of Ross Street is full of weeds. This has been a problem every year. The city needs to be asked to do a "deep clean" because there are perennial weeds that are not being removed at the root level. The dentist sign just over from Dolorese office is announcing "Jesus Saves". Great message but, unfortunately, it appears to be graffiti and not an intentional addition to their sign. Has anyone else noticed graffiti that needs to be addressed?

Governance – With busy schedules and committee members away, the first meeting on developing the policies and by-laws will take place in June of this year.

The committee work will be drafting the documents for presentation to the Board in late fall which will then proceed to the office of the City Clerk for comment and then ratification by the Board in January.

This will provide circulation and presentation for acceptance at the 2018 AGM.

The timeline will provide opportunity for directors, specifically current and past committee chairs for their input into processes and procedures.

Committee members are Chair, A. Adams and B. Herchmer.

Marketing, Promotions and Events – Canada 150<sup>th</sup> Events – Victoria Day was rained out. The fireworks still proceeded on Monday's rain date. All Entertainment and Sound etc. was cancelled.

Canada Day – Poster Complete, Press release complete (summer student will be doing some heavy promotions postings coming up).

Welland Supper Markets – Vendor packages coming in. Johnny Rocco's Caterers Endorsement and AGCO permits filed, security hires, and SEART complete no issues from any persona with City of Welland, Niagara Region, NRP, Fire, Organizations or AGCO. In the works-logo for Welland Supper Markets – Launching of Welland Supper Market, Radio creating of Welland Supper Markets, hiring of entertainment.

FEAST St. Niagara – Lucas Spinosa will provide a separate report

Santa Claus Parade – No details available

FEAST ST. Niagara – May was full of correspondence for Feast St. Stephanie worked diligently to finalize sponsorship forms, vendor applications and other necessary literature.

June is a landmark month as we start accepting vendor applications as well launches our social media. The student working with our executive director will be handling many of the daily posts, freeing up more time and money for our committee.

With the finalization of our budget we well as a review of incoming sponsorships and vendor fees, we can slip relatively comfortably. There is much work to be done but we are doing good time.

This past month I had meetings with; Mayor Frank Campion, C.A.O. Gary Long, Bell Media, G3 Designs, Welland/Pelham Chamber, Committee Members, Presstime Designs, Canadian tire and Niagara falls Fun Zone.

### **Business Arising**

- i. Civic Square Redevelopment –
- ii. Float Fest 2017 – Will be happening. Discussion on sponsorship and board declined.
- iii. Banners in the Downtown – Received road permits from City of Welland however, still waiting from the Region. Should be coming in this week.
- iv. Director Photos (Thies Bognar) – Postpone photos until September to have full board.
- v. Review of contract food vendor (Vezna) at municipal locations – No contract for exclusivity other than in her area in City Hall or Market.
- vi. City Staff – Market application and disclosure of cleaning fee. Make application more use friendly.
- vii. Beautification – relocation of benches will be done.

### **New Business**

- i. Summer Student – Starting June 5<sup>th</sup>, 2017. His name is Akwasi Bonsu and he volunteers at Cogeco filming council meetings. His main responsibility will be social media. He will be in the office Monday, Tuesday, Thursday and Friday. Wednesday he will be at Supper Market. His contract ends on August 25<sup>th</sup>.
- ii. Co-op opportunities (High School – Skills Major) – Retail space Downtown. Commerce space Downtown. More traffic. Another space would be refurbished. Adult on site at all time. Some kind of partnership for more projects.

### **White Space**

L Spinosa – Merritt Island should have a sign announcing that it is a part of the Downtown. Food coupons for the summer.

D. Wright – Rotary Welland and how they can be involved in the Downtown. Way finding signs and signs to Merritt Island and include Redevelopment of the City Plaza.

### **Correspondence**

Letter of Municipal Significance re: Welland Supper Markets

Letter (email) Canada Summer Jobs Applications Agreement

Letter (email) from Niagara Community Foundations \$5000.00 Grant Approval

Letter from City of Welland – approval of 2015-2018 revised Slate of Directors

Letter (email) Fallsview Casino – Zone Sponsorship of \$3000.00

Letter from City of Welland re: Denied waiving of fees for 2017

### **Next Meeting**

Next meeting Date is Monday, August 14, 2017: 30 King St. (Leisure Loft) at 5:30 p.m.

### **Adjournment**

The meeting adjourned at 7:30 p.m.