



**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 May 6th, 2024, 7:00pm**

**Board Members Present:** H. Treddenick, J. D'Hulster, J. Takeo, D. DiMarco, K. Joaquin, Melody Majzoubi, S. Setaram , G. Speck, J. Buick

**Board Member Regrets:** L. Robichaud,

**Executive Director:** L. Carr

**Guests:** K. Jones

**WELCOME- CALL TO ORDER**

The chair J. Dulster called the meeting to order at 7:05pm

Land Acknowledgment Statement offered by J D'Hulster

**ACCEPTANCE OF AGENDA**

Presented by James Takeo

Second: K. Joaquin- Passed

**DECLARATION OF CONFLICT**

None

**APPROVAL OF MINUTES OF LAST MEETING**

Motion: G. Speck

Second: Melody

## REPORT OF THE CHAIR- J. D'Hulster

- Opportunity to attend open house at Bridge District Concert Hall
- ED and Chair have been in regular communication
- Met with new restaurateurs at Tempus

## EXECUTIVE DIRECTOR REPORT- L. Carr

- Welcomed new board member D. DiMarco and Jane Buick
- CERT meetings continue weekly and monthly with city staff and other key figures
- Have been in contact with Welland Salsa and Cumbia Event and Afro Caribbean Festival , they have visions to continue and grow
- Arron Berger- new coordinator for Concerts On Canal at main stage-
- Attended OBIA COntference, would like to return annually- speakers, networking, round tables, and more- very impactful
  
- G. Speck noted that the CERT report is upcoming for discussion at the next City Council meeting tomorrow
- Updated on meeting with Rob Axiack- discussion was focused on My Main St application, the other matters were not able to be discussed
- S. Setaram asked what the ED is anticipating attending upcoming
  - ED replied: continued meetings with city staff, BIA members, economic development, researching further funding, planning how to use My Main St Funding
- S. Setaram asked why the WDBIA is not listed as a sponsor to the COC- we committed donating t-shirts and volunteers
- Some discuss was had around downtown housing and house-lessness
  - S. Setaram noted that the fire chief connected with the new business in regards to resources. She suggested a resource sheet to be given to local businesses with phone numbers for resources and agencies to call for concerns
  - The region has a new contact number for concerns surrounding the bridge 9059843690- people are encouraged to phone that number and they will then dispatch to the appropriate agency

## GOVERNANCE COMMITTEE- K. Jones

- Reported on the Strat Plan review meeting last week and summed up the process to create this plan including 4 pillars and committees
- Committees include:
  - Gouvernance
  - Finance
  - Beautification
  - Marketing & Communication
  - Events
  - Partnerships, Opportunities and Proposals
- Pillars:
  - ????
  - Visibility
  - Member engagement
  - Arts & Culture engagement (related to Tourism)

- Each pillar has action items and goal dates
- The detailed Strat plan can be viewed with request to the ED
- Aim to move towards a final copy by end of May
  
- S. Setaram congratulated the progress. Asked:
  - What are the strategic objectives are for each category
  - Asked about “cultural districts and identities” within the downtown, and would like to see the WDBIA as front and center of this conversation
  - In the future the ED reporting will reflect the pillars of the strat plan
  - Noted city budget discussions begin in June and to flag this to bring requests forward early to the city
- G. Speck asked how are we tracking and welcoming new businesses, and appreciates the report
- K. Jones noted the Chair is working with Economic Dev for new businesses and permits

Motion to approve the Strat Plan update document by James Takeo

Second: D. DiMarco

Moved

H. Treddenick made a motion to utilize up to \$1000 to hire a graphic designer to graphically layout the Welland Downtown BIA Strat Plan

Discussion:

- S. Setaram hoped they may be able to add branding for social media content and would be connected to a rebranding should we undertake that
- G. Speck asked what the spending procedure is- can we put an expense item on the floor and approve it the same evening
- S. Setaram said yes, it is correct to approve
- G. Speck is not in favor in committing our budget towards graphic design
- J. Takeo asked K. Joaquin if we can afford this expense?
  - K. Joaquin said yes, but we need to prioritize where the funding should go
  - J. Takeo echoed G. Speck, however it’s worth investing some time and money
  - K. Jones noted there isn’t a rush to approve tonight

Not passed, will continue the discussion

- G. Speck asked what budget line would this fall under? Are we allowed to move money within categories?
- S. Setaram noted our budget should be built on the strat priorities, and can be linked, and review the new budget to be sure it is still aligned
- K. Joaquin noted this could fall under promotion or administration
- G. Speck asked again about procedure and repeated his question about making shifts in the budget
- J. Takeo asked how soon can we gather a few estimates

- L. Carr reported there is likely some funding to be found
- G. Speck reflected this is a good discussion
- K. Joaquin

J. Takeo made a motion to defer to next meeting

Second: Melody

Moved

### **FINANCE- K. Joaquin**

Reported on March financial reports, Profit & Loss and Balance Sheet

S. Setaram- Motion to accept March Financial report

Second: Melody

Moved

### **BEAUTIFICATION- L. Carr**

- Summer baskets will be installed June 6th and 7th

### **MARKETING & COMMUNICATIONS- J. Takeo**

- FB page indicated an increase in content and engagement
- Some difficulties lining the Instagram page
- J. Takeo has been creating an updated business directory and comparing to the listing on the website- there are many errors on the site, has approximated 152 businesses downtown
- G. Speck noted the BIA's focus is on bricks and mortar businesses
- S. Setaram wondered if we do have graphic designers in the WDBIA that may be good to work with in the future
- L. Carr said city staff has committed to getting an updated business listing to the ED next week. He is collecting sample welcome packages to use as a template

### **EVENTS- J. Hulster**

- Has congratulated the city on the 2024 COC
- Has seen the list of parades and events through 2024- it is full and active
- Afro Caribbean Festival
  - They are looking for \$1000 sponsorship
- G. Speck asked about the success of last year, their organization structure, stats from past festival, financial reports
- ED responded that this \$1000 was an effort to support the 5 events that reached out for sponsorship (a motion was already passed for Rose Fest, Food fest, Santas Claus), and

we are now proposing to equally support Welland Salsa Cumbia Fest and Afro Caribbean Fest

- S. Setaram asked that we have consistent requests and eligibility for sponsorship requests, that all businesses be asked if they are interested in this sponsorship and that businesses should be requested to be included, and acknowledged there is an intersection with Diversity & Inclusion
- J. Takeo asked K. Joaquin if we have this budgeted in the budget?
  - K. Joaquin replied that yes, there is space
- L. Robichaud suggested if we had a booth could there be a contest to highlight a business a booth at a festival
  - ED responded wondering if it could be shared with anyone interested in participating
- G. Speck noted that we need to be consistent and accountable to our stakeholders with all money spent, and we need to consider a policy for sponsorship requests
- K. Joaquin noted we have approx \$10,000 allocated to the micro grants we have allocated in the budget

Motion for a \$1000 sponsorship of the Afro Caribbean Festival- J. Takeo

Second: D. DiMarco

Moved

Discussion

- S. Setaram requested that ensuring businesses such as Ritchies are invited to participate
- Next was discussed \$1000 sponsorship for the Welland Salsa and Cumbia Festival
- G. Speck noted we don't have information about the organization, they don't define their structure- for or not-for-profit? He suggests more information is requested
- L. Robichaud suggested we do a decreased sponsorship of \$500
- S. Setaram agreed this is an opportunity to welcome a new group, maybe an opportunity for new groups to present to our board, important to track questions

Motion to Sponsorship is deferred until more information is gathered- G. Speck

Second

Moved

**POP (Proposals, Opportunities & Partnerships)- L. Carr**

- Waiting on My Main St application
- Katia from KMG Engineering, she is interested in re-engaging with the WDBIA
- Approved for 2 positions for CSJ

**NEW BUSINESS**

## **WHITE SPACE**

- J. D'Hulster thanked those who got pictures done, there will be another day for those who weren't able to make it
- J. Takeo noted
  - May 1 a new business opened on Main St- beauty supply
  - New art show will be opened at Art Is Hell
- June 1st new restaurant will be opening on West Main
- L. Robinchard noted a new RMT Business opened
- Chair noted Mama Misfits will no longer have a storefront location

**Next meeting: June 3rd, 2024 IN PERSON at City Hall 7pm-9pm**

**Adjourned 9:17 pm**

Motion to adjourn: J. Takeo

Second: D. Dimarco

Carried