

Niagara Falls Downtown Board of Management NFDBM (referred to as BIA)

Monday, April 8, 2019

5:00 p.m. – Small Business Enterprise Centre

Minutes

Board Members:

Ron Charbonneau, Eric Martin, Matthew Aiello, Torena Gardner/Durdle, Wendy Leard, Lori Lococo,Carolynn Ioannoni, Phil Ritchie.

Absent: Medhat Ibrahim

Regrets: Kellie Crossley, Natalie Caruso

Left early: Phil Ritchie (6:15 p.m.) & Wendy Leard (6:30 p.m.)

Marketing Consultant: Matt Guarasci

Recording Secretary: Agnes Hoelzner

1. Welcome and overview of the Agenda – Ron Charbonneau
2. Approval of Special Meeting minutes – Monday, March 18, 2019
Motion by: Torena Gardner/Durdle Seconded by: Wendy Leard Carried
3. Declaration of Conflict of Interest - None
4. Presentation by Tina Myers from Winter Festival of Lights
 - Overview of program and its highlights.
 - This is a non-profit organization with free attendance.
 - If Queen Street would like to join the program would recommend focusing on ambience and then continuing to build on it each year.
 - Approximately 20% of the 1.6 million visitors are local area residents.
 - Will have a map showing people installations.
 - Will build a program based on what we are able to contribute.
- 4.1 Presentation by Rick Rose from 4680Q Radio
 - Wanted to present a Sponsorship Request.
 - Will be referred to Marketing first and they will bring it back to the board.

5. Treasurer's Report – Matthew Aiello

5.1 March Cash Flow Report

- Received Other Revenue-Parking Offset Parking Costs to Cover Snow Plowing Expenditures invoice July 2018 to December 2018 - \$6,500. and January 2019 to July 2019 - \$6,500. Totaling \$13,000.
- Need to increase budgeting for Canadian flags.
- Lori Lococo checking with the City if they will reimburse the BIA for her attending the OBIAA conference which was beneficial to her position as a City Councillor.

Motion 19-16: Motion to pay the \$13,000.00 parking invoice to the City of Niagara Falls.

Motion by: Matthew Aiello Seconded by: Wendy Leard Carried

Motion 19-17: Motion to add \$1,000.00 to the flag budget.

Motion by: Matthew Aiello Seconded by: Phil Ritchie Carried

Motion 19-18: Motion to not pay more than \$500.00 for installing cages on the arches.

Motion by: Matthew Aiello Seconded by: Torena Gardner/Durdle Carried

Motion 19-19: Ron Charbonneau is authorized to correct and overhaul the sound system on the street.

Motion by: Phil Ritchie Seconded by: Matthew Aiello Carried

Motion 19-20: Motion to approve the March Cash Flow as presented.

Motion by: Ron Charbonneau Seconded by: Lori Lococo Carried

5.2 Handout of amended budget

- Reviewed on overhead as printer was not working; Beatties to repair tomorrow.

6. Marketing Report – Matt Guarasci

- Provided overview of March Marketing results.
- Request to send any vintage photos to him as these are very popular on social media.
- Video sells best on social media.
- Met with Company Instillment. Owner is well known to Matt Guarasci.
- He can produce a highlight video & promo videos (total 6 in all) that can be posted to Facebook, Instagram & Twitter.

- Drip content is free.
- Total cost for video production is \$5,000.00 plus HST.
- Currently no other area BIA has one.
- High quality production.

Motion 19-21: Motion to use \$5,000.00 from Marketing Budget to purchase long and short videos and free drip content.

Motion by: Matthew Aiello

Seconded by Eric Martin

Carried

7. Report by Office Assistant – Agnes Hoelzner

- Letter sent to Olsen-Sottile updating Directors and Officers information for new board.
- Kirkpatrick Monuments moved April 1, 2019 to new location off Queen Street.
- Contacted OBIAA to set-up session on Governance for board members. Waiting to hear back.
- New businesses opening on Queen in the near future: Catch the Moments, Steve’s Studios & Gallery, Café in main foyer of HATCH and a consignment furniture store.

8. Report by Event Committee – Eric Martin & Torena Gardner/Durdle

- 9 committee members and 2 at large.
- Looking at doing a Halloween event/Scavenger hunt as the larger event this year.
- Brief discussion on funds available for events. Will need to submit Sponsorship Request when funds are needed.
- Likely will need an Event Coordinator for the Halloween event being planned but other events can be done by volunteers on committee.
- Focusing right now on this year’s events. Will look at rebranding Springlicious for 2020 after 2019 events are planned and organized.

9. Old Business

9.1 Street Cleaning

- Zimmerman Bros. were approached about possible sidewalk cleaning. However, they declined as they can’t logistically schedule the work.
- Waiting to hear back from NTEC if they would be available to help with sidewalk cleaning.
- Carolynn Ioannoni and Lori Lococo to check with City on other possible options.

10. New Business

10.1 Letter of Support to City of Niagara Falls re Old City Hall – Ron Charbonneau

- No further action required by the BIA. This is a City Hall issue that they are presently working on.

10.2 Re-location of the BIA office to a more permanent space – Ron Charbonneau

- Defer to next meeting.

10.3 Sub-committee – Beautification – Ron Charbonneau

- Defer to next meeting.

10.4 Review of BIA Boundaries – Matthew Aiello

- Defer to Marketing Committee.

10.5 Vision Planning for 2019-2022 term – Ron Charbonneau

- Defer to a later meeting.

Amendments to New Business

10.6 Laneway Project – Matthew Aiello

Motion 19-22: Motion to approve COD's \$5,000.00 Sponsorship Request for the Alley and Laneway Project.

Motion by: Matthew Aiello Seconded by: Torena Gardner/ Durdle Carried

10.7 COD Request for funds – Matthew Aiello

Motion 19-23: Motion to approve COD's \$2,000.00 Sponsorship Request for Cruising on the Q event.

Motion by: Carolynn Ioannoni Seconded by: Lori Loco Carried

10.8 Any other new business

- No further new business.

11. Motion to Adjourn @ 7:10 p.m.:

Motion by: Eric Martin Seconded by: Matthew Aiello Carried

Next Meeting Scheduled for Monday, May 13, 2019