

**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 4, 2019
Civic Square Room 108/109, 60 East Main St. Welland at 5:30 p.m.**

Board Members Present: K. Jones, G. Bowes, D. Bujold-Wright, B. Herchmer, L. Robichaud, C. Cruse, A. Adams, B. Fokkens and C. Richard

Board Members Regrets: None

Executive Director: A. MacDonald

Recording Secretary: J. Bujold

Students: L. Rocks and J. Rowntree

1. Welcome - Call to Order
 - a. The chair called the meeting to order at 5:35 p.m.
2. Open of General Meeting
 - a. General Meeting opened at 5:36 p.m.
3. Acceptance of Agenda
 - a. "BE IT RESOLVED that the agenda be accepted as presented. "
Proposed by: D. Wright
Seconded by: G. Bowes
Carried
4. Declaration of Conflicts
 - a. None
5. Approval of Minutes
 - a. "BE IT RESOLVED that the Board of Directors accepts the minutes of the meeting of Monday January 21st, 2019 with the correction on page 4 under the Marketing and Events section adding that B. Fokkens was also "NOT IN FAVOR" of the Concert on the Canal Proposal from the BIA. Under the Feast St. Niagara section, it should read that WDBIA will not proceed with Feast St. Niagara 2019 and the event will be revisited in 2020."
Proposed by: B. Herchmer
Seconded by: L. Robichaud
Carried
6. Report of the Chair
 - a. It has been a busy 2 weeks. Reminder of tomorrows presentation to the City Council to past the budget and Concert on the Canals.
7. Report of the Executive Director A. Macdonald
 - a. Will defer full report and discuss on each topic.

8. Committee Motions

- a. None

9. Committee Reports

a. Finance and Audit

i. Auditor Time Lines

1. The BIA carries a reserve from the 2018 budget that covers expenses from 3 to 4 months in the new year until audit is completed and signed then presented to City Finance Department. The auditors are coming in on or around February 14th.

The Executive Director is getting all documents ready and audit is scheduled to be completed by March 15, 2019. No levy is released until the audit is completed, accepted by Finance. An audited budget was sent to the City of Welland under the recommendation of M. Zorbas. Part of the increase for the 2019 budget is the increase of the floral baskets of \$11,000. This increase adds an additional amount of \$9.40 to the levy. Must note the increase of the \$9.40 per membership on the budget to explain to the Council for the increase of the levy. The BIA is in strong position financially until late March through early April.

ii. Mobile Application

1. A hold on this item and sending it back to finance and audit. It was approved in the 2018 budget and has yet to be spent. B. Fokkens showed the Board a City App which will be investigated. There is also smart tag which the BIA can partner or utilize. A catchment app which would investigate platform for discounts or upload for fundraising.

iii. Update on transfer of signing

1. Signing authorities have been changed. The BIA requires 2 signatures. There are 4 signers in total. (Chair, Vice Chair, Treasurer and Board Secretary)

b. Beautification

i. RFQ Update

Closes on Feb 7th. RFQ's were sent out to everyone in the Niagara Region that provides floral baskets/planters.

Contract will be for the period ending December 2020. In the interim The BIA and City will investigate City planters vs BIA planters in the catchment (currently a combination of the two).

ii. Flower Baskets Brackets

1. All brackets were taken down and powder coated to last longer. The BIA must purchase new ones in the next couple of years to replace those taken down due to wear. There will be enough brackets for 2018. Increases in the number of floral baskets will require further bracket purchases.

iii. Community Garden

1. Executive Director A. Macdonald will be hiring and overseeing the individual for 32 weeks which is 10 hours per week. Part of a parkland will be given to use. It was suggested by the attending Councillors that they attend meetings that the BIA are invited to, so they are continuously informed. Councillors were unaware of this project until this meeting. The BIA believes in strengthening relationships between Council representatives and the Board.

c. Governance

i. Policy Review

1. Policy of the month - Workplace Violence and Harassment based on the City Policy. Reading and understanding the definition which includes verbal and psychological abuse. The Board of the WDBIA has a responsibility to their staff and have zero tolerance for either one of these.

2. Role of Past Chair came into question by B. Fokkens. The Councillor inquired as to why this position was established. B. Herchmer, chair of governance committee clarified that the Past Chair was a non-voting ex-officio with enormous amount of history background which would help the Boards continuity, act as an advisor and Chair of Governance.

d. Marketing & Events

i. Concerts on the Canal

K. Jones and C. Cruie will launch the entertainment schedule in 2 weeks. Still looking for kids acts. There are many Welland acts. Look at the contract regarding alcohol. The budget is there, and alcohol license and the service will be done by Johnny Rocco's staff. 2 police officers must attend per our motion of the by-laws. The alcohol must be in a contained area. Must complete the S.E.A.R.T. Application and then present to Council.

Motion: BE IT RESOLVED that the BIA staff finalize information for S.E.A.R.T. to move forward to introduce Alcohol at Concerts on the Canal.

Proposed by C. Cruise

Seconded by A. Adams

Carried

ii. Go Green on Bridge 13

It is a replica of the event from Fenwick. 5000 sq. ft of sod in the downtown area. Come Alive Outside approached the BIA and they decided to move forward in 2019. It is an experience of our heart. Will show the Bridge of the past, present and future. The event will be held Saturday, August 10th and the Region agreed to close the bridge. The

Museum and Library on board. It will have an Indigenous component. Sod has been donated by Young Sod and the S.E.A.R.T. application will be completed in March.

iii. Canada Day

There will be a rock-climbing wall, music, buskers; Museum will be involved, giant games and plans to incorporate more businesses.

iv. Workshops

Job Gym on social media. Joint venture promoting it. Partnering with St. Catharines Enterprise Centre.

v. Coldest Night Update

Goal to raise \$1500. 400 people walking downtown. Approach our businesses. It starts at 5 p.m. on February 23rd. City Hall is the hub. G. Bowes will spearhead for the Board.

10. Business Arising

a. Welland-opoly Update

It is a great seller. Proceeds of \$10,000 will be used for Beautification. The remainder will be used for the Welcome Wagon and Canada Day Flags.

b. WDBIA Expansion Vote

This was brought forth from Kings St. businesses. 3 expansion areas; to 3rd or 4th St., 4th to Ontario Rd. and 3rd to POA Court Building. It will take at least 1 year to make this expansion a possibility. There will be a need for a public meeting after a letter being sent out. Ward areas will be impacted. It gets triggered by board or non-members. 2/3rds must opt out or it will pass. Clerks take over most of the work. Letter gets sent out. Part of the CIP funding is not those areas. Why not? They are asking for the same services as floral baskets, planters and promotion. Unless they are part of the catchment area, they cannot get any of those services. The BIA cannot sustain the cost unless they are downtown members. Discussion about Associate Membership however, they will not get full service.

Motion: BE IT RESOLVED that the catchment areas to be considered for expansion should be (1) Regent to 3rd St., (2) Regent St. to Ontario Rd. and (3) East Main at the railroad track & Crowland Ave.

Proposed by D. Wright

Seconded by B. Herchmer

K. Jones stepped down as chair / B. Herchmer assumed chair of meeting

K. Jones would prefer to focus on the current catchment area before looking at expanding as defined by the recent issues address

Following discussion with K. Jones; B. Herchmer stepped down and K. Jones assumed chair of the meeting.

B. Fokkens suggested deferring topic until discussion on the 2020 budget.

Executive Director A. Macdonald advised the board that she cannot continue with current catchment and keep asking for money. She will have to start saying NO to projects. If the BIA makes more money, they could potentially hire more staff.

Motion to expand catchment Defeat

MOTION: BE IT RESOLVED that the discussion on the expansion of the catchment areas up for consideration (1) Regent to 3rd St., (2) Regent St. to Ontario Rd. and (3) East Main at the railroad track & Crowland Ave. be deferred to next month (March 2019) Board meeting.

Proposed by B. Herchmer

Seconded by A. Adams

Carried

c. Committee Chairs and Structures

Finance & Audit

D. Wright nominates G. Bowes

B. Herchmer seconds.

G. Bowes accepts

Beautification

G. Bowes nominate L. Robichaud for Chair

B. Herchmer seconds

L. Robichaud accepts

NOTE: Beautification committee can ask for members at large to participate

Governance

B Herchmer as Vice Chair of Board is chair of Governance

B. Herchmer nominates D. Wright and A. Adams to be retained on the committee

D. Wright and A. Adams accept

Marketing and Events

C. Cruise and K. Jones will Co-Chair

NOTE: Marketing and Events can ask for members at large to participate

d. Student Project Updates

i. Canada Day Flags

2 documents will be signed by downtown members; waiver and info sheet.

\$20 fee payable by each member for entire season (May through

Remembrance Day). The BIA is covering the cost of manufacturing the rods.

Pocket truck to put up. Welland-opoly game sales is driving this fund. The

sponsorship will be through Canadian Tire or Home Depot.

ii. Santa Mailbox

Defer until later in year

iii. Welcome Wagon

The name to be changed as already in use for welcoming new borns. St. Catharines BIA was recognized and awarded OBIAA for this project. The businesses are involved. No cost to the BIA but seen as a business driver. Participation and items must in by March 1st. They will all be in tote bags. An evening with the Mayor and all new residents and businesses. All information will be from Welland and not just downtown. Will be making a database. Councillors are unaware of new residents in Welland. Reach out to real estate agents and possibly superintendents or complexes/apartments.

e. Niagara Region Waste Management

Clear bags continue to be up for discussion however, garbage pick up will be every 2 weeks with an allowance of 2 bags. The city has endorsed this change. The negative impact of this can be the fear of rats, dumping and now industrial businesses go from 7 containers down to 4.

f. OBIAA Conference

The conference this year is being held in Ottawa on April 1, 2 & 3rd, 2019. Looking for any board member to attend. Very informative. Councillors can attend. D. Wright will be attending as she is a presenter.

11. New Business

a. Presentation to Council

Presenting on Tuesday, February 5th. A big presence would be appreciated.

b. Sponsorship Package 2019

These are the `events under the package for 2019; Concerts on the Canal, Go Green, Canada Day and Santa Clause Parade.

c. Parking West Main

Parking is limited on West Main St. Resident and staff use them and go out every 2 hours to mover their cars. A West Main business operator has catalogued the vehicles and can advise who owns the vehicles. Discussion about the suggested 1 hour time limit with concerns that the By-Law officer would not have enough time to walk from end to another before the 1 hour ran out.

Another discussion was to get a petition from all the businesses. The discussion from Board is to start a as well as speak to members who have parking areas. Look to getting parking passes to use their parking lot during business hours. This could also be used by the residents. This issue will be redirected to the 2 Councillors in that ward; J. Chiochio and L. Spinosa.

d. Land Acknowledgement Adoption

It is a very general statement and suggestion is to read it at the opening of every board meeting.

Motion: BE IT RESOLVED that the statement will be read at all AGM meetings.

Proposed by C. Richard

Seconded by A. Adams

Carried

12 White Space

Minutes and Agenda are for public consumption. Agenda should not be Private and Confidential. Executive Director will check with OBIAA on how internal reports should be handled.

13. Correspondence

a. New Horizons Grant Approval Email

The money will be in the BIA's account in 3 weeks. This is for the Community Garden Project.

14. Next Meeting

Next meeting date is Monday, March 4th at 5:30 pm at City Hall, Room 108-109.

15. Adjournment

The meeting adjourned at 8:40 p.m.

Motion: BE IT RESOLVED that the Monday, February 4th General Meeting be adjourned.

Proposed by C. Richard

Seconded by D. Wright

Carried