

**Niagara Falls Downtown Board of Management NFDBM (referred to as BIA)**  
**Rescheduled to Monday, June 18, 2018**  
**4:00 p.m. – BIA Office**  
**Minutes**

**Board Members:**

Ron Charbonneau (Chairperson), Amanda Mckenzie (Vice Chair), Matthew Aiello (Treasurer), Tony Barranca, Sal Dipietro, Julio Batres-Gavidia, Wendy Leard, Eric Martin, Joe Mrkalj, Karen Stearne

**Regrets:** Jim Diodati, Phil Ritchie

**Absent:** Steve Ichelson, Joyce Morocco

**Recording Secretary:** Agnes Hoelzner

1. Welcome and overview of the Agenda – Ron Charbonneau
2. Approval of previous meeting minutes – Tuesday, May 22, 2018  
Motion: Wendy Leard    Seconded: Matthew Aiello    2 Abstained    Carried
3. Declaration of Conflict of Interest  
Ron Charbonneau – Legacy Restorations & Property Maintenance
4. Request for In Camera Session – Karen Stearne  
Motion 18-17 – Request to have an In Camera Session today.  
Motion: Wendy Leard    Seconded: Julio Batres-Gavidia    Carried
  - In camera started at 4:15 – 4:40 p.m. Amanda McKenzie was the minute taker.
5. Marketing Update – Amanda Mckenzie
  - 5.1 New banners update
    - All the banners are up except for 3 extras. The old banners couldn't be saved because they literally broke apart so although it would have been good to keep one for archive/history purposes this couldn't be done.

## 5.2 Monthly update from Marketing Coordinator, Matt Guarasci

- Matt has provided a written report Queen St. Social Media Report that outlines his activities from April 1st to June 1st, 2018. A Marketing Committee Meeting has been scheduled for this coming Friday, June 22nd.

## 5.3 Newsletter

- Nothing to report at this time.

## 5.4 Any other new marketing information

- Upcoming Summer Series – the question was raised who does the promotional material for this? Wendy Leard will set up a meeting with Matt Guarasci & Terra Pasco of C.O.D. to coordinate the promotion of these events.
- Concern was expressed by a board member about the lack of print material being made available for individual BIA businesses. Marketing on-line is more effective than print in this digital era. Funds have been set aside to do a print promotion around Christmas time. All other marketing funds have already been allocated for this year and no funds are available to run extra print media.

## 6. Treasurer's Report – Matthew Aiello

- Monthly financial reports – Copy of revised 2018 BIA Cash Flow distributed to board members. The figures for the position of Admin. Assistant (under Human Resources) were reworked since the last Cash Flow presented to reflect the actual hours worked monthly. The storage line item is now complete as there is no further involvement with Cat's on Queen since they moved at the end of February. 2018 OBIAA Membership was paid Dec. 12/17; therefore, not reflected in 2018.

### Motion 18-18 – To accept financial reports as presented.

Motion: Tony Barranca

Seconded: Julio Batres-Gavidia

Carried

## 7. Old Business

### 7.1 Arch lighting – Ron Charbonneau

- Ron is in contact with the City 2-3 times per week trying to resolve the ongoing arch issues. He is still sorting out whose responsibility it is to pay for some of the repairs that have been necessary to get the arches working. If extra funding is required from the BIA he will present this to the board once the issue has been clarified.

## 7.2 Cigarette butt containers – Ron Charbonneau

- As there can be insurance implications in case a lighted butt causes a fire, cigarette butt containers can only be placed on private property at the property owner's discretion. As a BIA we can't proceed any further with this.

## 7.3 Additional garbage cans for street – Joyce Morocco

- Waiting to hear back from Joyce. Carry forward to next meeting.

## 7.4 Street cleaning – Matthew Aiello

- The contract with Legacy Restorations And Property Management will be amended to reflect that no privately owned alcoves need to be cleaned as per previous discussions.

## 7.5 Update on CM Professional Services – Karen Stearne

- All but three board members completed the survey that was sent out several weeks ago. CM Professional will now work to get a survey sent out to the BIA membership in the near future.

## 7.6 COD Reports (2017 Financial Statements, Springlicious Report, 2018 Events) – Karen Stearne

- Six month Income Statement and Balance Sheet reflects a negative balance of \$3,732.79.
- Springlicious came in at 50% less than previous years. About \$10,000. was spent on print media and for radio stations. A detailed breakdown is available to any board members from COD.
- Cruising on the Q has seen some of their largest nights so far this year already.
- City doesn't want any more street closures as it is too costly. We do not have anyone on staff who is trained to move barricades.

## 8. New Business

### 8.1 Any other new business

- BIA Inventory – With the move to our new storage facility the question was raised if all the inventory has been moved over. Some has been damaged due to rats getting into decorations.

Action: Agnes is to prepare a list of all the BIA inventory and set up a procedure to keep track of movement of same.

## 9. Motion to Adjourn @ 5:45 p.m.:

Moved by: Sal Dipietro      Seconded by: Wendy Leard

