



**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, June 1, 2020, 7:00pm
Virtual Meeting
Chair Kelly Jones present at 825 Ontario Road**

Board Members Present: K. JONES, A. ADAMS, B. HERCHMER, G. BOWES, L. ROBICHAUD, H. TREDDENICK, D. ALEXANDER, B. FOKKENS, L. SEE, J. CHIOCCO

Board Member Regrets: C. CRUISE

Recording Secretary: B. HERCHMER

Executive Director: A. HIGGINBOTHAM

1. WELCOME: CALL TO ORDER

“**BE IT RESOLVED** that the meeting be called to order.”

The Chair K. Jones called the meeting to order at 7:02 pm

Motion: J. CHIOCCO

Seconded: H. TREDDENICK

Carried.

2. OPEN OF GENERAL MEETING

General meeting opened.

3. ACCEPTANCE OF AGENDA

“**BE IT RESOLVED** that the agenda be accepted with the addition of L. Spinosa as a guest presenter”.

Proposed by: G. BOWES

Seconded by: L. SEE

Carried.

4. DECLARATION OF CONFLICTS

Declaration of Conflicts - none

5. APPROVAL OF May 4th 2020 MINUTES

“**BE IT RESOLVED** that the May 4th 2020 minutes be accepted as presented.”

Proposed by: L. ROBICHAUD

Seconded: H. TREDDENICK

Carried

8. REPORT OF THE CHAIR

K. JONES

- Alexis is doing excellent work in terms of keeping us informed with daily updates.
- Businesses are beginning to reopen.
- We are reducing expenses in a manner that appears to be well-received.
- There was support for our decision to cancel the concerts.

9. EXECUTIVE DIRECTOR'S REPORT

A. HIGGINBOTHAM

- A list of various activities is being included in updates to help promote businesses.
- Garbage collection has been an issue but is improving.
- Grants for Canada Summer Student Jobs have been approved (communications student for the summer, begins June 8ths; will socially distance; will plan events such as Santa Claus parade, assist with regular communications and updates).
- May be able to keep students longer.
- Will shift newsletter to more positive stories i.e. highlighting board members and Downtown businesses.
- May be able use funding for fall or winter events.

10. GUEST PRESENTATION

Black Sheep Artists Fund

Lucas Spinosa provided background and context for the Black Sheep Artists Fund:

- The fund is being developed to support local artists while promoting the positive impact of art.

- Covid-19 has made it especially challenging for creatives in the community to make a living as many don't qualify for assistance.
- L. Spinosa and the Black Sheep made an initial donation of \$1,100 donation to launch, the \$2500 goal. In about a week the community has donated over \$650 to the fund. Every \$100 will be used to hire a musician, or poet, to perform live for 1 hour for free to viewers.
- As a kick off, the Black Sheep will be hosting a longer concert with Jess Wilson to help raise money in the fund.
- A mural project at the Black Sheep has also been launched. The original mural concept was already paid for by L. Spinosa and the café. The expansion is coming from the fund to help the artist generate some additional revenue.
- Goal over the next few months is to flood the city with as much art and positivity as possible.
- Also talking to Welland Jackfish to see how they can get involved. Initial meetings have been positive and L. Spinosa is proposing a public art piece at their location as well as Downtown. May also be interest in concerts being held at the Jackfish baseball stadium at the sports complex
- Would also like to use the fund to purchase artwork at the Black Sheep from artists whose work is here and can't be seen due to covid-19. L. Spinosa advised that they don't keep any money from that transaction. After they purchase it, they want to donate it to local organizations, or people who wouldn't otherwise be able to afford it.
- Are asking the Downtown if the BIA is interested in supporting murals and artists financial or promoting the fund and/or using buildings for public art pieces.
- Financial donations could also be directed to a specific business for a legacy piece.

Discussion:

- L. Spinosa was commended for his work in supporting local artists
- **Item for Action:** Downtown BIA agreed they would promote the initiative through their communication channels.
- Concern was expressed regarding beginning new murals given that there are number in existence that are in disrepair.
- **Item for Action:** Agreed to look into City policies regarding quality of outdoor murals and the responsibility of the property owner. In the meantime, it was suggested that a Memorandum of Understanding be developed between the artist and property owner to establish the responsibility for long term maintenance.
- **Item for Action:** it appears that there are no existing public art policies for the City of Welland although there is a committee that vets the appropriateness of potential art donations. It was suggested that the potential of public art policies be referred to the City Cultural Committee for consideration.
- **Item for Action:** H. Treddenick suggested there may be other potential sources of funding e.g. foundations, Ontario Arts Council and could potentially be available to assist.

10. COMMITTEE REPORTS

Governance

B. HERCHMER

A. Installation of virtual meetings

It was suggested that a policy regarding virtual meetings should be added to the Downtown BIA Policy and Procedure Manual now that City Council has agreed they may at times be required.

Discussion:

- virtual meetings should be an option
- live meetings have advantages
- potential consideration (post pandemic) should be given to Board meetings being held with alternating virtual meetings and face to face
- committee meetings could always be virtual.

Item for Action: It was agreed the governance committee would submit a policy for approval at the next Board meeting reflecting the above policy.

B. Recovery Plans In Phase One

Given that events have been cancelled, there may be approximately \$20,000 available to support Downtown businesses as they recover from Covid-19. The following discussion took place:

- It will be important to collect ideas and then convene an online meeting to hear new ideas from businesses and prioritize.
- There are 215 Wellandopoly board games left. Tuesday night take out specials were suggested as a potential incentive. Consider a one week blitz.
- Consider Facebook ads to promote the Downtown BIA
- Canada Day: Funding may not be available for flags decorate downtown businesses so perhaps consider a car based parade, sidewalk chalk artist, or scavenger hunt.
- Deliver training via online webinars that reflect the priorities in the previous survey.
- Consider large flag to be hung from the highest part of the bridge (commission a local business to sew a flag?).

Item for Action: Finalize a list of ideas this week, then organize a meeting for the second week in June.

FINANCE AND AUDIT

G. BOWES

The follow information was shared:

- Audit is late.
- Final report will be available by Wednesday.
- Management letter should be included to address issues and stopgaps.

- Alexis has asked for a meeting. No explanation to date regarding the delays (was due at the end of March).
- A new bookkeeper has been hired and will be in place for July 1st.
- Glen and Alexis did a fabulous job in terms of dealing with the auditors.
- Revenue needs to be laid out for sponsorships and grants to show only guaranteed funding. However, this may not accurately reflect the depth of activities.
- \$30,000 donation received for Canada Day will be moved to a savings account.
 - **Item for Action:** B. Fokkens will seek clarification regarding the donation.
- Have applied for wage subsidy (75%). We may not qualify, but if received any funds will be moved to a savings account as well.

BEAUTIFICATION COMMITTEE

L. ROBICHAUD

- Planters should be planted by the middle of June.
- Discussion took place regarding the viability of continuing with the flag project

At the request of the Chair: K. Jones asked the Vice Chair B. Herchmer to take over as Chair.

“BE IT RESOLVED that WDBIA suspend the flag project for one year due to the budget restrictions that have resulted from Covid-19.

Proposed by: K. Jones

Seconded: G. Bowes

Carried.

- Leslie has suggested some of the Board games be distributed to the schools, Oak Centre, Open Arms Mission (about 50 to 60 games)

MARKETING AND EVENTS

K. JONES

Given the previous discussion the following was agreed upon:

Items for Action:

- Leslie and Kelly will discuss how games will be sold and promoted. 215 games are available. Some could potentially be distributed to the schools, Oak Centre, Open Arms Mission.
- Will also determine the determine the potential and cost of a large flag for the bridge.

11. NEW BUSINESS

Land Acknowledgement

H. Treddenick provided a draft land acknowledgement for consideration. Discussion took place regarding its importance as well as a potential need for more than one version. One for public gatherings and large meetings and one more concise Board meetings.

“BE IT RESOLVED that “a land acknowledgement be used at the beginning of every meeting or event.”

Proposed by: H. Treddenick

Seconded: L. Robichaud

Carried.

Health and Safety Practices

Safety will be prioritized. Hand sanitizers, masks and gloves are available. The building will be cleaned regularly. Online health and safety training will be provided for staff. K. Jones may have access to additional information.

13. WHITE SPACE:

- Discussion regarding the importance of sharing the stories of Downtown businesses was stressed.
- Lighting up of the bridge during the last week of June will celebrate the graduations of all schools. The schedule will show the dates for each school and the colours that will be reflected.

14. CORRESPONDENCE: NIL

15. ADJOURNMENT

“Be It RESOLVED that the June 1st meeting be adjourned”

Proposed by: G. BOWES

Seconded by: A. ADAMS

Carried.

The meeting adjourned at 9:07pm

NEXT MEETING: Monday July 6th

Please RSVP your attendance to Alexis Higginbotham info@downtownwelland.ca