



Meeting Minutes

Date: February 16, 2023 ***Time:*** 8:30 am ***Location:*** M.T. Bellies

In attendance; Alanna Galeota, Cheryl Lapalme, John Clark, Doug Watson, Dennis Rogers, Alicia Rubino

Regrets: Jeff Reuter, Bryan Green, David McLeod

1. Welcome & Call to order

Chair John called the meeting to order at 8:45 a.m.

2. Approval of previous meeting minutes

- The minutes of the October meeting were reviewed. **Motion:** to accept minutes: Chad. Seconded: Cheryl. All in favour.

3. Treasurer's Report

- Reviewed the budget for the year and Alanna will submit for the new budget.

1. Current Projects

Radio Ads

- Doug advised that Donna has retired and the new contact is Mike. He is waiting for Doug to give approve for the new contract.
- **Motion:** to move forward with \$12,000 contract for radio ads and promotion: Alanna. Seconded: Cheryl. All in favour

Bus Shelter

- As of January 1 all transit has moved to the region. Due to the dissolution of Welland Transit the board has decided to no longer pursue this project and allocate the budget to other projects.

Rest Structure

- John received a proposal from Dave Steven through the City of Welland with rest structure options. The board members reviewed the proposal to understand what is included and what is not included.

- **Motion:** to approve the proposal for the rest structure and increase the budget for the project by \$20,00 to include amenities: Alanna. Seconded: Chad. All in favour.
- **Action:** John will follow up when the proposal is signed and follow up with the City about pouring the concrete pad.

Bus Wrap

- Discussion on the changes to transit and it moving to the Region, the board has decided to table this project and allocate the budget to other projects.
- **Motion:** terminate this project and move the budget to another project: Alanna. Seconded: Chad. All in favour.

Social Media & Project coordinator

- John recently met with the Downtown BIA chair and the mayor and expressed interest in ways to utilize resources between both BIA's.
- **Action:** Alicia will create a job description, expectations, hours and rate for approval at the next meeting.

Board Member Recruitment

- The board continues to reach out to contacts in the catchment area, there are two potential new members, but no confirmed commitment so far.
- **Action:** Board members continue to recruit and follow up with contacts.

2. Sponsorship

Welland Jackfish

- Chad provided details of the proposed sponsorship, similar to last year with some more options to get business of the NWBIA involved for \$5000
- **Motion:** move forward with \$5000 sponsorship for Welland Jackfish: Alanna. Seconded: Cherly. All in favour.

3. New Business

Beautification and Promotion

- Reviewing art installation company
 - Alanna will review options and present them at the next meeting.
- Christmas Decorations on Niagara Street & Garbage Cans & Benches
 - Bryan advised last meeting he was waiting to hear back from the Niagara Region

- on how this works and will provide an update when he gets more information
- The board discussed the Lundy's Lane Christmas decorations and would like to do something similar.
 - **Action:** Follow up with Bryan to get more information and Alanna will try to reach out to Niagara Falls for how they installed, stored and not have vandalism or theft.

Adjournment 10:00 a.m.

Next Meeting:

Wednesday April 5th, 2023 at 4:00 p.m. at Ye Olde Squire