



**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, December 2, 2019, 5:30pm
Civic Square Room 108/109, 60 East Main St. Welland

Board Members Present: K. JONES, B. HERCHMER, G. BOWES, L. ROBICHAUD, A. ADAMS, L. SEE, B. FOKKENS, C. RICHARD, C. CRUISE

Board Member Regrets: H. TREDDENICK, D. ALEXANDER.

Recording Secretary: B. HERCHMER

Executive Director: A. HIGGINBOTHAM

1. WELCOME: CALL TO ORDER

a. The Chair K. Jones called the meeting to order at 5:32pm.

2. OPEN OF GENERAL MEETING

a. General meeting opened.

3. ACCEPTANCE OF AGENDA

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

Proposed by: C. Richard

Seconded by: L. Robichaud

Carried.

It was also suggested that the meeting time and location be added to future agendas and to the minutes.

4. DECLARATION OF CONFLICTS

- a) Declaration of Conflicts –A. Adams re legal issue.

5. APPROVAL OF NOVEMBER 11TH, 2019 MINUTES

“BE IT RESOLVED that the November 11th minutes be accepted as presented.”

Proposed by: C. Richard

Seconded: C. Cruise

Carried.

6. COMMITTEE OF THE WHOLE (6:06)

A discussion of personal matters about an identifiable individual, including municipal and/or member(s) of the downtown catchment area.

- 6:06pm in camera
- 6:19pm out of camera

7. PRESENTATION:

R. TAURO AND M. LOEFFEN (OAK CENTRE)

The Downtown BIA is discussing the potential of working with the Oak Centre to set up a Cleanup Crew for the Downtown catchment area. Tauro and Loeffen shared that the mission of the Oak Centre is to provide alternative community support to help people get back on their feet and participate in a regenerative environment. Focus is to help those who are receiving psychiatric services who are dealing with some form of traumatic event. At Oak Centre they are inspired by others who are just like them but are working. They are provided with an environment that serves as a stepping stone approach to employment – social, job skill development, educational events etc. Stages include group employment, supported employment, independent employment, and transitional employment. Level of support needs will be determined by the BIA working with Oak Centre. May also potentially be a union issue although to date City staff is supportive of the idea. A. Higginbotham will discuss further with City staff.

8. REPORT OF THE CHAIR

K. JONES

- Hometown Hockey went very well.
- Sunday evening and parade was especially successful.
- Santa Claus Parade was well received.
- Council presentation was done on November 19th. Councilors were very supportive.
- Questions raised last year by Council were addressed by the presentation but also questioned.

9. EXECUTIVE DIRECTOR’S REPORT

A. HIGGINBOTHAM

Meetings & Events Attended:

- November 13th Economic Development Webinar
- November 14th Finance Meeting G. Bowes and Bookkeeper
- November 14th Legal debriefing with Jack Blozowski
- November 16th Santa Claus Parade
- November 18th OBIAA conference call on community safety
- November 19th Council presentation
- November 26th Non profit budgeting webinar through Charity Village
- November 27th Beautification 2020 meeting

Projects

- Hometown Hockey window display contest - Paint the Town Red and White – done with North Welland BIA was a success. Office of Vance Badaway MP, Oddshop, and Young’s Insurance were the winners.
- Gathered feedback regarding the Santa Claus parade (members asked for change of date to a Sunday afternoon).
- Initiating a monthly downtown business feature.
- A proposal in response to the RFP has been submitted for Concerts on the Canal.
- Community Policing update.
- The parkette (corner of Main and Hellems) is being developed. Stevensville Lawn to begin in the spring.
- New Board member pictures will be taken in January 2020.

Priorities

- Review of committees, responsibilities and meeting times.
- Bylaw re dogs at events (potential new by-law not being recommended, better to reinforce the existing by-laws).
- Motions at November 19th council meeting.
- OBIAA info on web hosting.
- Bridge schedule of lighting needs to be promoted more effectively as typically Regional staff isn’t responsive to last minute requests.

Upcoming

- December 3rd panel for new EDs.
- December 4th and 5th OBIAA seminars.
- December 5th Development of Welland Economic Development Strategy- Community Workshop.
- December 11th Thank you gathering will be held for D. Wright to thank her for her years of volunteer service with the Downtown BIA.

10. COMMITTEE REPORTS

GOVERNANCE

B. HERCHMER

As follow up to previous discussion, the following was clarified.

i. Current Committees Established Within Our Bylaws:

- a. Governance
- b. Finance and Audit
- c. Marketing, Promotion and Events
- d. Beautification

This doesn't mean we are committed to only having the same committees as we can change the bylaws with a motion as long as we take that motion to the next annual meeting.

If there is support for the following suggestions, B. Herchmer will invest time to prepare a description of the new proposed committees (ideally aligned with the priorities in the strategic plan) so they can be discussed at the next meeting.

- b. Suggesting that because the responsibilities of *Marketing, Promotion and Events* have grown significantly that it becomes *Programs and Events*.
- c. Move the *Marketing* portion of what has been *Marketing, Promotion and Events* *Governance and Communication*.
- d. *Beautification* and *Finance and Audit* remain the same.

At the next meeting the draft new descriptions will be reviewed and members can finalize their committee(s) of choice.

FINANCE AND AUDIT

G. BOWES

- Payment of \$7500.00 (reflection pond payment) will be reissued.
- As part of the New Horizons community gardens grant, and as per the original proposal, the Niagara Catholic School Board will be paid for providing the expertise required for the project portion in the Grant.
- The bookkeeper (M. Lelievre) provided access to QuickBooks online. Also provided reassurance that splitting wages across priorities was quite common and appropriate.
- There has also been some discussion and analysis regarding changes in the future such as Memorandums of Understanding to ensure responsibilities are clarified.
- Regular financial audit meetings will be scheduled in 2020.
- Changes to financial reports will be implemented to ensure they are easier to read and understand. Small changes are still needed with the bookkeeper during the transition period so it will be closely monitored.

BEAUTIFICATION COMMITTEE

L. ROBICHAUD

Met with City staff re the following:

- A potential collaboration with Oak Centre with a Cleanup Crew.

- City reps asked for pictures of the BIA hanging baskets so they could be matched with what they do.
- Will investigate the potential of the City or BIA purchasing 16 used pebble planters (that match those being used in Welland) from the City of Niagara Falls.
- Issue regarding the potential of the BIA taking over City planters will not likely be possible given that it could potentially be viewed as taking work away from union employees.

Seasonal:

- We were not able to light the planters this because of budget restraints. Costs have been included in the budget for next year.
- Consider ongoing lighting of exterior of downtown buildings as presented at a previous presentation by Phillips.

MARKETING AND EVENTS

K. JONES

A. CONCERTS ON THE CANALS

- Original RFP for Concerts on the Canal was cancelled and reissued by the City.
- City advised the first RFP was not valid because not enough responses were received (apparently 4 submitted and only two qualified). It was re-released with two changes (the most important was that the amount of money was capped). General perception was that the RFP was very complex. Additionally it was not perceived as being a fair process given that it was reissued, and it was an approach that will create delays and limit the available talent as timelines have been shortened.
- The BIA bid was resubmitted with minor changes.

B. DINNER & MOVIE WINTER 2020

- Moving ahead with the dinner and a movie schedule. A new logo design will reflect the Downtown BIA brand. Matinee on Family Day and evenings being considered.
- The first event was to have been scheduled for Valentine’s Day however it was pointed out that local restaurant owners don’t need to discount one of their busiest days.

“**BE IT RESOLVED** that Thursday evenings be considered as opposed to Friday evenings or Valentine’s Day.”

Proposed by: C. Richard

Seconded: L. See

Carried.

11. NEW BUSINESS

- Need to consider strategies for recruiting retail businesses. Will be referred to the appropriate committee.
- Internet at the office is slow. Dropping every 10-15 minutes.

“BE IT RESOLVED that the potential for relocating the BIA office to a more visible location (with better internet access) be sought.

Proposed By: C. Richard

Seconded. B. Fokkens

Carried.

13. WHITE SPACE:

- An event to recognize D.Wright on December 11th will be held in the wine room at Taris room please RSVP.
- **Point of Clarification:** The boundaries of Welland Downtown Business Improvement Area as established by City Council under by-law 1999-51 are: of the East and West Main Streets, from Ross Street in the East, to Denistoun Street in the West, bordered on the North by the Welland River, and in the South by Griffith Street.
- L. Robichaud will contact Nora Reid regarding the potential of her and G. Bowes serving in a liaison capacity to the Firehall Museum.
- The entrance signs to Downtown will be fixed in the spring (turned to face the right way and levelled).

14. CORRESPONDENCE:

None

15. NEXT MEETING DATE: MONDAY JANUARY 6TH, 2020

16. ADJOURNMENT

The meeting adjourned at 8:21

“Be It RESOLVED that the Monday December 2nd meeting be adjourned.”

Proposed by: A. Adams

Seconded by G. Bowes

Carried.

Please RSVP your attendance to Alexis Higginbotham info@downtownwelland.ca