

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

Monday, March 4, 2019

4:00 p.m. – Small Business Enterprise Centre

Minutes

Board Members:

Ron Charbonneau, Matthew Aiello, Kellie Crossley, Torena Gardner/Durdle, Medhat Ibrahim, Wendy Leard, Lori Lococo, Carolyn Ioannoni, Eric Martin, Phil Ritchie.

Excused: Natalie Caruso

Marketing Consultant: Matt Guarasci

Recording Secretary: Agnes Hoelzner

1. Welcome and overview of the Agenda – Ron Charbonneau

2. Approval of meeting minutes – Monday, February 11, 2019

Motion: Wendy Leard Seconded: Matthew Aiello Carried

Approval of AGM meeting minutes – Monday, February 11, 2019

- Defer to next AGM Meeting for approval

3. Declaration of Conflict of Interest

- None declared

4. Treasurer's Report – Matthew Aiello

- February Cash Flow Report
- Overview of 2019 Budget

Motion 19-02: To approve the February Cash Flow Report as presented.

Motion: Wendy Leard Seconded: Eric Martin Carried

5. Marketing Update – Matthew Aiello & Matt Guarasci

5.1 General Marketing Updates

- Social media doubled in all mediums since April 2018 when a Marketing Consultant was hired for this purpose.
- No print or radio advertising was done in January or February of this year.

- Checking on the bus station on a weekly basis to ensure video is running continuously. Businesses are welcome to drop off brochures to the BIA office so they can be kept stocked at the bus terminal.

5.2 Update on February 19, 2019 meeting with other area BIA's re Digital Main Street Applications

- Matt Guarasci attended the OBIAA Presentation/Digital Main Streets Fund meeting in St. Catharines. We are joining in this centralized partnership for the Digital Main Streets fund application. St. Catharines will be spearheading the application.

Action: Re-send information to membership about participating in this program.

5.3 Update on 2019 Springlicious and COD meeting February 20, 2019

- Springlicious 2019 is scheduled for May 31 to June 2 in the area from St. Clair Avenue to Valley Way
- Karen Stearne of COD sent in two requests for financial support today as follows: \$20,000. for a Special Event Staff and \$10,000. for Springlicious and Summer Series events

Action: Defer to next meeting. COD would like to be included in notice of meetings.

6. Old Business

6.1 Marketing Consultant position (Matt Guarasci) – Contract expired December 31, 2018 (currently working on a month to month basis)

Action: Defer to next meeting.

6.2 2019 Street Cleaning – Contract with Legacy Property Maintenance expired December 15, 2018

Action: Defer to next meeting.

7. New Business

7.1 2019 OBIAA Conference in Ottawa March 31 to April 3, 2019 – Request to send Matthew Aiello as our BIA representative

- Matthew attended last year's meeting which was very beneficial. BIA paid for conference costs and Matthew paid for the hotel and gas out of his own funds.

Motion 19-03: That the BIA pay the conference fee for the 2019 OBIAA Conference and for reasonable expenses for gas and hotel for 2 people.

Motion: Phil Ritchie

Seconded: Wendy Leard

Carried

Action: Matthew Aiello has committed to attend. Looking for a second representative.

Motion 19-04: The BIA should compensate Matthew Aiello for his 2018 hotel and gas expenses while attending the conference on behalf of the BIA.

Motion: Phil Ritchie Seconded:Carolynn Ioannoni Carried

7.2 Election of Executive positions (Chair, Vice-Chair and Treasurer) and sub-committees

Motion 19-05: Motion for Ron Charbonneau to remain as Chair.

Motion: Carolynn Ioannoni Seconded: Wendy Leard Carried

Motion 19-06: Motion for Eric Martin to assume the position of Vice-Chair.

Motion: Matthew Aiello Seconded: Carolynn Ioannoni Carried

Motion 19-07: Motion for Matthew Aiello to continue as Treasurer.

Motion: Ron Charbonneau Seconded: Phil Ritchie Carried

Action: Sub-committees will be decided at a later meeting. Send out information on sub-committees to the BIA membership and try to recruit people from the street.

7.3 Determine best day and time to meet for monthly board meetings and executive meetings

- The Board will meet on the second Monday of each month at 5:00 p.m.
- The Executive will decide amongst themselves the best day and time to meet.

7.4 Have Code of Conduct signed by all board members

- Signed and returned by eight board members. Remaining members will need to return at the next meeting.

7.5 Any other new business

- Lori Lococo advised of a program “Leadership Niagara” that provides free leadership/strategic planning.

Action: Check link to obtain further information.

7.6 Schedule another meeting in about two weeks’ time to discuss the 2019 Budget in further detail and look at some Vision Planning for the next four-year term. Looking for further information about the free parking issue.

Action: Prepare a package including COD items to forward to board members to allow them to prepare for the meeting.

8. Motion to Adjourn @ 5:25 p.m.