



**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 November 11, 2019  
Civic Square Room 108/109, 60 East Main St. Welland**

---

**Board Members Present:** K. JONES, B. HERCHMER, G. BOWES, L. ROBICHAUD, H. TREDDENICK,  
A. ADAMS

**Board Member Regrets:** C. CRUISE, L. SEE, D. ALEXANDER, B. FOKKENS, C. RICHARD

**Recording Secretary:** B.HERCHMER

**Executive Director:** A. HIGGINBOTHAM

**1. WELCOME - CALL TO ORDER**

a. The Chair K. Jones called the meeting to order.

**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: G. Bowes

Seconded by: L. Robichaud

**Carried.**

**4. DECLARATION OF CONFLICTS**

a) Declaration of Conflicts – none

**5. APPROVAL OF OCTOBER 7TH, 2019 MINUTES**

**“BE IT RESOLVED** that the October 7<sup>th</sup> minutes be accepted as presented.”

Proposed by: B. Herchmer

Seconded: G. Bowes

**Carried.**

## **6. COMMITTEE OF THE WHOLE (6:14)**

(Out by 6:19)

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

## **7. REPORT OF THE CHAIR K. Jones**

- Hometown Hockey taking place Nov 8-10<sup>th</sup>.
- BIA members encouraged to participate in Nov 16<sup>th</sup> Santa Claus Parade.
- Held a productive Board strategic planning meeting on October 22<sup>nd</sup> facilitated by B. Herchmer.
- Council presentation for November 19<sup>th</sup> has been prepared to ensure ongoing awareness of our mission, budget, and future plans.

## **8. EXECUTIVE DIRECTOR'S REPORT A. HIGGINBOTHAM**

- Brock Presentation has resulted in two recreation student placements.
- Zombie Walk attracted approximately 200 participants.
- European Pantry held an open house (now selling Italian food items).
- Participated in Hometown Hockey Meeting.
- Oak Centre meeting will do a presentation at the December meeting to discuss potential Clean-up Crew.
- Participated in Santa Claus Parade meetings.
- Odd Shop and MTbellies won the display award for Hometown Hockey.
- Now featuring a monthly business in the newsletter.
- St. Catharines BIA is having an issue with drugs in their downtown core and are collecting best practices that they will ultimately share.
- We've been asked by City Hall to provide input regarding dogs as there is a motion being presented at Council to ban dogs at all city events with over 100 participants. No other municipalities have banned dogs except Canal Days and Marshville.

**“BE IT RESOLVED** that the BIA is not in favour of banning dogs from BIA festivals and events.

Proposed by: K. Jones

Seconded: G. Bowes.

**Carried.**

## **9. COMMITTEE REPORTS**

- a) **Governance:** B. Herchmer

B. Herchmer shared the revised Strategic Plan that was the result of the October 22<sup>nd</sup> meeting. It will be shared with all members who will be asked to select their Committee as well as their specific prior to the December meeting. The following motion was also presented.

**“BE IT RESOLVED** that the Downtown BIA goals be slightly revised as per the recommended strategic directions to read as follows:

1. To enhance and preserve the safety and beauty of the downtown core (including our cultural assets and historical buildings).
2. To provide programs and events that will attract people to Downtown.
3. To develop and strengthen the capacity of the WDBIA member community to contribute to economic development and job creation.
4. To promote and market the Welland Downtown area as a destination to shop, dine, work and visit.
5. To enhance pride in the community.

Proposed by: B. Herchmer

Seconded: A. Adams.

**Carried.**

**“BE IT RESOLVED** that the Downtown BIA committee structure be revised to align with the goals and agreed upon strategic directions.”

The governance committee will provide a draft for review at the next meeting.

Proposed by: B. Herchmer

Seconded: G. Bowes

b) **Finance and Audit** G. Bowes

- No report. Meeting with the bookkeeper is scheduled for next week (Mark Lelievre).
- Will provide a full report at the next meeting.
- Will be seeking an explanation of the seemingly high rates for employers share of CPP and EI.
- Student grants finally received.

c) **Beautification** L. Robichaud

- A pilot planter with LED lights has been placed in front of the BIA office. It remains mostly intact after one week.

**“BE IT RESOLVED** that given the current status of the budget, the lights on the planters be postponed until Christmas 2020.”

Proposed by: K. Jones

Seconded: L. Robichaud

**Carried.**

A. Higginbotham will also arrange a meeting with the City to better understand their plans for Christmas décor and to ensure our efforts are aligned.

**d) Marketing and Events** K. Jones

*Concerts on the Canal*

RFP was submitted.

*Santa Claus Parade*

Board members are encouraged to be in the parade to hand out antlers and candy.

*Dinner & Movie Winter 2020*

Met with Rose City Kids and Niagara Artists Centre. Toured the facility. Projector is not ideal as it cannot project blu-ray so movie selection will be important. NAC will provide appropriate titles for choices. First event will be Valentine's Day, Family Day and two others that will be determined. Will have titles and dates for the next meeting. Presstime have designed a logo but feedback suggests that if we use a different logo it will need to look as if it is part of the Downtown BIA in order to ensure consistent branding. Tickets will be available for purchase on Event Bright.

*All is Bright (November 2019?)*

Consideration will be given to patterning an event similar to one in Alberta called "All is Bright" for next year. The concept will be discussed and ideas provided at the next meeting.

**11. BUSINESS ARISING**

**a) Digital Main Street** A. Higginbotham

Marie Millot is back because travel dollars have not been utilized and will instead be used for Marie to work one day a week. European Pantry has completed the process and will receive a \$2500 Digital Mainstreet Grant.

**b) Community Garden** A.Higginbotham

Project term has been completed. Final financial payments for materials for the gardens and an honorarium for the student labour for Niagara Launch Centre (Niagara Catholic District School Board) are being finalized. ACTION: A. Higginbotham will circulate and review the original grant as well as verify that an honorarium is expected.

**c) Summer Grants Update** A. Higginbotham

New grants to support summer student positions for 2020 are anticipated for late December or early January.

**d) Technology update** G. Bowes

The adhoc committee of G.Bowes, A. Higginbotham, and B. Herchmer provided an extensive report and recommendation for a new website. A recommendation has been made but it will be discussed at the next meeting once finances are more settled.

**12. NEW BUSINESS**

None.

### **13. WHITE SPACE**

#### **a) Planter Damage**

A. Adams reported there has been an accident at the corner of Main and King Street which damaged a BIA planter. Apparently it was one of a number of incidents but the police are investigating as it apparently was one of a number of incidents by the same driver.

#### **b) OBIAA Board Of Directors**

OBIAA is seeking nominations for their Board of Directors. It is understood there may be some travel costs that will need to be absorbed by the Board.

**“BE IT RESOLVED** that Brenda Herchmer’s name be submitted for consideration for the OBIAA Board.”

Proposed by: K. Jones

Seconded: G. Bowes

**Carried.**

#### **c) Event Policy**

**“BE IT RESOLVED** that in addition to the MOU that is required for all projects, a Board Member will be appointed as a liaison to that organization or group planning that event.

Proposed by: K. Jones

Seconder A. Adams

**Carried**

#### **d) Land Acknowledgement**

**“BE IT RESOLVED** that where appropriate and agreed upon by the Board, the opening of BIA meetings and events include a Land Acknowledgement.

Proposed by: H. Treddenick

Seconded by: K. Jones

**Carried.**

**15. NEXT MEETING DATE:** Monday December 2nd, 2019

### **16. ADJOURNMENT**

The meeting adjourned at 8:15PM

**“BE IT RESOLVED** that the Monday, December 2<sup>nd</sup> General Meeting be adjourned.

Proposed by: A. Adams

Seconder: K. Jones

**Carried**