

**Minutes of the Meeting of the
Board of Management of Welland Downtown Business Improvement Area - City of Welland
GENERAL MEETING
CIVIC SQUARE ROOM 108/109 (60 EAST MAIN STREET)
MONDAY OCTOBER 7TH , 2019**

Board Members Present: K. JONES. B. HERCHMER, A. ADAMS, D. BUJOLD-WRIGHT,, G. BOWES, C. RICHARD, L. ROBICHAUD, H. TREDDENICK

Board Member Regrets: C. CRUISE, B. FOKKENS,

Recording Secretary: B.HERCHMER/A. ADAMS

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 at approximately 5:41 PM.

3. ACCEPTANCE OF AGENDA

“BE IT RESOLVED that the agenda be accepted as presented.”

Proposed by: K. Jones

Seconded by: C. Richard.

Carried.

4. DECLARATION OF CONFLICTS

- Declaration of Conflicts – none

5. APPROVAL OF SEPTEMBER 9TH 2019 MINUTES

Approval of last month’s minutes should show Sept 7th as date (not August 12th). Third sentence “of hours bylaw officer” should be changed to read “bylaw officer hours ; top of two pages later, first sentence is awkward. Word “even” should be removed.

“BE IT RESOLVED that the agenda be approved with the suggested changes”.

Proposed by: G.Bowes

Seconded by: H. Treddenick

Carried.

6. COMMITTEE OF THE WHOLE

In-camera: 5:43

Out of camera: 5:52

7. REPORT OF THE CHAIR K. Jones

September provided an opportunity to recover from the summer. Glen, Alexis and Brenda have been working on the technology and website, time has been spent preparing for the Annual Meeting on Wednesday at 5:30. The event has been advertised by radio/website/etc. And finances from concerts on canal have been wrapped up. Planning for 2020 has also been initiated.

8. EXECUTIVE DIRECTOR'S REPORT

Reports will be shared as topics arise under committee reports.

9. COMMITTEE MOTION(S)

None.

10. COMMITTEE REPORTS

Governance: B. Herchmer

- a. Strategic Plan meeting for all Downtown BIA members to finalize the draft plan is scheduled for October 22nd at City Hall for 6:00 PM. Draft plan in a powerpoint file was forwarded to Board members previously. After it is shared at the annual meeting, Alexis will also ensure it is shared on the website.
- b. City Council passed a motion to approve the three new members appointed to fill existing vacancies. Still need two new members so will invite interest at the AGM.
- c. New Board Members: Leda Laborie, Holly Treddenick, David Alexander

Finance And Audit: A.Higginbotham

- 2020 Budget has been approved and added to the AGM package.
- Budget be presented at the November 5th Council meeting.
- CRA Request for relief has been approved to waive fines imposed from March to June (GST, CPP, and EI included). The filing was done late because of challenging staff issues. This will not be an issue in the future as a bookkeeper will be submitting reports on a monthly basis.

Beautification: A.Higginbotham and L. Robichaud

- Leslie and Alexis have met with Country Baskets. Hanging planters were removed at the end of September. Flowers from planters will be removed in the next few days
- Some issues with flags...flag poles have become loose in the bracket. The company that installed them (GAMS) come back and checked loose brackets. If there were loose, they were removed right away for safety reasons. GAMS advised they will rectify in the Spring when they are reinstalled.
- Country Basket suggested that that if we want to light the planters, LED lights can be added and tied into the planters with a timer at a cost of \$20 per planter. Money is available in the budget and they could potentially last for three years. We will need to speak to City staff to determine whether or not they have plans.
- Red and silver metallic decor has been suggested for all planters. Different possibilities to test lights in the winter seasonal planters were also discussed.

“BE IT RESOLVED that we do one do one trial winter seasonal planter with lights in it for one week and if the lights do not get stolen, then we add lights into all planters at a cost of no more than \$1500.00 plus tax (upon confirmation we have the money in the budget).

Proposed by: L. Robichaud

Seconded by: C. Richard

Carried.

Marketing And Events: K. Jones

A. Concerts On The Canal

- An RFP has been issued by the City. There have been significant changes in the RFP as it has become more formal and complex.
- Much more work will be required to put the bid together to meet the criteria, increase the calibre of the content, and ensure the Downtown BIA does not incur costs.
- It was also noted that in-kind contributions will need to be included.
- Last year’s costs were \$90,000. It was suggested that the budget be increased to \$120,000 with the BIA profiting by \$5000 that could be directed to other projects.
- Will also need to ensure a policy is in place to address the issue of who is responsible if an act doesn’t show up or inclement weather results for a scheduled concert.
- R and B productions were our competing bid last year and interest was expressed in a joint proposal.

“BE IT RESOLVED that we proceed with a response to the RFP with a joint proposal with the BIA as a lead, and R and B productions in a subcontracted agreement. Include acts being considered, must be family friendly and accommodate a variety of target audiences. Areas such as dance, comedy, Broadway, Big Band, jazz and blues will be considered. Motion to proceed with a joint

Proposed by: K. Jones

Seconded by: G. Bowes

Carried.

B. Santa Claus Parade

- Santa Claus Parade will take place Saturday, November 16th at 4:00 pm.
- Letter of understanding will be initiated to explain the relationship between the City and the Downtown BIA and our \$1000 contribution for the purchase of candy, and antlers.
- Launch Centre (Catholic School Board) is building a float. They are also interested in doing other community projects. Other feeder schools are being encouraged to participate. Also encouraging businesses to participate.

C. Dinner & Movie Winter 2020 Update

- Downtown BIA will partner with Rose City Kids and NAC (Niagara Artists Centre) to provide dinner and a movie. The idea is to go to dinner at a downtown restaurant and then attend a movie and Rose City Kids. Our Board will have a say in what movies will be scheduled.
- It is tentatively scheduled for February and March and we will seek discounts from restaurants.
- Also seeking a partnership with Silversmith Brewery. \$10-15.

11. BUSINESS ARISING

1. Digital Main Street: A.Higginbotham

The provincial program offered by the Ontario Government via OBIAA that allows businesses to access up to \$2500 in funding for digital updates is ongoing through the fall. The process is extensive and requires viewing of a number of videos and the development of a digital plan by the business. A number of Welland businesses have completed the process.

2. Community Garden and Dinner: A.Higginbotham

A successful Culture Days event was held and several local artists contributed to the fence painting. Staff also assisted with a Community Harvest Dinner at Holy Trinity Church in Downtown Welland on September 28th. The day was a great success, bringing together community members over a shared, locally sourced and prepared meal, with profits benefiting the hygiene bank at Holy Trinity and Small Scale Farms "Feed a Family" initiative.

3. Summer Grants-update: A. Higginbotham

Still waiting for payment.

4. Technology Update: G. Bowes

- Staff and board members have researched other BIA websites, potential platforms, solicited proposals and will be presenting a recommendation for proceeding at the next Board meeting.
- A new laptop and printer has been purchased.
- Office 365 licences have been purchased
- 5 domain names were renewed

12. WHITE SPACE:

Hometown Hockey Nov 9 and 10th

Welland has been chosen a community that will be highlighted during the NHL hockey game. Game will be viewed behind city hall (Sunday night). It is Rogers' show. Vendors will be set up, refreshments. Rogers colours red and white will be used to light the bridge. To ensure safety, have applied to close East Main Street.

Bikes and E-bikes

Bikes and E-bikes remain a safety issue for pedestrians. A number of close calls have been witnessed. Councillor Richard will reach out to Councillor Fokkens to continue to raise it as an issue.

Expansion of Downtown BIA Catchment Area

Will be added to next month's agenda as a discussion item. Expanding East Main to include the new courthouse is a priority.

Signage

Entrance signage to the Downtown area needs to be levelled and flipped around. One has been grafitti'd.

Available Spaces of Rent

Interest was expressed in the availability of spaces for rent. Steve Canjar may be able to help?

Wellandopoly Games

Now available for sale for \$25. Will be sold at Hometown Hockey and at the Santa Claus Parade.

14. **NEXT MEETING DATE:** Monday November 4th, 2019

15. ADJOURNMENT

The meeting adjourned at 8:30PM.

"**BE IT RESOLVED** that the Monday, October 7th meeting General Meeting by adjourned.

Proposed by: A. Adams

Seconded by: H. Reddenick

Carried.