

**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 May 6, 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, L. Robichaud and C. Richard,
C. Cruise and A. Adams
Board Members Regrets: B. Fokkens, B. Herchmer
Executive Director: A. MacDonald
Social Media/Summer Staff: M. Zine
Community Garden Staff: C. Eckhardt
Recording Secretary: J. Bujold

1. Welcome - Call to Order
 - a. The chair called the meeting to order at 5:42 p.m.
2. Committee-of-the-Whole (In Camera)
 - a. In Camera at 5:45 p.m.
 - b. Out of Camera at 6:23 p.m.
3. Open of General Meeting
 - a. General Meeting opened at 6:23 p.m.
4. Acceptance of Agenda

"BE IT RESOLVED that the agenda be accepted as presented "
Proposed by: K. Jones
Seconded by: G. Bowes
Carried
5. Declaration of Conflicts

G. Bowes declares a perceivable conflict but not a pecuniary conflict through the Digital Main Street program offer.
6. Approval of Minutes

"BE IT RESOLVED that the Board of Directors move that the minutes of April 8, 2019 be reviewed and revised for matters of legal wording, unnecessary information and wordings of a confidential nature."
Proposed by: D. Wright
Seconded by: G. Bowes
Carried
7. Report of the Chair

Thanks to everyone who stepped in during the Executive Director's absence. When the Executive Director returned we had a meeting to make sure we were all on the same page.

8. Executive Director

Catching up to speed on everything. Will be starting with Events and Beautification this week. Having meetings next week. March and April were very administratively heavy months thus working through arrears.

9. Committee Motions

None

10. Committee Reports

a. Finance and Audit

Bank balance remains enough to meet all expenses until levy is received.

Income received in 1st quarter through sponsorships; grants and sales of Board Game at \$51,344.62.

Audit update - outstanding items were forwarded except for the April minutes which will be forwarded within upon approval. The audit is slated to be completed on May 6th. I will review with the auditor and a signed copy will be remitted to the CFO.

The Levy process was reviewed with the Board as well as the reciprocal exchange of Cheques – levy presented to BIA and the loan due of \$7500 to the City.

Staffing includes Summer with 1 person at 35 hours and another at 17.5 hours. Grant includes the MERC costs. Staffing for the two approved grants of Community Garden and Digital Main Street. Again, the staffing costs including MERC is covered by the grants.

Staffing during the absence of E.D. was on a contract basis with offset from the HST rebate.

HST rebate has been completed for the period ending December 31st, 2018 as the organization continued to meet the objective of non-profit. The rebate looks to 50% of federal and 82% of provincial.

Councilor Richard shared and inquired about the deadline of March 1st as stated in the by-law regarding the WDBIA. The Treasurer will discuss with the auditor if that date can be met for 2020. The deadline may require review as this has not been a practice for several years however all efforts will be made to inquire and work to that goal. Will report back to the Board.

b. Beautification

Floral baskets have been worked on. The Planters are being cleaned up. List of flowers were given to Country Baskets.

There are 80 members signed for Canada Day Flags. Notre Dame Catholic School purchase the supplies and make the apparatus. Will need to hire an installation company to put up the flags poles and brackets which will also include raising the flags on each pole. These will stay in place from mid-June to November following Remembrance Day. Next year the flags should be up for Victoria Day weekend. An issue arising from leave is the Brock intern is the person with the working knowledge of the placement and coordination. It is suggested that we have the individual assist with the final aspect of the project for 2 days.

“BE IT RESOLVED that the Board engage project individual for 16 hours. Contracted cost \$220 with revenue source being proceeds from the sales of the Monopoly Game to complete the Canada Day Flag project

Motion by: D. Wright

Seconded by: L. Robichaud

Carried

Downtown Signage – Entrance signs into Downtown catchment being updated. The objective is to have the WDBIA logo and colours utilized to make them brighter. The total estimated cost as shared by City is \$4500.00 to complete all 5 entry signs. Request from the City for the Board to offset half of this cost. The Treasurer informed the Board that this expense has not been budgeted into Beautification. However, there would be funds made available through the HST rebate. Discussion on the asset of having more prominent staging for the entry points of the WDBIA catchment area as well as marketing of the catchment.

“BE IT RESOLVED that the BIA will cover 50% of the quoted cost up to a total of \$2500.00 for the wrapping of the 5 entry points into the downtown.

Motion by: L. Robichaud

Seconded by: C. Cruise

Carried

c. Governance

No report –

d. Marketing & Events

a. Canada Day

Planning completed with City. Critical path to successful event now in place.

b. Concerts on the Canal

Memo of Understanding discussed with suggestions from both City staff and WDBIA. Meeting was with City Staff from Contracts (S. Moon) and with Culture and Recreation (R. Dalton). Spoke to the planning to date and the specifics of the **marketing of the event**. Spoke to responsibilities during the events proper. The concerts will be enhanced with the return of Supper Markets which also becomes the 4th event for packaged sponsorships (see Go Green). A request to focus on the marketing from the City and that dedicated social media to support the event from the event funding (sponsorships) it was discussed that dedicated number of hours be implemented.

“BE IT RESOLVED that the WDBIA obtain 48 hours of specified social media marketing for a total of \$650 on a contracted position for promotion of Concerts on Canal / Summer Concert Series event.

Motion by: C. Cruise

Seconded by D. Wright

Carried

c. Go Green

The WDBIA was successful in obtaining the Grant. The Executive of the Board, upon reviewing workload, City staff no longer involved and leave of absence of E.D. informed the Region and declined the grant. To be noted the Board did receive negative feedback arising from unknown facts. Determined that if WDBIA were to proceed in the future, increasing communication and components of event to be shared prior would enhance the buy-in. Once explained it was found that many individuals would have supported the event. This can be reviewed for 2020. The sponsorship funds re-allocated to Supper Markets. The \$2500 budgeted will be folded into Canada Day event.

11. Business Arising

a. Digital Main Street

The grant received, contract employee for the project has been hired. G. Bowes Will need to meet with the Executive Director and the contract employee (strength in social media). The \$2500 grant is a first come first serve until the provincial funds are exhausted.

b. Banners – In Camera

c. Community Garden

C. Eckhardt was introduced and is the contract position responsible for the Community Garden Project. First foray was to publicly owned land and then a reach out to the business community. The area/land that will sponsor the WDBIA Community Garden is situated at 152 Hellems Ave. which is owned by Gary Newman.

Reached out to Launch Centre for anything that requires building. Brainstorming with 2 grade 9 classes. Couple of weeks for site planning and will present to seniors, C. Eckhardt and Executive Director. The goal is to have all in place by end of May however C. Eckhardt advised more like mid-June. City of Welland will assist with installation and donate soil but (to be re-confirmed). There is a horticultural person that came to volunteer. Great expertise. Reaching out to Seniors Homes, Accessibility Council, Horticultural Council and links for greater learning. Finalized logo came out today and will have logo on website and share the background of how logo was created. Start a blog online – free drag and drop. Shared on all social media platform. End of this month have a ground-breaking event. May 10th have 1st workshop. Early June initial install day. Fruit, vegetables, herbs, flowers, trees and feeder garden. Flood lights and fencing will be used to provide additional protection.

d. Canada Day Flags and Brackets

See #10 d.(a)

e. Sponsorship Package Update

Packages included 4 events and with the Supper Markets in lieu of Go Green we are proceeding.

f. Summer Grants

Interviews scheduled for May 7th.

12. New Business

a. Technology Review

Review on how the WDBIA can better manage and backup documents. TechSoup – Donation of office 365 is being investigated.

b. Bridge #13 - Programming

It was a working agreement that WDBIA would manage the requests and monthly lighting Calendar. Originally thought that the Region was to take it over, however the current arrangement works well with WDBIA completing the work as part of our service to City and downtown catchment (as well as it being the most beneficial to Welland.)

13. White Space

In Camera at 8:30 p.m. – Motioned by K. Jones & D. Wright

Out of Camera at 8:36 p.m. – Motioned by L. Robichaud & G. Bowes

Strategy to appoint new directors. Meet with Eric Nicolls before his departure re-Parkette. The City indicated it was moving forward with the area and the grant funds received. The WDBIA does not want to miss out on the opportunity preferring to begin the work in 2019.

14. Correspondence

None

15. Next Meeting

Next meeting date is Monday, June 3rd at 5:30 pm at City Hall, Room 108-109.

16. Adjournment

The meeting adjourned at 8:45 p.m.

– **“BE IT RESOLVED** that the Monday, May 6th General Meeting be adjourned.

Proposed by D. Wright
Seconded by A. Adams
Carried