



Meeting Minutes

Date: April 13th, 2022 **Time:** 4:00 pm **Location:** M.T. Bellies

In attendance; John Clark, Chad Scully, Doug Watson, Jeff Reuter, David McLeod, Dennis Rogers, Bryan Green, Alicia Rubino

Regrets: Alanna Galeota, Cheryl Lapalme

1. Welcome & Call to order

Chair John called the meeting to order at 4:10 p.m.

2. Sponsorship

Welland Jackfish

- Representatives from Welland Jackfish presented at the meeting to discuss details of sponsorship
- Upcoming; May 7th official kick off party 1:00 -4:00 pm
 - May 11 exhibition game
 - May 19 home opener
 - Every Thursday and Saturdays until August 20th
- NWBIA Presenting Sponsor - reviewed options
 - Discount tickets
 - Dino run event
 - News reports, press releases all presented by NWBIA
 - 16 X 7 out field banner and existing inbound banner
 - Tickets for the NWBIA for giveaways with Giant FM/Country 89
- **Action:** Chad will work with Ryan to decide details

3. Approval of previous meeting minutes

- The minutes of the March 14th, 2022 meeting were reviewed. **Motion:** to accept minutes: Doug. Seconded: Jeff. All in favour.

4. Treasurer's Report

- Treasurer was absent but provided an update via email
 - downtown and all bills have been paid current
 - Except no invoice from Jackfish, but Alicia sent the invoice
 - Audit is still ongoing

5. Current Projects

Radio Ads

- Ads are running and are open to record more.
- **Action:** After finalize Welland Jackfish sponsorship and tickets - ask Giant FM to run a contest to give away tickets and use our ad space

Bus Shelter

- Bryan advised that transit is waiting for The City of the Welland to pour the pad
- Review; The City of Welland is paying for the pad we are paying for the light in the bus shelter.

Rest Structure

- John advised he's working with Dave Steven at The City of Welland and working on details of what is included in the structure. Project is ongoing

Bus Wrap

- David provided clarification to the board and provided feedback on why he thinks this would be a good campaign for brand awareness
 - Nov 10, 2021: Full Bus Wrap including Production, Installation & Advertising Space = \$41,600 + HST 1 year contract
 - If less than 1 year contract = additional charge of \$19,000 for production and installation
 - Cost per year = \$41,600 + HST
 - Nov 11, 2021: Full Bus Wrap including Production, Installation & Advertising Space = \$29,900 + HST 1- year contract
 - Negotiated Savings = \$11,700 + HST
 - Cost per year = \$29,900 + HST
 - Mar 8, 2022: Full Bus Wrap including Production, Installation & Advertising Space = \$41,600 + HST 2-year contract
 - Negotiated Savings = \$41,600 + HST
 - Cost per year = \$20,800 + HST
 - Cost per month = \$1733 + HST
- Questions and follow up - David will follow up to get confirmation;
 - Will the wrap last for the 2 years - Dennis advised wraps should be fine for the two years but David will confirm they will repair if needed.
 - Payment terms - David advised deposit is required and believes it's a monthly payment
 - Confirm is artwork is provided
- **Motion:** To move forward with the final proposal for bus wrap to include creative: Dennis. Seconded: Doug. All in favour.
- Dennis and Doug will take on the project once all is approved and finalized and will report back at the next meeting.

Social Media

- John asked the Downtown BIA and they are not able to provide social media management for the NWBIA
- **Action:** Chad can reach out to Welland Jackfish to see if any student interns are interested. Alicia will follow up with Alanna and Cherly regarding Megan

Board Member Recruitment

- The board has reached out to a few contacts in the catchment area but no commitment so far
- **Action:** Board member continue to recruit

6. Sponsorship

Concerts on the Canal

- Sponsorship includes all other events throughout the year as well, logo on all social media pages and inclusion of all announcements and bridge lights
 - Booth available on Canada Day event and can give away
- John advised they have a great line up with the Rose Festival kicking it off
- Shared invite to board members for launch party on Thursday April 28th at Taxis and some board members will attend
- **Action:** Alicia will send out an email to our catchment area to see if any business wants to use the booth space, first come, first serve.

New Business

- My Welland Spotlight provided campaign for business in the catchment area to provide information for spotlight postings
- **Action:** Alicia will send out information to all businesses in our catchment area and have them contact Cathy directly from MyWelland.

Adjournment 5:14 p.m.

Next Meeting:

Wednesday May 11th, 2022 at 4:00 p.m. at Ye Olde Squire