



**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, March 2, 2019, 5:30pm
Civic Square Room 108/109, 60 East Main St. Welland

Board Members Present: K. JONES, G. BOWES, L. ROBICHAUD, A. ADAMS, C. RICHARD, C. CRUISE, D. ALEXANDER

Board Member Regrets: H. TREDDENICK, L. SEE, B. HERCHMER, B. FOKKENS

Recording Secretary: A. ADAMS

Executive Director: A. HIGGINBOTHAM

1. WELCOME: CALL TO ORDER

The Chair K. Jones called the meeting to order at 5:32pm

2. OPEN OF GENERAL MEETING

General meeting opened.

3. ACCEPTANCE OF AGENDA

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

Proposed by: C. Richard

Seconded by: D. Alexander

Carried

4. DECLARATION OF CONFLICTS

Declaration of Conflicts - none

5. APPROVAL OF FEBRUARY 3rd, 2020 MINUTES

“**BE IT RESOLVED** that the February 3rd minutes be accepted as presented.”

Proposed by: C. Richard

Seconded: G. Bowes

Carried

6. Presentation of student Daniel Mihailov from the Rec & Leisure program at Brock University regarding the implementation of bike lanes.

Bloor street webinar

- Discussed the entire implementation of bike lanes on Bloor street
- TCAT and their mission – The Centre for Active Transportation – trying to implement safer travel for people not in vehicles
- Study conducted on Bloor Street
- Would bike lanes hinder sales for local businesses
- Study/data – sales grew with implementation of bike lanes
- People who walked or biked – spend more money at local businesses
- Results
- 1 – more customers
- 2 – more spending
- 3 – higher sales
- 4 – vacancies stable (same before and after)
- 5 – people who walked and biked spent more money
- 6 – few drove to Bloor and cycling increased

Conclusion – most effective way to implement a bike lane – need a lot of data – because Bloor St. on a much larger scale than downtown Welland – but the Bloor data shows how bike lanes have many benefits for local businesses – i.e. increase tourism and people downtown

Assessing – too many bikes on the sidewalks – bike lanes will take a lot of regional approval, but this is good to collect the data to start

7. COMMITTEE OF THE WHOLE (6:06)

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

- 6:06pm in camera
- 6:19pm out of camera

8. REPORT OF THE CHAIR

K. JONES

- COC 2020 proceeding
- Preparing for audit is underway
- Slow start to dinner & movie on Family Day

9. EXECUTIVE DIRECTOR'S REPORT

A. HIGGINBOTHAM

Meetings & Events

- Tuesday, February 4th Toque Tuesday @ Civic Square
- Thursday February 6th Bookkeeping meeting
- Sunday February 9th downtown Galleria shopping event
- Monday February 10th meeting with Mayor Champion
- Monday February 10th events committee meeting
- Tuesday February 11th Info session with Vance Badawey (CSJ)

- Tuesday February 11th Webinar on safe bike lanes
- Tuesday February 11th OBIAAA communications committee
- Tuesday February 11th RCK testing
- Friday February 14th Canada Day meeting with Krista Bowie
- Saturday February 15th AIH event
- Monday February 17th ET showing
- Tuesday February 18th OBIAA communications board committee meeting
- Tuesday February 18th Young's Insurance meeting re 2020 policy
- Tuesday February 18th PSI meeting with Kim Warner re SEART application for COC
- Thursday February 20th Legal update via phone
- Saturday February 22nd CNY walk
- Monday February 24th meeting with Holly & Krista re: circus programming for Canada Day
- Tuesday February 25th Niagara ED Forum @ A Child's World
- Friday February 28th Community Engagement Session Niagara Region
- Thursday February 27th Casablanca Showing

Projects

- Sponsorship package sent out
- Student Summer Jobs 2020 application completed
- Business update: waiting on region

10. COMMITTEE REPORTS

FINANCE AND AUDIT

G. BOWES

- Audit set to move forward next week
- Alexis & Glen have asked to be kept in the loop in terms of the progress of the audit
- Audit set to be complete by end of March

BEAUTIFICATION COMMITTEE

L. ROBICHAUD

- Update on seasonal – waiting to hear back from Country Baskets with pictures – they are starting to plant so asking for future pictures of what they will look like – made clear that want more flowers and less vines in the hanging baskets - once we get that we meet with City and share ideas so they can coordinate
- Bingo – city received complaints about the mess – looking at to fine the bingo hall if continues
- Christmas lights – will look into it – have taken pictures of NF lights etc.

MARKETING AND EVENTS

K. JONES

COC

- Alcohol Sales – reached out to restaurants downtown to see if internet before we extend to all of Welland – no replies as of yet
- Waiting for a contract from PSI and a bill etc. before any deposits are given

- PSI putting together a detailed artist contract
- PSI – helping is stay in line with our financial capability but they have been up front saying it costs more in the future
- Input from board members to make sure a diverse line up – still one or two evenings open and open for suggestions

Rose Festival

- Moved street dance to the COC stage – quite similar how we do the Canada Day
- Rose Festival will have a blues night- asked if it possible for a sponsorship exchange (them get on poster and us to get some advertisement on the Rose Festival – cross over)
- WDBIA has sponsored Rose Festival in the past

Dinner & Movie 2020

- Hopefully increase in attendance as we move forward

Canada Day

- Talent secured
- Alexis has met with Krista and Holly on the board – trying to secure a crane sponsor so we can have a lighting show before fireworks and after Elevation show
- Welland Museum – going to be closed for most of June 2020 and re-opening June 30th can still use for Canada Day
- SEART meeting will be upcoming

Parking Spot Patios

- High priority of the mayor office and businesses want it
- Try a test pilot – reached out to Tucker Homes to build a prototype parking spot patio and have it travel around to businesses
- Responsibility of restaurant to do liquor license
- Mayor willing to provide city staff to move the patio between locations

Motion – Chair – K. Jones is handing off chair of the meeting

D. Alexander accepts Chair position for the purpose of this motion

Be It Resolved “that the WDBIA approach Tucker Homes about constructing a test parking lot patio (moveable) for Summer 2020”

Proposed By, C. Richard

Seconded By, D. Alexander

CARRIED

Discussion –

- Concerns around the safety, especially with traffic & bikes
- Concerns around cost? Who will pay?

Move an amendment “to approach Tucker Homes and ask them to develop a proposal, including cost, for a temporary moveable parking spot patio for the summer of 2020”

Amendment proposed by: A. Adams

Seconded by: C. Richard

CARRIED

Motion – Chair – K. Jones is handing off chair of the meeting

D. Alexander accepts Chair position for the purpose of this motion

Motion – sponsor the Rose Festival \$1500 to support the street dance and to be incorporated into a concert on the canal cross-promotion

Proposed by: K. Jones

Seconded by: C. Richard

Discussion – money comes from COC budget – may be premature to bring the motion until our finances are worked out

- **Motion withdrawn and chair back to K. Jones**

11. NEW BUSINESS

Urge to purge – about sharps container and if business owners find sharps/needles – urge to purge is trained and official sharps disposer from the city of Welland

- Proposal - \$25.00 per pick up if on your own property
- want to let people know there is a service out there – just a discussion piece – what is the best way to roll it out to members without them feeling that we are preferential to the company or that they need to in fact use the company
- further detail required

BIA in Down St. Catharines – campaign re: win this space – internal dragons den concept

- winning business had a change to get a property downtown lease free for one year
- partnership between downtown BIA, City and St. Catharines enterprise centre
- Kelly had a discussion with enterprise Centre with having it in Welland
- good to look into for 2021 – we have to learn more on how the BIA in St. Catharines worked it out – may help with getting retail or businesses to our downtown core

Motion – Chair – K. Jones is handing off chair of the meeting

G. Bowes accepts Chair position for the purpose of this motion

BE IT RESOLVED “THE WDBIA will further look into the potential for a dragon’s den or win this space type partnership with St. Catharines Enterprise Centre for downtown Welland in 2021.”

Proposed by: K. Jones

Seconded by: C. Richard

Motion pass unanimously

Discussion

- **sponsorship a possibility for this initiative**
- **potential for inclusion of youth – encourage them to shop**
- **Rotary Club may be interested**

13. WHITE SPACE:

- Kelly to attend a meeting for Canada Games 2021
- Key factor is to have a meeting with both BIA's and Canada Games – so we can tell businesses how to get the information or make the RFP's etc.
- Discussion surrounding the potential to work at Bingo Hall to fundraise money for events
- Discussion surrounding decisions made the committee level- may need to lean on email voting in some cases

- Public Art Policy- who is responsible to maintain it or curation – how do we frame out the conversation going forward somewhere down the road – Claudette will talk to the Arts and Culture committee about it

- Expanding the WDBIA catchment area - Alexis to look into where the WDBIA left off last year

14. CORRESPONDENCE: NIL

16. ADJOURNMENT

“Be It RESOLVED that the February 3rd meeting be adjourned”

Proposed by: A. Adams

Seconded by G. Bowes

Carried.

The meeting adjourned at 8:15pm

NEXT MEETING: MONDAY, APRIL 6th, 2020 @ 5:30pm

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