

**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, January 8th, 2018
The City of Welland Room 108/109, 60 East Main St. Welland at 5:30 p.m.**

Board Members Present: J. Eisen, K. Jones, B. Herchmer, S. Hamp, L. Spinosa, B. Fokkens, J. Chiochio, A. Adams and D. Bujold-Wright

Board Members Regrets: M. Stadnik and H. Hudson

Executive Director: S. Hicks

Recording Secretary: J. Bujold

Welcome - Call to Order

The chair called the meeting to order at 5:35 pm

Committee-of-the-whole (In Camera)

In Camera – 5:35 pm

Out of Camera – 6:05 pm

Open of General Meeting

General Meeting started at 6:05 pm

Acceptance of Agenda

Moving the discussion by J. Chiochio’ on the Rose City Festival to item from business arising to first item.

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

Proposed by: L. Spinosa

Seconded by: B. Herchmer

Motion carried

Declaration of Conflicts

None

Board of Directors General Meeting Minutes from Monday, December 4, 2017

“BE IT RESOLVED that the Board of Directors accepts the minutes of the General Meeting of December 4th as written.”

Proposed by: J. Eisen

Seconded by: K. Jones

Motion carried

Rose City Festival

J. Chiochio advised that the office of the Rose Festival is moving to the Seaway Mall. Presentation to Council has occurred. New events added for this year. There will be a Street Dance again this year. J. Chiochio inquiring if the BIA can help via volunteers or in sponsorship. The Chair suggested that representative(s) or the Rose Festival Board request to make a presentation to the WDBIA whereupon the Board would discuss on how to proceed.

Report of the Chair

Municipal tax situation for one of the members. That member has given permission to the Chair to speak to the City on their behalf.

Executive Director’s Report

Social Media – Top Post is Councillor J. Chiochio weekly update – Reached 478

Top Tweet – Economical Development Christmas Party – 576 impressions

Top Media Tweet – Santa Claus Parade – 16 impressions

Welland Bridge #13 – Someone’s post of their drive over #Bridge13 – Reached 480

WBBIA Google – Visit website (6), Request directions (18) and Call us (3)

Meeting -Downtown Members/Potentials

Meetings working Partnerships (include conference calls/teleconferences) –

OBIAA Best Practices Conference Call

Committee Meetings:

Events: Economic Development Christmas Party, Skate Day 150

Reports/Application/Marketing Material – New Logo for Concerts on the Canal.

Motions

None

Committee Reports

a. Finance and Audit - \$35,000 profit to finish 2017 due mostly from HST rebate. Cash flow will help us through first quarter until the audit is complete and signed off. Once completed, the board will be able to get the 2018 Levy. Audit is on February 19th.

b. Beautification – Banners were flying off the poles. They are still under warranty. Will look at correcting in the spring. All others have been secured. Possibility of lowering top banners to hopefully have buildings shelter banners against the wind tunnel effect. A question regarding banners being changed out to Canadian Flags for Canada Day. Discussion has been referred to the Beautification Committee meeting.

West Main member email correspondence regarding beautification and refuse issues on both stand alone and comparative to other catchment areas. A meeting is scheduled to meet with the Member. concerns noted and follow up through councilors with the city on refuse. Beautification concerns noted by Chair of Beautification Committee and referred to the committee for options and potential solutions.

Arising from the meeting was dialogue on communication. Suggestion is to possibly send a blanket email to members stating the minutes are on the website as a means of remaining well informed. Suggestion from meeting to host a meeting with West Main members only has gained traction.

c. Governance – The Committee work will resume following the holiday break.

d. Marketing, Promotions and Events – Short Listed branding logos for the Concert on the Canal series was reviewed. The board agreed on 3 changes to the front runner logo. Upon changes being made the logo will be circulated to the Board for review and ratification.

Timeliness of contracts elicited suggestions of genre of music for the Concert Series. The final list provides for: Cover Bands of the Tragically Hip, Tom Petty, KISS and Taylor Swift for the matinee concert as well and Local Vibe, Blues, Classic, Country and Jazz.

Conversation regarding the Float Fest taking place on July 8th. This committee has agreed to assist Feast Street once again this year and that this assist is invaluable to the success of the WDBIA event. Discussion took place that Float Fest has begun to inquire about sponsors. Wanting to support this endeavour and recognizing (i) that this is an incredible event for Welland; (ii) the partnership between Float Fest and Feast Street in terms of volunteer and supporting each other a motion was made to financially support the event.

“BE IT RESOLVED that the Welland Downtown BIA sponsor \$1000 to the 2018 Float Fest event.”

Moved by: B. Herchmer

Seconded by: J. Eisen

Motion Carried

Rose Festival – SEART meeting for all Rose Festival related is Jan 31st @ 10:00 am Wellness Complex

Canada Day – Preliminary planning currently under way

Opening Ceremonies – Canoe Polo Championships to be coordinated with Culture and Recreation.

Feast Street Niagara – Preliminary planning is underway. Contracts being reviewed. SEART March 28 @ 10:00 am at the Wellness Complex. First meeting on Jan 18th. New date is Sept 22-23 in coordination with the dates of Niagara Food and Wine.

Welland Santa Claus Parade – Planning for this event will begin mid-year.

Sponsorship Package: S. Hicks forwarded and proposed a sponsorship package to eliminate the “competition” for dollars. The Package would provide exposure to the sponsors for all Concerts (8), Canada Day, Opening Ceremonies and Feast Street.

Business Arising

- a. Staples Presentation – Satellite store discussions
- b. OBIAA Strategic Planning – Core meeting tomorrow with Committee at the Library
- c. Summer Concert Series – Previously discussed
- e. 2018 Budget Ratification – Approved budget as presented to the Board is tabled for Council on Jan 16th. The Chair and Treasurer will be present. Board support through presence is appreciated.

New Business

- a. Brownfield – CIP for Waterway

White Space

B. Herchmer – Michael Bedard artist – Spearhead artist event in the downtown. Use artist from here for catalyst fund. Organize a meet with the chair.

L. Spinosa – Garbage receptacles – use blank space for advertisement. Classic displays are where the ads can be purchased. Get cost and the BIA can put their logo on them.

Correspondence

- a) E-Mail correspondence downtown member West Main – discussed earlier
- b) Ministry of Tourism, Culture and Sport – Investing in commuter Cycling infrastructure – Reach out to Niagara to get money for cycling
- c) Skills Catalyst Fund (Grant) – Reach out to Niagara College

Next Meeting

Next meeting date is Monday, February 5, 2018 at City Hall room 108/109.at 5:30 p.m.

Adjournment

The meeting adjourned at 7:40 p.m.