

**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 September 9th, 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, C. Richard and A. Adams
Board Members Regrets: L. Robichaud, B. Fokkens and C. Cruise
Executive Director: A. Higginbotham
Recording Secretary: J. Bujold
Community Garden Staff: C. Eckhardt (Absent)

1. Welcome - Call to Order

a. The chair called the meeting to order at 5:30 p.m.

New residents to the City of Welland and a downtown business member introduced themselves.

2. Open of General Meeting

a. General Meeting opened at 5:50 p.m.

3. Acceptance of Agenda

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

Proposed by: B. Herchmer

Seconded by: C. Richard

Carried

4. Declaration of Conflicts

None

5. Approval of Minutes

"BE IT RESOLVED that the Board of Directors move the minutes of August 12th as presented"

Proposed by: D. Wright

Seconded by: B. Herchmer

Carried

6. Committee of the whole

In camera – 5:45 pm

Out of camera – 5:57 pm

7. Report of the Chair

Summer is over. 8 Concerts with the last one finishing with a bang. With any event comes issues and the Board, especially the Executive Director, worked through and able to make use of those solutions and steps if the Board is awarded the Summer Concert Series in 2020.

Cannabis store proposed on Division St. where the Old Welland Printing shop was. Radio & Tribune media reached out for comments regarding this business.

Treasurer did a tremendous job with the budget.

8. Executive Director

Few complaints on Concerts on the Canal on items of liquor, security and cigarette, vaping and cannabis with the latter 3 being most often mentioned.

Directors inquired about City of Welland hiring off-hours by-law office. Inquired about having that person patrol during concerts to hand out fines.

Look to posting no pet signs to avoid any issues arising from having pets in the park during event. There were a few potentially dangerous situations arise with owners not being able to control their animals.

Temporary handicap parking with no curb cut outs is causing issues for the ones who must use it. Look at possibly putting a temporary ramp during concerts for easier accessibility.

9. Committee Motions

None

10. Committee Reports

Governance

a. Strategic Plan

Previously the Board had 5 goals but currently we now have 4 as the 5th goal was in fact more of an outcome rather than a goal. Positive feedback, more restaurants and grocery and retail stores, B&B's and outdoor patios. Fronts of stores being used as residential and 2 hr free parking abused.

Succession planning's #1 request is for training.

Upcoming newsletter – by-law needed.

Give highlights at AGM and then invite them to the Strategic Planning Meeting on October 24th.

Possible grants to be obtained for 3 to 4 training workshops.

More diversity for Feast St., foody walking tour, something for Family Days, actively recruiting stores and arts & recs possibility.

b. Standing Committees

Consideration for the addition of an additional committee; Marketing & Communications or Communications

Discussion by Board that another option could be a sub-committee of Marketing & Events specific to Communications. Board to consider each option.

Finance and Audit

a. Financial Position

Funds in bank will meet expenses for the balance of 2019 and cover the costs of the first quarter of 2020 which is the period of the audit completion.

b. 2020 Budget

The revised budget was circulated to the Board. The levy has a 2.5% increase to meet needs for the beautification budget requested by members. Chiefly meeting the

hanging apparatus for baskets.

Division St. requires a strategy or answer to the beautification issue in the area between Burger and Hellems.

HST rebate should be line with 2018 amount.

Internship/Grant is an in & out in that if approved budgeted and if not approved then there is no expense allocated within the committee framework.

\$25,000 sponsorship is very attainable. Suggestion to review in kinds as these are not fully spent – receiving funds for work completed better financial outcome.

The approved Board budget to be brought to AGM on October 9th.

To be noted that budget has been voted upon. At the AGM the budget will be explained and questions answered. The Executive Director would then forward correspondence over her signature of that of the Chair to the City Clerk for presentation to Council for ratification. The correspondence would also include previously passed motions on changes to sections 13 and 17 of By-Law 1999-51 Executive Director confirmed that the WDBIA presentation is slated for November 5th. Presentation of the Budget should be streamlined for Council within the allotted time. **“BE IT RESOLVED** that the revised 2020 budget be accepted as presented, presented at the AGM and forwarded to Council for ratification”

Moved by D. Wright

Seconded by B. Herchmer

Carried

Audit work should begin in December of each year. The 2019 Budget funds that are in account at December 31st will be used to carry expenses until the 2020 until levy is released.

c. Bookkeeping

All filings are now current with WSIB, T4 Summary and CRA filings. System assesses for late payment to which directed by CRA that an appeal be made pursuant to the circumstances of the 1st quarter of 2019.

Beautification

Meeting with Country Basket for seasonal décor. L. Robichaud will be attending discussion so the Executive Director can better understand the spring plantation. When asked why flowers taken out of planters when in full bloom, they are taken down due to maintenance expense. It costs approximately \$1300 to maintain the floral décor weekly. Planned for the end of September but possibly later in the season due less watering due to cooler nights. Seasonal décor doesn't start until Remembrance Day.

Marketing & Events

a. Concerts on the Canal

Issues with smoking/vaping/cannabis and alcohol. By-law officer state it is the police responsible and police state it is by-law officer's responsibility. Health department says they will give signs to post.

The WDBIA is very efficient with its even expenses but the sponsorship is what makes it. The \$40,000 forwarded by the City has not been increased since inception of Summer Concert Series against inflating costs of the expenses.

It is agreed that the Board will respond formally to the RFP when it goes out.

The cost will be increased slightly due to increasing cost of the bands as well as items such as security and marketing. Epic Eagles provided best bucket pass and Revive the Rose was the least. The best alcohol sales were on August 30th and the least August 23rd. A lot of positive feedback from the French Concert. To be noted when breaking down the costs the Board does not expense out the full \$25,000 in in kind services. Re-allocation would be better served.

“BE IT RESOLVED that the WDBIA agrees to respond to an RFP for the Summer Concert Series for the 2020 season.

Moved by D. Wright

Seconded by B. Herchmer

Carried

K. Jones met with R&B to discuss a possible partnership for the Concerts on the Canal. In order to make use of each organization’s strengths. Their strength in production and the WDBIA in organization, setting up vendors and so on. WDBIA is better in promotion & marketing. Discussion on the merits for each organization was had by the Board. Referred to Events and marketing and K. Jones will look further into it. Treasurer counselled any partnership would require an M.O.A. and it would be needed between R&B and the WDBIA and most likely 3rd party begin the City of Welland.

b. Santa Claus Parade

Meeting with the Launch Centre; Also looking to include more floats and possibly refurbishing the Santa Claus sleigh. Letter to be sent out by K. Jones to the high schools and the WDBIA look to sponsorships for 1st, 2nd and 3rd place prizes as incentive. Sponsorship packages could be organized stand alone for 2019 but part of the overall package for 2020. Place request in the newsletter and see if any businesses would like to enter a float. Give guidelines and deadline.

c. Dinner & Movie Winter 2020

Rose Kids are on board. Information and discussion is out in the community already. NAC is responsible for licensing/permits and movie options/choices.

11. Business Arising

1. **Digital Main Street**

- a) 2 businesses received grants; Cheers & Elan Vitale Salon and Day Spa.
- b) Money remains available until Fall.

2. **Community Garden**

- a) Still making donations. Wrapping up shortly.
- b) Small Scale Farms taking over in 2020. Community Dinner to announce it on September 28th at Holy Trinity Church.

3. **Summer Grants**

Paperwork forwarded to CRA following audit. Information outstanding was confirmation covered by WSIB and that vacation pay was included in salary.

4. **Technology Update**

Cancelled QuickBooks. Budget for new computer. Office 365 monthly 1 license @ \$16.00 per month. Website quotes received from 1 respondent at \$5200 and awaiting second quote. Inquiry if website would continue to be posted in both official languages was confirmed.

12. New Business

1. **Appointment of Board of Director**

- a) A. Higginbotham provided the names to K. Jones; Nominated by owner of Renaissance Mid Wives – David Alexander; Owner Holly Theddenick – Femme de Feu and Leda Laborie, Co-owner -Taris on the Water.

“BE IT RESOLVED that the following nominees be accepted to the WDBIA to fill open Director positions – David Alexander, Holly Theddenick and Leda Laborie.”

Moved by D. Wright

Seconded by B. Herchmer

Carried

Letter of the revised slate of directors to be sent to Tara Stevens by September 11th.

2. **Annual General Meeting**

Sent out invitations. Ad in Tribune once and will circulate another 4-5 times minimum. Send to Bonjour la Communauté as well. Being held at Rose City Kids on Division St. Mail Chimp will be used to remind the recipients of the AGM. Signing authorities will be done following the AGM. New signing cards from Pen Financial will be brought to meeting following the AGM.

3. **Presentation to Council**

November 5th will present the Board’s 2020 budget accompanied by 2018 audit document.

4. **Recording of minutes**

- a) General Meetings – Board Member / Executive Director
b) Committee of Whole Meetings – TBD
c) Standing Committee Meetings – Committee Chairs

13. White Space

K. Jones – October 20th – Zombie Walk – Donate Wellandopoly board games.

September 15th – Terry Fox Run. A. Higginbotham and K. Jones will be participating in it.

SEART – Home Town Hockey event – national scopel

September 10th phone call from Rogers Communication and presentation to Council Tomorrow (September 11th).

D. Wright – Approached by commercial businesses to put on Feast St. Permission to vet with A. Higginbotham. Benefits on the sponsorship. Chat with and bring it back through A. Higginbotham or Marketing & Events.

Executive Director will be starting Committee Meetings in November once slate of directors has been appointed.

14. Correspondence

None

15. Next Meeting

Next meeting date is Monday, October 7th at 5:30 pm at City Hall, Room 108-109

16. Adjournment

The meeting adjourned at 8:30 p.m.

"BE IT RESOLVED that the Monday, September 9th General Meeting be adjourned.

Proposed by K. Jones

Seconded by A. Adams

Carried