

**Niagara Falls Downtown Board of Management NFDBM (referred to as BIA)**  
**Monday, August 13, 2018**  
**4:00 p.m. – BIA Office**  
**Minutes**

**Board Members:**

Ron Charbonneau – Chairperson, Amanda Mckenzie – Vice Chair, Matthew Aiello – Treasurer, Sal Dipietro, Julio Batres-Gavidia, Wendy Leard, Eric Martin, Joe Mrkalj, Joyce Morocco, Phil Ritchie, Karen Stearne

**Regrets:** Tony Barranca, Jim Diodati

**Absent:** Steve Ichelson

**Recording Secretary:** Agnes Hoelzner

1. Welcome and overview of the Agenda – Ron Charbonneau
2. Approval of meeting minutes – Monday, June 18, 2018  
Motion: Matthew Aiello                      Seconded: Karen Stearne                      Carried

No minutes to approve – Monday, July 9, 2018

Note: Due to vacation schedules Quorum was not attained. There are no minutes from the meeting. Notes were recorded for information only to the NFDM against the Agenda items. The Agenda was forwarded to the August 13, 2018 Meeting.

3. Declaration of Conflict of Interest  
Ron Charbonneau – Legacy Restorations & Property Maintenance Ltd.
4. Overview of OBIAA National Conference – Matthew Aiello
  - Several mayors also attended the Conference.
  - Need to change thinking/mentality to be similar to Orlando, Florida.
  - Stores should have a consistent later closing time allowing people better access to stores/services.
  - Find an alternative to free parking.
  - Very beneficial for us to attend & recommend attending next year.

## 5. Marketing Update – Amanda Mckenzie

- Provided Queen Street Marketing Report July 2018.
- Marketing Committee had met with Marketing Coordinator and expressed concerns passed on by others. Willingness to make required changes.
- Good response to things he has been posting recently.
- Will continue to meet with him on a monthly basis.
- Social media is important to the success of downtown.
- Request that Matt Guarasci attend the next board meeting.
- Concern was expressed by a board member that they haven't seen a copy of his job description.

Action: Amanda will e-mail this which outlines that he is to promote/split the social media evenly three ways between COD, BIA events and promoting local businesses.

## 6. Treasurer's Report – Matthew Aiello

- An error was made in reporting the line item of lighting on the June BIA Financial Report. The full amount was recorded in March but only half was paid as a down payment.
- Corrected on the July BIA Financial Report showing first half paid in March and balance paid in July. This item is now complete.
- Invoices received from Keefer dated March 2018 to July 2018 @ \$452.00 per month totaling \$2,260.00. Treasurer sought clarification as we had no inventory left in storage and our agreement with the Human Society terminated at the end of February when they left Queen Street. No agreement was signed between Keefer and the BIA. Invoices returned to Phil Ritchie who will clear up this matter with his office. No further action is required.

Motion 18-19 – To approve the Treasurer's Report as presented.

Motion: Karen Stearne

Seconded: Joyce Morocco

Carried

## 7. Old Business

### 7.1 Arch lighting – Ron Charbonneau

- Letter sent to City Hall on August 9, 2018 re Access to CIP fund to make improvements to Downtown Niagara Falls. Cost of arches included.
- Received confirmation today from Bill Matson our request is listed on the Council Agenda under the "Communication Items of the City Clerk". Perhaps Councillor Morocco could speak to this request when the item comes forward on the agenda; Downtown BIA – Requesting access to CIP funds for local improvements.

- Discussion regarding the cost of the arches exceeding what was budgeted in 2017.

Motion 18-20 – Confirmed that the work was done on the arches and the invoices dated November 30, 2017 were paid for in good faith.

Motion: Joyce Morocco

Seconded: Karen Stearne

Carried

#### 7.2 Update on CM Professional Services – Karen Stearne

- Distributed Niagara Falls Downtown BIA Membership & Stakeholder – Survey Results & Analysis prepared by Maria Brigantino Coaching & Consulting July 2018
- This provides the bones for an Action Plan.
- Karen and Matthew Aiello also attended a Stakeholders Meeting at Niagara Regional Police. Issue of security was addressed.
- Important to have an organized effort to work with a Vacancy Committee and the BIA.
- Go Train is pushing it forward and Queen Street needs to be ready so as not to miss the opportunity for growth/renewal. Need a key person to push this forward.
- The BIA and the City need to work together.
- Would need a Business Development Officer to make gains in the next 36 months.

#### 7.3 Request for Quote for new office space – Matthew Aiello

- Matthew has prepared a Request for Quote available on our website as well as being sent out with the August newsletter via MailChimp.
- Deadline for quotes is August 31, 2018.
- Will need to bring forward to next Board meeting for a decision.

#### 7.4 Photocopier Lease/Buy out – Matthew Aiello

- Photocopier lease was for 48 months. Would like to purchase copier when lease expires on October 1, 2018. Cost is \$650.00 plus tax and can continue with service contract after purchase which covers toner, parts & service. Need to determine cost of service contract.

Motion 18-21 – To purchase photocopier once lease expires on October 1, 2018 at a cost of \$650.00 plus tax. Continue with the service contract but determine cost per year.

Motion: Matthew Aiello

Seconded: Sal Dipietro

Carried

Action: Agnes to determine with Beatties the actual cost of the service contract.

7.5 CIP funding is finished at the end of this year.

- BIA will be responsible to pay the full amount towards parking next year in the amount of \$26,000.
- One suggestion for parking was \$1.00 per hour and after 3 hours parking is free.

Action: Agnes to contact Karl Dren to set up a meeting with City staff to discuss parking options.

## 8. New Business

8.1 Street lights need to be updated to the new LED lighting.

Action: Have sent an inquiry to City Hall and waiting for their response.

8.2 Sewers are done on Buckley now. Can move forward with Phase 2.

Action: Have contacted City Hall and are waiting for further information from them.

8.3 Items still outstanding by City for follow-up ie. trees that have been cut down, etc

Action: Need to prepare an itemized list to be presented to the City for implementation.

8.4 Request to make Queen Street more bicycle friendly.

- Karen Stearne will submit a Niagara Parks Commission initiative.

8.5 Need to form a Nomination Committee – Ron Charbonneau

- Karen Stearne willing to be Chair.
- Checked with City Hall (Bill Matson) and no Conflict of Interest for Karen to be involved.
- New members to be elected in October 2018 for term 2019-2021.

9. Motion to Adjourn @ 5:30 p.m.:

Moved by: Matthew Aiello

Seconded by: Joyce Morocco

Carried