

**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 3, 2019  
Civic Square Room 108/109, 60 East Main St. Welland at 5:30 p.m.**

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**Board Members Present:** K. Jones, G. Bowes, D. Bujold-Wright, C. Cruise, A. Adams and B. Herchmer  
**Board Members Regrets:** B. Fokkens, L. Robichaud and C. Richard  
**Executive Director:** A. Higginbotham  
**Recording Secretary:** J. Bujold  
**Community Garden Staff:** C. Eckhardt  
**Digital Main Street:** Marie Millot  
**Community Development Co-ordinator:** Mandy Vogin

**1. Welcome - Call to Order**

a. The chair called the meeting to order at 5:55 p.m.

**2. Open of General Meeting**

a. General Meeting opened at 5:55 p.m.

**3. Acceptance of Agenda**

“**BE IT RESOLVED** that the agenda be accepted with the following addition “  
Adding acceptance of In Camera minutes as item 10 of the agenda.  
Beautification.

Proposed by: B. Herchmer

Seconded by: A. Adams

**Carried**

**4. Declaration of Conflicts**

None

**5. Approval of Minutes**

a. “**BE IT RESOLVED** that the Board of Directors move the minutes April 8<sup>th</sup> and May 6<sup>th</sup> be approved as amended and written correspondingly.”

Proposed by: D. Wright (April 8<sup>th</sup>)

Seconded by: A. Adams

**Carried**

Proposed by D. Wright (May 6<sup>th</sup>)

Seconded by G. Bowes

**Carried**

**6. Report of the Chair**

May was busy. Great opening of the Community Garden. Hired Marie Millot for the

Digital Mainstream and launched it. Hired Liam Infantino for Social Media and he begins

June 17<sup>th</sup> said goodbye to our current Executive Director Amanda Nicol-Macdonald and

welcomed our new Executive Director Alex Higginbotham.

## 7. Executive Director Report

As this is E.D. first day, comments will be added throughout the Board meeting as projects arise. There is no official standalone report.

## 8. Committee Motions

None

## 9. Committee Reports

### Finance and Audit

#### a. Financial Position

Credit card – Pen Financial (CUIT Mastercard) doesn't apply payments made to the balance on an immediate basis which causes issues with the \$1000 limit.

The recommendation is to obtain a credit card with another financial institution, (TD Canada Trust) where the BIA once banked as they apply payments immediately. As the result of experience over the past two years, the Treasurer recommends that the limit be increased from \$1000 to \$1500. Credit card purchases can only be made as per budgeted items and thus control continues to exist. The current card limit of \$1000 creates issues in moving projects forward.

“**BE IT RESOLVED** that the credit card be increased by \$500 to \$1500 as cheques and balances are in place as the result of current policy and procedures.”

Proposed by: D. Wright

Seconded by: B. Herchmer

Motion to amend the motion by G. Bowes that the limit be increased from \$1000 to \$2500.

Proposed by: G. Bowes

Seconded by: K. Jones

**Carried**

Prior motion was defeated.

#### b. Audit Status

The Treasurer presented the audited statements to the Board.

“**BE IT RESOLVED** that the Board of Management of the WDBIA accept the audited statements for the period ending December 31, 2018.”

Proposed by D. Wright

Seconded by K. Jones

**Carried**

The annual payment of \$7500.00 for the reflection pond will be presented along with a signed copy of the audited statements with the letter requesting the release of the 2019 levy to the city treasurer Mr. Zorbas.

**c. Bookkeeping**

With the various duties of the Executive Director, and the extensive time commitment required for bookkeeping, it is becoming more challenging to remain up to date with the bookkeeping as well as the numerous filings during the year. It is recommended that the Board consider a contract hire of not more than \$6000 per year for the role of bookkeeping for the WDBIA. This position would also greatly assist the Board and its Treasurer in preparation and filing of the documentation for annual audits.

**“BE IT RESOLVED** that the Board hire on a contract basis a company or individual for bookkeeping services to a maximum of \$6000 per year. Further be it resolved that the first offers will be to members of the Downtown Catchment area.

Proposed by: D. Wright

Seconded by: A. Adams

**Carried**

**Beautification**

a. **Floral Baskets – Brackets**

L. Robichaud through her efforts was able to move the beautification projects forward. A local merchant will be making the brackets for the hanging planters. The cost is better priced than the online quotes received and the board is supporting a local merchant. There is a need to know which poles that are designated for the install as only city poles are eligible (not hydro or regional poles). A suggestion during discussion is to review the existing map and if they are not informative to then arrange a meeting with city staff. Brackets will be installed June 5<sup>th</sup>.

b. **Planters**

Planters have been filled.

c. **Flags**

The flags have arrived. Some of the issues explained by Alexis are that only some release forms were signed so there was extra work needed to locate all the member locations through Google maps. Decision has been made on install date(s) with a follow up to contact the businesses not only for the install but to verify they are still proceeding with the flagpole and this is to be done prior to Canada Day. Flag Poles will be installed next Wednesday (June 12<sup>th</sup>) depending on weather. If weather is inclement will be pushed back a week.

e. **Community Gardens**

Carly thanked all those who could attend a thank you for coming out to the ground-breaking ceremony. Garden installed on June 7<sup>th</sup>. First blog posted on website and C. Eckhardt sent it to D. Wright to translate into French. Currently inquiring about the signage for the garden. Once quotes received, they will be submitted to Finance for review.

A meeting is being organized to coordinate with other non-profits e.g. Hope Centre, Community Living, Gateway of Niagara etc. who might be interested in overseeing the gardens once the 2019 contract is done. It is recommended that although WDBIA started this project but should not be the organization to maintain it.

A succession plan will be created closer to the end of the contract.

Suggestion was to make a presentation to Rose City Kids Launch Centre.

Must look at going into the garden in Spring 2010 to repair any winter damage.

### **Governance**

It is recommended that the Board through its governance committee should review standing committees. The addition of Board members to the committees as directors are taking on a more active role with the growth of the WDBIA mandates. A list of board members and staff contact information will be circulated.

### **Marketing & Events**

#### **a. Canada Day**

S.E.A.R.T. meeting for Canada Day has taken place. Meeting with Krista, City liaison. Everything is ready with the exception of obtaining one more food vendor and follow up on the Port-o-Potties.

A double check to inquire if Bridge #13 will be lit up red for Canada

Day.

#### **b. Window Decoration Contest**

Partnership between the Board and Rose Festival and North BIA. Board members and staff are encourage to promote participation.

#### **c. Concerts on the Canal M.O.A.**

Memo of Agreement is not completed as the outstanding item is the section on *Excuse for Performance* arising from weather issues and/or cancellations outside of the scope of control of the WDBIA or the City. City logo issue has been addressed and wording to the effect is being added to the M.O.A.

K. Jones in a conversation with Councillor provide information that the COC series will be tendered out for 2020.

It is noted that the funding components can be challenging for a tender as there are multiple sources on the ask (City, sponsorships, staffing, in kind, etc).

**d. Event Marketing**

Social media is being used to market all events. Discussion also took place regarding the importance of keeping the website updated and using social media to drive people to the website.

**10. Business Arising**

**a. Digital Main Street Report** by Marie Maillot

Visited 12 businesses. Received a few emails for appointments. Plan for visiting more businesses with goal of having one meeting for each day. Many businesses are tech savvy but will continue to reach out.

**b. Community Garden**

Already discussed under Beautification.

**c. Sponsorship Package Update**

Nicol-Macdonald did a great job before she left. Will be reviewed in preparation for 2020.

**d. Summer Grants (Social Media Role)**

Hired Liam Infantino with a start date of June 17, 2019.

**11. In Camera Session**

Board moved into In Camera for approval of the minutes of meeting of May 6th

In Camera – 7:50 pm

Out of Camera – 8:09 pm

**12. New Business**

**a. Technology Review**

G. Bowes advises us that purchasing Office 365 from Tech Soup will not be likely because they don't consider the BIA to be a nonprofit. Require evidence of being a non-profit to move forward. New software has been installed. Domain expired. G. Bowes will amend email and pay it if current credit card is valid.

**13. White Space**

a. Rotary Club: Due to a financial short fall, WDBIA will not be in a position to share proceeds from the bucket pass during Concert on the Canal for 2019.

b. Alexis received an inquiry about the Back Pack Event – Open Arms Mission have this in July. Need more information before Executive Director commits. Need to know what prior Executive Director offered.

c. Alexis to order new business cards.

d. Alexis will be attending the 2021 Canada Games meeting in August.

e. K. Jones thanked A. Higginbotham for a great start in her first few days. Commended for an amazing job.

f. Board discussed appointment of Board directors. 7 suggestions have been provided. Executive Committee will follow up.

- g. Organize a meeting with Niagara Regional Police – Drug issues in the downtown along with other issues.
- h. At the request of City staff, Kay Matthews, Executive Director of OBIAA is presenting next Tuesday at General Meeting of Council.
- i. Status on the work/project of the parkette (mini park at the corner of Main and Hellems) needs to be confirmed - \$75,000 has been designated. Meet with City as important to note that work needs to start in 2019 or the grant funding will be lost. Suggested we seek assistance through Council as well.

**14. Correspondence**

Letter to M. Zorbas re audit.

**15. Next Meeting**

Next meeting date is **Monday, July 8th at 5:30 pm at City Hall,**

**Room**

**108-109.**

**16. Adjournment**

The meeting adjourned at 8:05 p.m.

**“BE IT RESOLVED** that the Monday, June 3rd General Meeting be adjourned.

Proposed by D. Wright

Seconded by A. Adams

**Carried**