

**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 March 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 and C. Richard

Board Members Regrets: B. Fokkens

Executive Director: A. MacDonald

Recording Secretary: J. Bujold

Students: L. Rocks and J. Rowntree

Guests: D. LaPlante & J. Bengert from The Hope Chest

1. Welcome - Call to Order

The chair called the meeting to order at 5:37 p.m.

2. Open of General Meeting

General Meeting opened at 5:38 p.m.

3. Acceptance of Agenda

"BE IT RESOLVED that the agenda be accepted as presented. "

Proposed by: C. Richard

Seconded by: B. Herchmer

Carried

4. Declaration of Conflicts

None

5. Approval of Minutes

"BE IT RESOLVED that the Board of Directors accepts the minutes of the meeting of Monday February 4th, 2019 with the correction on page 1 under the Chair report correct to pass budget, page 2 under Beautification correct brackets of 2019, page 3 under the Marketing and Events correcting spelling of Cory's last name to Cruse, page 5 under Student Project Updates delete sponsorship names, page 6 under Welcome Wagon and awarded by OBIAA and motion under Land Acknowledgment Adoption should read "BE IT RESOLVED that a Land Acknowledgment Statement will be read at all AGM meetings."

Proposed by: D. Wright

Seconded by: G. Bowes

Carried

6. Report of the Chair

It was a great presentation at Council. Board still looking for someone for the Community Gardening position. D. Wright and A. Macdonald are working on Finance Audit and it is going well and on time.

Thank you to G. Bowes for taking charge of Out of the Cold and the board raised \$792.00. It brought over 300 people to the downtown core and it was a great night. Go Green is up for discussion at City Council for a permissive grant. RFQ from Country Basket was being reviewed and we are excited about working with them if everything is approved. Concerts on the Canal is all set and awaiting on plans to do a Launch Event in April to announce the lineup.

7. Report of the Executive Director A. Macdonald

The phone line was down for much of February, but it has since been resolved and listening to all voicemails. Issue with internet line and G. Bowes helped with that. Adjusted our website. Attended the following meetings;

City Council – Feb. 5th

Meeting with Auditor – Feb. 8th

Best Practice Call – OBIAA – Feb. 11th

SEART Meeting – Did not attend due to weather – Feb. 12th

OMFRA Digital Main Street Meeting – Feb. 12th

Meeting with Young Sod – Feb. 19th

Meeting with Niagara BIA's – Digital Main Street – Feb. 19th

Meeting with Region Bylaws – Feb. 20th

Meeting with Niagara Native Centre – Feb. 20th

Meeting with Krista Bowie – Feb. 21st

Beautification Meeting – Feb. 25th

SEART Meeting COTC – Feb. 27th

Meeting with Krista – PRO Conference – Feb. 28th

Events and Marketing Meeting – March 1st

Finance and Audit Meeting – March 1st

The BIA launched our downtown programming in the Wellness Guide and there has been a good response. The BIA also submitted for OBIAA awards in February. The BIA has confirmed \$8,500 in sponsorship for 2019 events and in the process of developing the Concert on the Canal. All events have been added to social media pages with details in April. Young Sod has confirmed over \$12,000 in sod donated for Go Green and we are just awaiting a response from the Niagara Investment in Culture Grant, along with the Celebrate Ontario Grant for Concerts on the Canal.

Evelyn's shipping container is being investigated to see if the Arts and Culture Committee can paint that container in 2019. A. Macdonald will contact owner and connect with Recreation and Culture to having the shipping container painted.

D. Wright directs A. Macdonald to seek information from the City of Welland regarding moving benches from curb to inside edge of sidewalk.

Downtown Welland entrance signs are being updates with BIA colors and logos from City, whom is looking for the BIA to cover some of the costs. In the future, the Beautification committee will investigate lighting up the signs.

8. Committee Motions

None

9. Committee Reports

a. Finance and Audit

Motion: "BE IT RESOLVED that Year to Date budget for actual board report will be done on a quarterly instead of monthly basis."

Proposed by D. Wright

Seconded by G. Bowed

Carried

1 opposed

The summer student program grant has been completed with the ask of 3 students for a total of \$26,304.91. This work period total 16 weeks at \$14/hr. + payroll taxes (covered by the grant). Finance and Audit will look to report at the earliest of April Board Meetings or latest May Board meeting as to the success of the grant. In partnership with Ontario's Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and the Ontario BIA Association (OBIAA), Digital Main Street has formally launched the Digital Main Street Grant program which is a 12 million provincial project. Every small business, most certainly most if not all our BIA members would qualify to apply for a \$2500 grant to initiate marketing and promotion through digital platform(s). To assist BIA Boards, there is a Digital Main Street Grant with a value of \$10,000 per BIA Board to hire individual(s) that would support the BIA administration to work with downtown member to enhance the uptake and facilitate the training of our members.

Motion: "BE IT RESOLVED that the Board of the WDBIA consider moving forward with the \$10,000 grant for Digital Main Street Initiative.

Proposed by D. Wright

Seconded by B. Herchmer

Carried

Through the audit and year end reports, it was determined by the committee that processes be reviewed considering implementing items such as payables in a more sequential order; look to the cost of obtaining payroll add-on to better record taxes. The essential version of the software is no longer meeting the needs of the Board. The QuickBooks software can be enhanced to obtain efficiencies at time of audit and other reporting such as sponsorships; events and other future initiatives. There is a 70% savings that expires as of March 4th if we proceed at \$12.00 monthly which is \$1 greater than current for the essential. The Pay-roll add on is a \$20 monthly +\$2 per employee. The savings to the Board is on administration time of staff and savings and hours dedicated to the annual audit as well as the fees for hours by the auditing firm as well as a timelier filing for HST.

Motion: "BE IT RESOLVED that the Board of the WDBIA consider upgrading the QuickBooks Essential to that of Plus and purchase the pay-roll add on.

Proposed by D. Wright

Seconded by G. Bowes

Carried

Upcoming for reviews in April and May will be the Director & Officers as well as general liability insurance contracts.

b. Beautification

i. RFQ Update

Submission of an RFQ. It was well put together and under our \$30,000 budget. The submission was once again from Country Basket. No other businesses can provide the flowers and maintenance.

Motion: "BE IT RESOLVED that the board of management for the WDBIA approved the Beautification recommendation to proceed with Country basket for both product and maintenance for the calendar years 2019 and 2020.

Proposed by L. Robichaud

Seconded by D. Wright

Carried

ii. Flower Baskets Brackets

A. Macdonald will be seeking prices on brackets and verify with finance and audit that brackets were priced out on the 2018 calendar year. L. Robichaud will be contacting public works for bracket install and 2019 colors with parks and forestry. L. Spinosa went on Google Earth and put dots on map to help us.

iii. Community Garden

To expand the schools involved in the community garden project, D. Wright will introduce A. Macdonald to Jean Vanier Catholic School for carpentry in the month of March 2019. Will continue looking for employee and cannot hire or start person until March 18th, 2019, as per grant. Will approach Eastdale Secondary School if no response from Jean Vanier.

c. Governance

i. Policy Review

The most current version of the Welland Downtown Policy and Procedure manual will be made accessible on a shared drive on the web. This will ensure that anyone with the link will always be viewing the most current version as it will always be a work-in-progress. Keyboard members and staff will have a level of access that will allow them to edit the doc.

ii. Posting unapproved minutes

Only approved minutes should be on the website and city website only.

Motion: "BE IT RESOLVED that only approved minutes will be circulated."

Proposed by: D. Wright

Seconded by: A. Adams

Carried

d. Marketing & Events

i. Concerts on the Canal

A. Macdonald updated the committee that the WDBIA has confirmed \$8,500 thus far for 2019, and that the Hamilton Port Authority would be presenting sponsor of Concerts on the Canal.

Sponsorship package was reviewed and accepted with Finance and Audit wishing to discuss Santa Claus Parade in their March Meeting.

SEART Meeting for Concerts on the Canal was on February 27th and went extremely well. All parties are aware of potential alcohol and all groups gave the go ahead. AGCO stated that because it was a catering endorsement that a letter of Municipal significance was not required, therefore, a vote via Council is not required. The catering endorsement allows the company serving alcohol to relocate their bar to any property. Police liaison G. Allen stated that Police could be reserved for those nights of the concerts but the small-time frame of each event makes it unlikely that any officer would sign-up or volunteer. If there is enough security on-site and with past success of the WDBIA and alcohol it may be better to save money and/or only request officers on two of the busiest nights – although even then they are not promised.

Vendors are confirmed, and paper work is being accepted and assessed – completion be end of April 2019.

Celebrate Ontario Grant Pending. No word.

Concerts dates have been released on social media, full line-up will be released on April 1st, 2019.

A. Macdonald is investigating inflatables for children's day showing if budget permits.

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

Proposed by C. Cruse

Seconded by A. Adams

Carried

2 Opposed

ii. Go Green on Bridge 13

Niagara Region has given an estimate of \$1,500 to close the bridge – a significant decrease from the original \$5,000. The amount was added to the request from the City of Welland for Capital grants to cover the cost of equipment. All other monies requested that go unused would be returned to the City.

A. Macdonald applied for Niagara Investment in Culture Grant in the fall. The WDBIA should know soon.

A. Macdonald and City Staff visited Youngs sod and confirmed a donation of just over \$12,000 worth of sod.

The event will be launched on Earth Day 2019 with an application for a homeowner in need or project-based organization to apply for sod after the even has concluded.

A. Macdonald and staff person K. Bowie are/have (been) meeting with the Niagara Native Centre and other groups to focus on the “past” part of the bridge. The trackless trains have been rented to take people downtown business which is the focus of the “present” part of the bridge project... still seeking an idea for the “future” part of project – any ideas are welcome.

iii. Canada Day

Vendors have been partially confirmed – should wrap-up by end of April 2019.

Committee is in discussion with cruise Niagara for special showing on Canada Day.

SEART meeting has yet to take place but should happen in April.

The bands and stage have been completely booked, social media is already promoting the event, rock climbing wall and inflatables have been booked.

10. Business Arising

a. WDBIA Expansion Vote

Motion: “BE IT RESOLVED that the Finance and Audit do a cost analysis vs. revenue.”

Proposed by D. Wright

Seconded by A. Adams

Carried

b. Student Project Updates

Nothing

c. OBIAA Conference Update

The conference this year is being held in Ottawa on April 1, 2 & 3rd, 2019. It looks like currently it will only be A. Macdonald attending. D. Wright will be attending but as a presenter.

- d. Parking West Main
 - A. Macdonald advised that City Councillors from that Ward have been contacted and they will investigate it.
- 11. New Business
 - a. Digital Main Street Grant
 - Already discussed earlier
 - b. New Member for WDBIA
 - Dawn LaPlante and Jodi Bengert from The Hope Chest. They are opening at 193 East Main Street hopefully at the end of March.
- 12. White Space
 - Meeting with Rose Festival;
Bring Parade back downtown, bring day at the Park to Merritt Island, brought their office back downtown and bring back Street dance.
- 13. Correspondence
 - a. New Horizons Grant Approval Email
 - b. City of Welland, Approval of budget
 - c. City of Welland, Loan repayment invoice
 - d. City of Welland, Board approval letter
 - e. Big Brothers, Big Sisters, Sponsorship request
 - f. Sponsorship request – Youngs Insurance – Defer to Finance and Audit
- 14. Next Meeting
 - Monday April 8th, 2019 at 5:30 pm at City Hall, Room 108-109.
- 15. Adjournment
 - The meeting adjourned at 7:40 p.m.
 - Motion: BE IT RESOLVED that the Monday, March 4th General Meeting be adjourned.
 - Proposed by A. Adams
 - Seconded by L. Robichaud
 - Carried**

