

**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 Wednesday, September 10, 2018  
Employment Solutions, 3 East Main St. Welland at 5:30 p.m.**

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

**Board Members Regrets:** B. Fokkens, A. Adams and J. Chiocchio

**Executive Director:** A. MacDonald

**Recording Secretary:** J. Bujold

**Welcome - Call to Order**

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

**Acceptance of Agenda**

**"BE IT RESOLVED that the agenda be accepted with change in moving Presentation to the Accepting of the Agenda position".**

Proposed by: M. Stadnik

Seconded by: J. Eisen

**Motion carried**

**Declaration of Conflicts**

None

**Board of Directors General Meeting Minutes from Wednesday, August 8th, 2018**

**"BE IT RESOLVED that the Board of Directors accepts the minutes of the General Meeting of August 8th with the correction of removing and trademark under Business Arising".**

Proposed by: K. Jones

Seconded by: B. Herchmer

**Motion carried**

## **Presentation Received**

Private Company – Elena Floros from Street Graffiti Solutions

## **Report of the Chair**

Presentation by D. Wright

- Meeting with City Staff
- Committee meetings review
- Review of protocols by Board Directors

## **Executive Director's Report**

Presentation by A. MacDonald

- Report on the Website directory
- Working relationship with the Region on Business Inventories
- Beautification Survey with recommendation of partnership with City be explored
- WDBIA memberships and recommendation to review the potential of associate memberships
- Marketing initiatives

## **Committee Reports**

### *a. Finance and Audit*

Levy was increased by 2.9% for this year - \$108,000. Should Associate Membership initiative move forward it is proposed at a cost of \$300 per. The budget includes additional of a Governance budget line to accrue for the costs incurred every 4 years for the elections of the members of the Board of Management.

Presentation regarding events to should any event not “stand on its own”, the Board would never make use of the levy to offset the costs. If an event cannot be fiscally sound, the event would be cancelled.

**“BE IT RESOLVED that the 2019 budget with a levy of \$108,000 accepted by the Board of Management of the Downtown Welland be forwarded to for ratification by City Council”.**

Proposed by: S. Hamp

Seconded by: B. Herchmer

**Motion carried**

### *b. Beautification*

Presentation by J. Eisen

- Results of Beautification survey regarding floral funding of other BIA' in province
  - 46.3% of BIA floral funded by municipality
  - Majority of respondents have average of 17.9% of budget dedicated to floral beautification
  - 78.5% of BIA make use of banners and the average life span is from 3 to 5 years.
- Status on Banners – all removed. Warranty process currently under review. Re-installation will not take place in 2019.
- Planters and Baskets weathered very well in light of hot summer. Different floral components for 2019
- Request for proposal to be completed prior to the 2019 season
- Seasonal and Christmas decorations have been discussed and reviewed in light of the requests and both by members and the public at large. Recommendation by the committee to move forward with initial cost effective steps in winter décor.
- Canada Flag project to commence in 2019
- Presentation on the Street Graffiti Solutions with samples placed on poles before the WDBIA office.

### *c. Governance*

In order to (1) ensure BIA does not lose the extensive historical knowledge that will be essential for a Board with many new members, and (2) to ensure the Policy and Procedure Manual remains current and relevant, we are suggesting the following:

**Motion: That the immediate Past Chair remain on the Board in a non-voting capacity as a member of the Governance Committee responsible for continuing to update the manual.**

Proposed by: B, Herchmer

Seconded by: J. Eisen

**K. Jones motions to defer to the next meeting.**

The Vision, Mission and Goal statements that are included (page 9) were those developed by the Marketing Committee as the logo was being designed. It is recommended that these be approved with a Board Motion this evening.

**Motion: that the Board of Directors officially approves the Vision, Mission and Goal statements including in the Policy and Procedure Manual.**

**“BE IT RESOLVED that the Mission, Vision and Goal statements be accepted as presented”.**

Proposed by B. Herchmer

Seconded by: K. Jones

**Motion Carried**

*d. Marketing and Events*

**Business Arising**

**a. Vote to proceed with Associate Membership** – A board member asked what the Associate membership would provide them. It will allow them to list themselves on the website, be on the directory, receive reports and minutes, be present at local events and receive beautification all for \$300.

**“BE IT RESOLVED that we defer decision on Association Membership until next board meeting scheduled for October 1, 2018. “**

Propose by: M. Stadnik

Seconded by: S. Hamp

**Motion Carried**

**b. Community Report Card Update** – Presentation by B. Herchmer and A. MacDonald

The presentation highlighted the feedback from both members of the catchment and residents. The success of the initiative will give direction to the next sitting Board of Management. Both events and beautification were noted and praised. The results also indicated more work to be done in promotion, recruitment of business and marketing as a whole of the catchment.

**c. Trademark Report** – Put forward a motion, as increase will be significant.

**“BE IT RESOLVED that we move forward with trademarking BIA projects, events, and brands. “**

Proposed by: K. Jones

Seconded by: M. Stadnik

**Motion carried**

**d. Monopoly Fundraiser Update** – All spots are sold but 4. Officially ordered 500 boards games. Will provide the potential of \$17,500 in revenue. Pre-sale on line for \$35.00. Designated spots were sold. Launch party to promote sponsorship.

**“BE IT RESOLVED that an order of 500 board games prior to all cheques being received.”**

Proposed by: S. Hamp

Seconded by: M. Stadnik

**Motion carried**

**New Business**

**a. Professional Development for Executive Director.** – Not required.

**b. Posting of Nominations – September 24, 2018**

**c. Annual General Meeting** – October 10<sup>th</sup>, 2018, at Rose City Facility for 5:30 PM.

**d. Election of officers** of the Board to follow the AGM

**e. Presentation to Council Fall 2018** – A request has been made to provide a presentation to Council before October 22<sup>nd</sup> on the 2018 work of the WBIA. There will be a 2<sup>nd</sup> presentation for Concerts on the Canal. The presentation to be led by Events Committee Chair K. Jones who will join the Chair. Both presentations are meant to occur the same Council meeting.

**White Space**

None

**Correspondence**

None

**Next Meeting**

Next meeting date is Monday, October 1<sup>st</sup> at 5:30 pm. Employment Business Solutions

**Adjournment**

The meeting adjourned at 8:00 p.m.