

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

Monday, May 13, 2019

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

Minutes

Board Members:

Ron Charbonneau, Eric Martin, Matthew Aiello, Natalie Caruso, Torena Gardner/Durdle, Medhat Ibrahim, Wendy Leard (left at 6:15 p.m.), Lori Lococo,

Regrets:Carolynn Ioannoni, Kellie Crossley, Phil Ritchie

Recording Secretary: Agnes Hoelzner

1. Welcome and overview of the Agenda – Ron Charbonneau
2. Approval of meeting minutes – Monday, April 8, 2019
Motion: Torena Gardner/Durdle Seconded: Eric Martin Carried
3. Declaration of Conflict of Interest - None
4. Presentation by Matthew Aiello & Lori Lococo on OBIAA 2019 Conference
 - OBIAA Conference Report – 2019; Report provided information about Event Ideas, Promotion/Marketing, Governance, Concepts to Think About, Beautification, Other and City Relationship – Mutually Beneficial
 - Conference was very beneficial and would recommend participating again next year.
 - Lori will start a discussion with the City to see about the possibility of having a public washroom on Queen Street.
5. Treasurer’s Report – Matthew Aiello
5.1 April Cash Flow Report
Motion 19-24: Motion to move \$2,000.00 from Street Cleaning in the Beautification/Maintenance category and add a new line under Other for Travel and Accommodation with a proposed amount of \$2,000.00.
Motion: Matthew Aiello Seconded: Ron Charbonneau Carried
 - Lori Lococo advised the City will not be reimbursing her costs for attending the 2019 OBIAA Conference.
- Motion 19--25: Motion to approve April Cash Flow as presented.
Motion: Wendy Leard Seconded: Torena Gardner/Durdle Carried

6. Marketing Report – Matt Guarasci

6.1 April Marketing Report provided.

6.2 Two grand openings took place this past Saturday, May 11th and Reece Fisher from Instillment Productions captured some content for the new video campaign currently in production.

6.3 BIA Website – Matthew Aiello

- Defer to next meeting when the Marketing Committee can provide further information on pricing.

7. Report by Beautification Committee – Ron Charbonneau

- Garbage bins behind Third Space area (relocate, get more, etc.) - Lori Lococo will check into purpose of these bins.
- Lori will contact City Hall to see about installing garbage containers in the middle of each block, on each side. Opening needs to be small so they aren't used for business or household garbage.
- Street lights will be replaced to new LED lighting but no specific timeline yet.
- No road construction plans for St. Lawrence Avenue for next 5-10 years.
- Graffiti – City will remove any that is on public owned property. Graffiti remover doesn't work on etching done on glass.
- Lori to check with City about putting security cameras on the arches.
- Next newsletter to membership remind everyone to help pick up garbage to keep the street clean. Note the times to place garbage on the curb (Thursday after 5 p.m. or Friday before 7 a.m.)
- Use current banners. Can look at other options when it is time to reorder.
- Tree replacement scheduled for this spring or fall.
- Dog bags being replaced on a regular basis by Office Assistant.
- Manhole cover near Frenchie's Grill on Queen Street has been repaired.
- Lori following up on sidewalk issue by Broderick's.
- Real estate boxes marked up by graffiti – Agnes to check who owns/rents them to see if they can be removed.
- Office Assistant to send reminders for Beautification Meetings.

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

- Event Committee provided a written update.

- The Oasis-Tattoo Art Show on June 9th which is part of the Summer Series of events will require a road closure. It has to be submitted to City Hall for approval before June 4th so it will be on their Agenda.
- Driven Marketing Car Show – August 24, 2019 – They will organize event and handle all costs. Need assistance only with road closure. Ron Charbonneau will arrange with Matt Bilodeau.
- Request to BIA for Sponsorship: \$500. Oasis – June 9; \$200. Fairy Fun Day – July 28; Superheroes of Autism Showcase - \$1,000. – Sept. 21; Brew & Browse Market \$2,000. – June 4 to October 8; Taps 10 – Marketing support – June 30 to July 1; HallowQueen \$20,000. includes hiring a part-time Event Coordinator– October 18-19.

Motion 19-26: Motion to amend Sponsorship Request for HallowQueen from \$20,000. to \$15,000. and request \$5,000. for a part-time Event Coordinator.

Motion: Wendy Leard Seconded: Lori Lococo 1 Abstention Carried

- Request to purchase a 20' X 20' tent that can be used for multiple events by the BIA and rented to BIA members. - Could cause liability issues; need to check further options.

Motion 19-27: Motion to approve up to a maximum of \$3,700. for Summer Series events.

Motion: Eric Martin Seconded: Ron Charbonneau 1 Abstention Carried

Motion 19-28: Motion to start board meetings at 4:00 p.m. effective next meeting.

Motion: Torena Gardner-Durdle Seconded: Medhat Ibrahim Carried

9. Report by Office Assistant – Agnes Hoelzner

- RBC closing on Queen Street effective September 20, 2019. Merging with Portage & O'Neil branch.
- Stanco repaired junction boxes on all arches. Advised Jemma Liao and Marianne Tikky at City Hall this item is now complete.

10. Old Business – Lori Lococo

10.1 Sidewalk Cleaning

- NTEC declined possibility of doing cleaning 2019
- City is currently doing a good job with cleaning.
- Beautification Committee will continue to monitor.

11. New Business

11.1 Rescheduling of OBIAA Governance Meeting – Matthew Aiello/Lori Lococo

- Next meeting will need to look at legislation/integrity commissioner.
- Will look at Governance at beginning of each meeting to cover material little by little.

11.2 Winter Festival of Lights – Matthew Aiello

- Defer to next meeting.

11.3 Canada Day Parade Float – Matthew Aiello

- Torena and Matt will organize/plan the float.
- Torena has connection to a driver and a 40-foot float.
- Want to involve BIA membership.

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

- No immediate need to re-locate. Will keep BIA in current location for now.

11.5 Vision Planning for 2019-2022 term – Ron Charbonneau

- Defer to next meeting.

11.6 Any other new business

- Torena attended the meeting at Third Space organized by themselves and Cat & Monkey.
- Requested a business get together once per month for BIA members.
- OBIAA hand-out given to Events Committee – It's Time to Move from Events to Activities.

12. Motion to Adjourn @ 7:00 p.m.:

Motion: Ron Charbonneau

Seconded: Matt Aiello

Carried