

Niagara Falls Downtown Board of Management NFDBM (referred to as BIA)
Monday, September 10, 2018
4:00 p.m. – BIA Office
Minutes

Board Members:

Ron Charbonneau – Chairperson, Amanda Mckenzie – Vice Chair, Matthew Aiello – Treasurer, Sal Dipietro, Eric Martin, Joe Mrkalj, Joyce Morocco, Karen Stearne

Absent: Steve Ichelson

Regrets: Tony Barranca, Jim Diodati, Julio Batres-Gavidia, Wendy Leard, Phil Ritchie

Marketing Coordinator: Matt Guarasci

Recording Secretary: Agnes Hoelzner

1. Welcome and overview of the Agenda – Ron Charbonneau
2. Approval of meeting minutes – Monday, August 13, 2018
Motion: Sal Dipietro Seconded: Matthew Aiello Carried
3. Declaration of Conflict of Interest:
Ron Charbonneau – Legacy Restorations and Property Maintenance
Karen Stearne – Heart Niagara Inc.
4. Marketing Update – Amanda Mckenzie
 - Matt Guarasci presented Social Media & Events report dated Sept. 10, 2018.
 - Matt’s job description will be provided.
 - Request to have a graph/chart to show growth.
 - Want a breakdown of who is being highlighted on the posts.
 - Video is being updated at bus terminal. New Rack History cards have been distributed to the bus terminal.
 - OBIAA and the Region have grants available to businesses so they can update/create their website/social media. Matt Guarasci will work with businesses within our BIA that would benefit from this program.
5. Treasurer’s Report – Matthew Aiello
 - Request to include the date on the Cash Flow Sheet.
 - Social media amount needs correction and needs to be split between July and August 2018.

Motion 18-22 – To approve the Treasurer’s Report as presented.

Motion: Karen Stearne

Seconded: Joyce Morocco

Carried

6. Old Business

6.1 Request for Quote for new office space – Matthew Aiello

- Received 3 quotes but one was declined by owner so 2 possible locations.
- Unable to make a final decision today.

Action: Call a Special Meeting for Tuesday, September 18th at 2:00 p.m. to discuss possible other options.

6.2 Photocopier Update on Service Contract with Beatties – Matthew Aiello

- Monthly metre readings were not current as notices went to old e-mail address.
- Counter Report forwarded to Beatties and they have calculated actual copies made and issued invoice for \$254.01 dated August 24/18. This is now current.
- Annual increase to pricing approximately 7% each year on October 1st.
- Service Contract refers to actual amount of copies made each month. No other fees. Covered under contract are toner, parts & service, as usual.
- Their technicians will move the copier and redo networking after we move. Charge is \$175.00 + HST. Can move ourselves but if something is damaged it is at our own expense.

Action: Once new location has been decided schedule Beatties to move copier.

6.3 Need to form a Vacancy Committee – Amanda Mckenzie

Motion 18-23 - To create a Vacancy Committee in order that retail spaces available for lease/rent be listed on the BIA website.

Motion: Amanda Mckenzie

Seconded by: Joyce Morocco

Carried

- Ron Charbonneau will be Chair, Matt Guarasci and Joyce Morocco will be on this committee.
- Need to set up a meeting early next week to begin the process.

6. 4 Nomination Committee Update – Karen Stearne

- Need to open the process.
- New Board members will need to be recommended to City Council in November/December 2018.

6. 5 Garbage containers & dog excrement bag containers – Matthew Aiello

- Two more Q garbage containers are being put out on the street. One will be near the HATCH building and the other by the post office.

- Will be trialing the blue containers from the City that hold the plastic bags for pet owners to dispose of their dog's excrement.
- 100 bags in each of 8 containers.
- Will need to evaluate success of program.

7. New Business

7.1 Need to implement an Action Plan – Amanda Mckenzie

- Elections take place this year.
- New board will be formed in 2019 for 4-year term.
- Discussions are needed to determine the direction of the board. Need to determine where the focus should be ie. cycling, security, vacancy, etc.
- Security is an important issue. The police and region should have security systems installed in downtown locations.
- Should look at getting some type of legacy piece.

7.2 Niagara Falls Chamber of Commerce Membership – Matthew Aiello

- Have become a member of the Niagara Falls Chamber of Commerce.
- Benefits to the BIA as well as businesses on the street.

7.3 Request to switch banking from Royal Bank – Matthew Aiello

- Difficult to obtain bank & Visa statements as we do not have access to on-line banking due to being extremely expensive. As a non-profit we require two signatures on cheques which restricts on-line banking access.

Motion 18-24 – To change banking from the Royal Bank to the BMO on Queen Street.

Motion: Karen Stearne

Seconded by: Sal Dipietro

Carried

7.4 Update on the request to the City to access the CIP fund to make improvements to Downtown Niagara Falls – Karen Stearne

- Letter was presented to City Council and Joyce Morocco supported on behalf of BIA.
- Approved for \$50,000.00 which will go back into Revenue. Of this amount \$36,000. is for reimbursement of banners, cleaning/repair of arches, new radio station and sound system. Balance of CIP funding \$14,000. to go towards possibly legacy piece, Christmas lights and wreaths.

7.5 Update on meeting with City regarding 90 minute parking – Ron Charbonneau

- Ron and Matthew met with Karl Dren and Paul Brown today.
- Currently the BIA pays \$13,000. towards parking with the balance of same amount coming from the City's CIP fund. This fund may be discontinued.

- Eventually parking costs may go up to \$30,000.- \$40,000. per year which would make it necessary to increase levies.
- Information about Honk mobile app supplied by Paul Brown.
- Members will need to make a decision on how to proceed.

Action: Will need to schedule another meeting with Karl Dren & Paul Brown in about three weeks. Joyce Morocco plans to attend this meeting.

7.6 Street lights needing updating to LED lighting – Ron Charbonneau

- Joyce Morocco addressed this at a City Council meeting. City will be paying for the update of lights on Queen Street.
- Ron has had discussions with Angela Davidson. She is looking into getting new light tops on current light poles.

7.7 New Christmas wreaths and pole lights – Ron Charboneau

- Ron & Matthew met with Kevin Jacobi from the City today to discuss possibly purchasing through their supplier.
- Need commercial wreaths and Christmas lights for poles.
- Quotes are being obtained on a rough budget of about \$20,000.
- Kevin will get back to Ron & Matthew in the next couple of days.
- Can take 6-8 weeks to get lights purchased and installed.
- Electrical connections are ESA approved and arches will have ample power to handle additional lighting.
- Decorations need to be up before the Santa Claus Parade.

7.8 Launch of new radio station 4680Q – Matthew Aiello

- New station is launching on Monday, September 17, 2018.
- 4:30 p.m. Ribbon cutting, tour
- 5:00 p.m. Goes live
- Multiple food stations will be set up.
- Board is encouraged to come and take part/show support of this exciting new venture!

Any other new business

8. Motion to Adjourn @ 5:35 p.m.:

Moved by: Matthew Aiello

Seconded by: Amanda Mckenzie

Carried