



## Downtown Business Improvement Area Board of Management

Thursday, December 3, 2020

8:30 A.M.

Electronic Participation

Pages

1. **CALL TO ORDER**

2. **APPROVAL/ADDITIONS TO THE AGENDA**

Action Recommended:

THAT the Agenda dated DEC, 03, 2020 be approved as presented/amended.

3. **DECLARATIONS OF INTEREST BY MEMBERS**

4. **ADOPTION OF MINUTES**

4

Action Recommended:

THAT the DBIA Board of Management approve the Annual General Meeting minutes dated Nov. 05. 2020 as presented/amended.

Action Recommended:

THAT the DBIA Board of Management approve the Annual General Meeting minutes dated Nov. 10. 2020 as presented/amended.

5. **BUSINESS ARISING FROM THE MINUTES**

1. MEMBERSHIP ACTION ITEM: T. Gainforth will send out a call to the membership requesting feedback on a Beach Survey.
2. MEMBERSHIP ACTION ITEM: T. Gainforth will follow up with membership to gather input on the gift card promo/program.
3. BEAUTIFICATION ACTION ITEM: Deputy Mayor S. Seguin, J. Powell and L. Trozzolo will meet to discuss permanent banner options.
4. BEAUTIFICATION ACTION ITEM: The windrow discussion will be added to the next MOU meeting with the Town of Cobourg.

6. **DELEGATIONS/PRESENTATIONS**

13

6.1. Teresa Berriman Presentation re: Northumberland Delivers and Membership Marketplace

7. **COMMUNICATIONS/CORRESPONDENCE**

31

7.1. OBIAA letters to Prime Minister and Premier regarding Opioid Crisis

Action Recommended:

THAT the DBIA Board of Management accept the correspondence for information purposes.



**8. CLOSED SESSION**

Action Recommended:

THAT the DBIA Board of Management meet in closed session in accordance with Section 239 of the Municipal Act S. O. 2001 regarding:

s.239 (2) (b): Personal matters about an identifiable individual including municipal or local board employees.

(1) Personal Matter

**9. REPORTS**

9.1. SUSTAINABILITY (E. COTTON, A. DA SILVA, L. TROZZOLO) 35

9.1.1. 2021 Santa Claus Parade

9.1.2. Chairperson Report

9.1.3. MOU with Town of Cobourg

9.1.4. Income Statement and Balance Statements

Action Recommended:

THAT the DBIA Board of Management accept the income and balance statement as presented for information purposes.

9.2. MARKETING AND COMMUNICATIONS 40

9.2.1. Marketing Proposal

9.3. ACTIVATIONS AND EVENTS -

9.4. MEMBERSHIP AND PARTNERSHIPS - J. FITZGERALD

9.5. BEAUTIFICATION AND MAINTENANCE - J. POWELL 79

9.5.1. Increase Street Sweeping

9.5.2. Weed Spraying

Action Recommended:

THAT the DBIA Board of Management approve the increase of weed spraying to support the Town of Cobourg 2021 Public Works budget request.

9.6. COORDINATOR REPORT - T. GAINFORTH 80

9.7. COBOURG POLICE SERVICES - CHIEF P. VANDEGRAAF 84

9.7.1. Police TechAccelerator Update

9.8. NORTHUMBERLAND CENTRAL CHAMBER OF COMMERCE - K. WARD

**10. COUNCIL REPORTS**

10.1. DEPUTY MAYOR S. SEGUIN

10.2. COUNCILLOR A. BUREAU



11. NEW BUSINESS
12. UNFINISHED BUSINESS
13. ADJOURNMENT



## Downtown Cobourg Business Improvement Area (Downtown Cobourg)

### MINUTES

November 5, 2020, 8:30 a.m.

Electronic Participation



Members Present: Adam Bureau  
Suzanne Séguin  
Erika Cotton  
Julie Dreyer  
Lou Trozzlo  
Jenna Fitzgerald  
Joan Greaves  
Amanda Da Silva  
Julie Powell  
Paul VandeGraaf  
Kevin Ward  
Tracey Gainforth

Staff Present: Melissa Graham

---

#### 1. CALL TO ORDER

Chairperson Erika Cotton called the Meeting to Order at 08:30 A.M.

#### 2. APPROVAL/ADDITIONS TO THE AGENDA

##### **DBIA - 117 - 2020**

**Moved by** Julie Dreyer

THAT the Agenda dated Nov 5, 2020 be approved as amended with the additions of the beach survey and holiday season decor.

**Carried**



**3. DECLARATIONS OF INTEREST BY MEMBERS**

There were no declarations of interest by the members.

**4. ADOPTION OF MINUTES**

With the amendment of J. Dreyer motioning Special Meeting #3 the minutes dated October 01, 2020 were approved as amended.

**DBIA - 118 - 2020**

**Moved by** Julie Dreyer

THAT the minutes dated Oct, 01, 2020 be adopted as amended.

**Carried**

**5. DELEGATIONS/PRESENTATIONS**

There were no delegations/presentations.

**6. COMMUNICATIONS/CORRESPONDENCE**

There were no communications or correspondence.

**7. BUSINESS ARISING FROM THE MINUTES**

This is a new section that will be used moving forward.

**8. STRATEGIC PLANNING COMMITTEE REPORTS**

**8.1 SUSTAINABILITY - EXECUTIVE - E.COTTON/J.DREYER/L.TROZZOLO**

**DBIA - 119 - 2020**

**Moved by** Suzanne Séguin

THAT the DBIA Board of Management accept with regrets the resignation of J. Dreyer as DBIA Vice - Chair,

FURTHER THAT the DBIA Board of Management provide notice to the Town of Cobourg Council of this resignation.

**Carried**

**DBIA - 123 - 2020**

**Moved by** Amanda Da Silva

THAT the DBIA Board of Management approve the sustainability work plan,

FURTHER THAT the DBIA Board of Management direct the recording secretary to include on the Annual General Meeting Agenda.

**Carried**



**DBIA - 124 - 2020**

**Moved by** Lou Trozzlo

THAT the DBIA Board of Management accept the Balance Sheet and Income Statement dated September 30th, 2020 as presented for information purposes.

**Carried**

**DBIA - 125 - 2020**

**Moved by** Jenna Fitzgerald

THAT the DBIA Board of Management approve the proposed 2021 board meeting schedule,

FURTHER THAT the DBIA Board of Management direct the recording secretary to include in the 2020 Annual General Meeting agenda.

**Carried**

**8.2 MARKETING AND COMMUNICATIONS - A. DA SILVA**

**8.3 ACTIVATION AND EVENTS**

Discussion regarding Graffiti Wall was referred to a meeting after Town of Cobourg Council discusses through budget deliberations.

**8.4 MEMBERSHIP AND PARTNERSHIP - J. FITZGERALD**

The first edition of the DBIA newsletter was presented for information purposes.

**8.5 BEAUTIFICATION AND MAINTENANCE - J. POWELL**

The beautification report was provided for information purposes. The following items were referred to the December 3, 2020;

- Additional weed spraying with the increase of financial commitment of \$625.

- Banners will be further discussed and properly quoted to the specifications of the Banner Policy.

ACTION: The windrow discussion will be added to the next MOU meeting with the Town of Cobourg.



**DBIA - XXX - 2020**

THAT the DBIA Board of Management approve the increase of weed spraying to support the Town of Cobourg 2021 Public Works budget request.

**Referred**

**DBIA - 126 - 2020**

**Moved by** Julie Powell

THAT the DBIA Board of Management approve the cost of \$2400 plus hst for the installation and removal of holiday lighting by Otonabee Electrical Services and up to \$10,000 plus hst for extension cords and for new string lights for the 2020 holiday season.

**Carried**

**8.6 DBIA COORDINATOR REPORT - T. GAINFORTH**

The coordinator report was provided and review for information purposes.

**8.7 Northumberland Central Chamber of Commerce Report - K. Ward**

K. Ward provided the Northumberland Central Chamber of Commerce for information purposes.

**9. COUNCIL ANNOUNCEMENTS**

**9.1 Deputy Mayor S. Seguin**

The Deputy Mayor provided information regarding the Parks and Recreation Advisory Committee issuing a beach survey. They are requesting a question from the DBIA membership to include in this information to ensure all parties are accounted for.

ACTION ITEM: T. Gainforth will send out a call to the membership requesting feedback on a Beach Survey.

**9.2 Councillor A. Bureau – No report**

**10. CLOSED SESSION (if applicable)**

The board of management met in closed session.



**DBIA - 120 - 2020**

**Moved by** Julie Dreyer

THAT the DBIA Board of Management meet in closed session in accordance with Section 239 of the Municipal Act S. O. 2001 regarding:

s.239 (2) (b): Personal matters about an identifiable individual including municipal or local board employees.

**Carried**

**DBIA - 121 - 2020**

**Moved by** Adam Bureau

THAT the DBIA Board of Management appoint A. Da Silva as the Vice Chair for the remaining of the Board of Management term.

**Carried**

**DBIA - 122 - 2020**

**Moved by** Suzanne Séguin

THAT the DBIA Board of Management approve A. Da Silva to be added to the bank account signing authority,

FURTHER THAT J. Dreyer be removed from the bank account signing authority.

**Carried**

**11. NEW BUSINESS**

**12. ADJOURNMENT**

The meeting was adjourned at 10:54am by Chairperson E. Cotton.

---

Recording Secretary:  
Melissa Graham

---

Chairperson: Erika Cotton





**Downtown Business Improvement Area**  
**Annual General Meeting**  
**MINUTES**

**November 10, 2020, 6:00 p.m.**  
**Electronic Participation**

Members Present: Adam Bureau  
Suzanne Séguin  
Erika Cotton  
Lou Trozzlo  
Jenna Fitzgerald  
Joan Greaves  
Amanda Da Silva  
Julie Powell  
Tracey Gainforth

Members Absent: Julie Dreyer  
Paul VandeGraaf  
Kevin Ward

Staff Present: Melissa Graham

---

**1. CALL TO ORDER**

The Chairperson E. Cotton called the Annual General Meeting at 6:01pm.

**2. APPROVAL/ADDITIONS TO THE AGENDA**

With the additions of the 2021 Regular Meeting Schedule the agenda was approved as amended.

**DBIA - 127 - 2020**

**Moved by** Amanda Da Silva

THAT the DBIA Board of Management approve the Agenda dated Nov, 10, 2020 as amended.



**Carried**

**3. DECLARATIONS OF INTEREST BY MEMBERS**

There were no Declarations of Interest Declared by Committee Members.

**4. ADOPTION OF MINUTES**

**4.1 Annual General Meeting Minutes Dated November 19, 2019**

**DBIA - 128 - 2020**

**Moved by** Suzanne Séguin

THAT the DBIA Board of Management approve the meeting minutes dated November 19, 2019 as presented.

**Carried**

**5. DELEGATIONS/PRESENTATIONS**

There were no presentations or delegations by the membership.

**6. COMMUNICATIONS/CORRESPONDENCE**

There were no communications or correspondence from the membership.

**7. REPORTS**

**7.1 Chair Report - E. Cotton**

The following attachments were provided for information purposes for the membership. Chairperson E. Cotton provided a verbal explanation of the strategic plan, and the focus for the DBIA Board of Management.

Key highlights include:

- Vice Chair J. Dreyer resigned with her last meeting November 5th. 2020.

- Implementation of CRM in office to ensure all documentation is captured and the history is able to carry on seamlessly

- The DBIA received \$10,000 for the Digital Main Street Service Squad which ended in spring of 2020. 30 downtown businesses were successful in receiving the \$2500 grant for digital upgrades.



**7.2 Vice Chair Report -**

Verbal update provided by newly appointed A. da Silva. Echoed strategic plan and focusing on the branding of the DBIA for the future.

**7.3 Treasurer Report - L. Trozzolo**

Treasurer L. Trozzolo provided a verbal update of the 2021 draft budget.

**DBIA - 129 - 2020**

**Moved by** Adam Bureau

THAT the DBIA Board of Management approve the 2021 Draft Budget;

FURTHER THAT the Recording Secretary provide the 2021 Draft Budget for Council's approval.

**Carried**

**7.4 Marketing and Communications Report - A. Da Silva**

**7.5 Activations and Special Events Report - E. Cotton**

**DBIA - 130 - 2020**

**Moved by** Lou Trozzolo

THAT the DBIA Board of Management approve \$5250 for the Christmas Window Contest,

FURTHER THAT the prizes be broken up into three sectors including food & beverage, retail and services.

**Carried**

**7.6 Membership and Partnership Report - J. Fitzgerald**

Membership and Partnership Director provided a verbal update. Key highlights include monthly newsletter that aligns with the strategic plan.

**7.7 Beautification & Maintenance Report - J. Powell**

Beautification and Maintenance Director provided a verbal update of the beautification report. The report is provided for information purposes.

**7.8 Coordinator Report - T. Gainforth**

Coordinator report was provided to the membership for information purposes.



**7.9 Cobourg Police Services Report - Chief P. VandeGraaf - No Report**

**7.10 Northumberland Central Chamber of Commerce Report - K. Ward**

**8. COUNCIL/COORDINATOR ANNOUNCEMENTS**

Deputy Mayor S. Seguin provided a verbal update regarding the 2021 budget process. Public submissions will be held on November 23rd, 2020.

Council A. Bureau provided a verbal update and appreciation to the board of management and the membership.

**9. ANNUAL GENERAL MEETING OPEN FORUM**

**10. ADJOURNMENT**

The meeting was adjourned by Chairperson E. Cotton at 8:16pm.

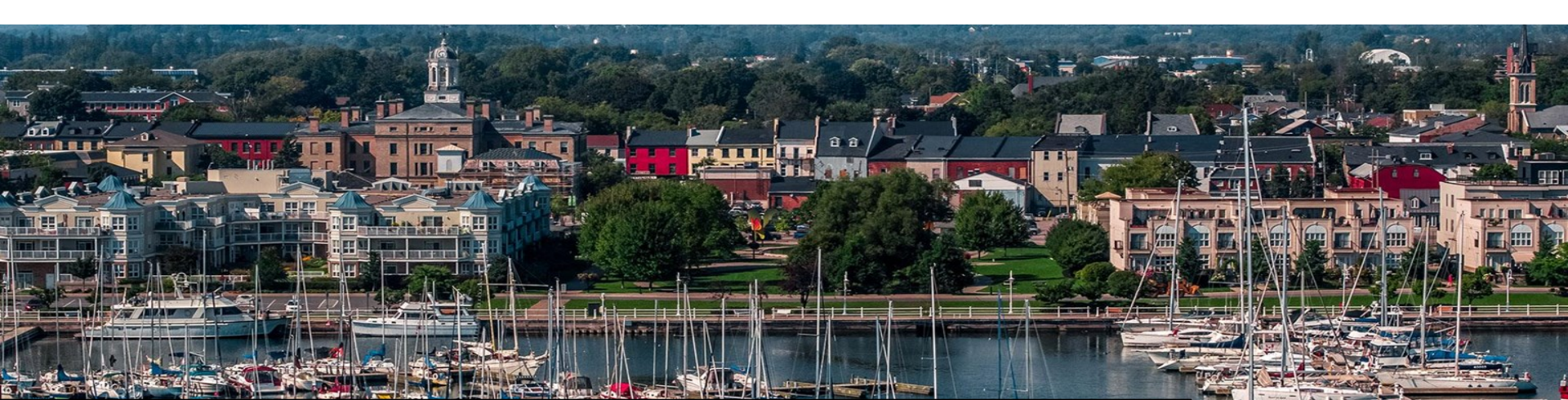
---

Recording Secretary M. Graham

---

Chairperson E. Cotton





# PROPOSAL AND MARKETING PLAN

SUPPORT  
LOCAL

NORTHUMBERLAND  
**DELIVERS**

discover · order · deliver



# WHAT IS NORTHUMBERLAND DELIVERS?

Northumberland Delivers was started by Teresa Berriman in the necessity of a Global economy and health crises to pivot her own two restaurants to survive the new and ever-changing landscape. The goal was to provide an online ordering platform and delivery for her restaurants. As the journey began, she realized that in the new world of **online shopping and delivery**, she could create a marketplace where any small business could have their own online business. A local Amazon and UberEats - a place where everyone in the surrounding areas could shop from the comfort of home or office, order, pay right online and have delivered all in one place. So the tag line was born.

**DISCOVER \* ORDER \* DELIVER**



# Easy and convenient!

## SUPPORT LOCAL!

## SHOP LOCAL!

## DISCOVER \*ORDER \* DELIVER



### Tip

Supporting local keeps money in the community

It creates jobs, partnerships, new ventures, helps put money back into community and projects. It creates moral and a place you want to call home.



# WHY USE NORTHUMBERLAND DELIVERS?

Have you heard of Amazon? UberEats? Etsy? These are all Marketplaces. A Marketplace is a collective place where all business can be on a single platform with their own store. A place where a business can showcase their OWN products. A place where customers can come to DISCOVER, ORDER and have it DELIVERED right to their door with ease and security, all from one place. Each merchant has full control over their back office, including their product, prices, hours etc. Each Merchant has the support of Northumberland delivers every step of the way. A local business that can help and walk them through each step. We will visit and meet with each owner on a personal level, guide them through set up, help with marketing, and take the stress off of having to do an online store all on their own. We are a collective gathering hub for all local business. A place the consumer can browse their favorite store and discover new ones.



# Give them a reason!

Everyone is already shopping online. Help them support you, by offering an easy place for them to shop with you and have it delivered, all in one place.

(With a little help from Northumberland Delivers)



## Note:

People are busy. They want to support local but if we do not make it easy and convenient they will gravitate toward business that make it the simplest.





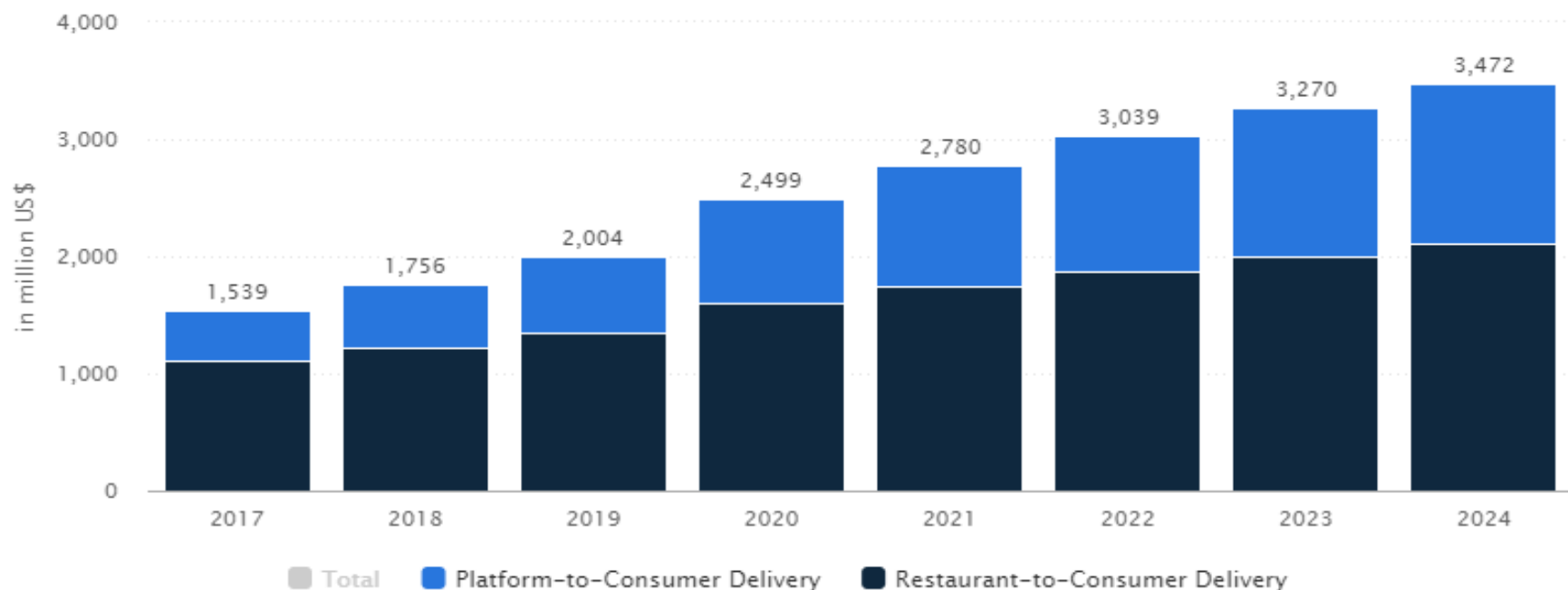
## BENEFITS FOR RETAILERS

For the retailer, it is a place that your customers do not have to worry about parking, line ups, masks, socially distancing or when a retail store may close. It is a place for retail stores where customers can shop 24 hours a day for new shoes, or a new shirt and tie for work. What about pet food or any other supplies? Did your customers forget something for a birthday or a teacher gift? Do you need to order catering for the office? Sports gear, home décor, or accessories for a new outfit? The list goes on. No more customer excuses of time, parking, or the “Ohh I never think to come Downtown”. We know more than ever that people shop on Amazon, Wish, even Walmart.ca. Why? Because it is easy, convenient, quick and delivered! Now you can offer the same thing **AND** do it locally. By giving them what they are already doing, shopping online.



## Revenue

## Revenue Growth



Source: Statista (Forecast adjusted for expected impact of COVID-19), September 2020



# UNDERSTANDING EXPECTATIONS OF THE NEW CONSUMER. WHAT MATTERS MOST TO PEOPLE?







To strengthen their preparedness, retailers should focus on four factors critical to success and growth:

- Determine why they matter and how are they relevant
- Build a plan for growth
- Embrace technology and automation to better leverage growth in this new economy
- Look outside their four walls to embrace partnerships and collaboration





Increase in  
Smartphones have  
given a boost to  
online food services



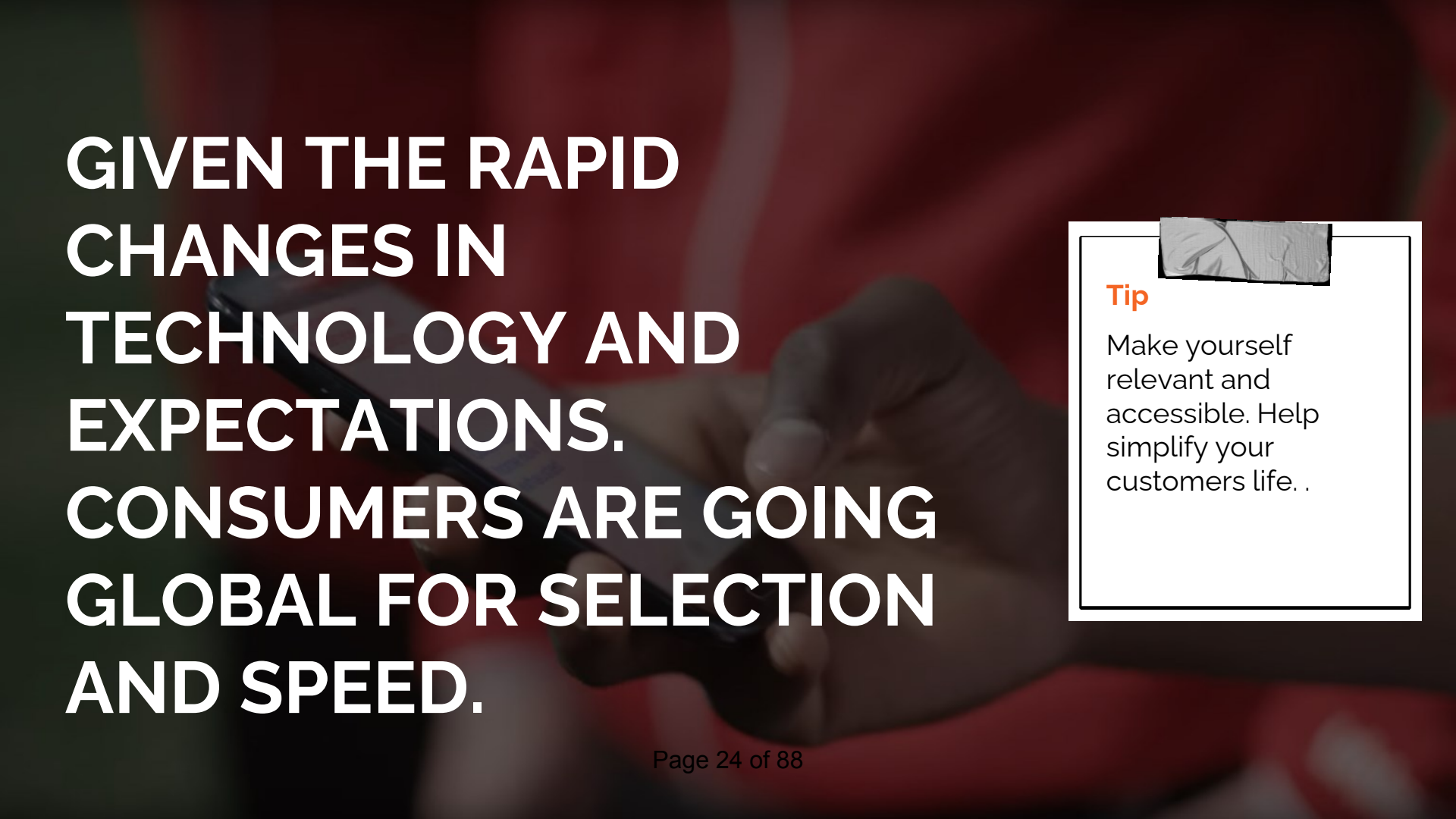
# OUTLOOK

“Smartphone users are the primary online shoppers for the F&B industry and an increase in the number of smartphone users reflects a potential increase in online shopping for food and beverages. The world F&B e-commerce users reached 1.5 billion in 2019 and are expected to grow by 800 million, with an average of 25% y-o-y growth, by 2024”

\*TAKEN FROM BUSINESS WIRE







**GIVEN THE RAPID  
CHANGES IN  
TECHNOLOGY AND  
EXPECTATIONS.  
CONSUMERS ARE GOING  
GLOBAL FOR SELECTION  
AND SPEED.**

**Tip**

Make yourself relevant and accessible. Help simplify your customers life. .





## What does your customer want?

Convenience is a human-centered experience that provides people a sense of ease. Now the perception of convenience can range from “saves me time” to “meets all my needs in one place”. What many people are looking for, is something that simplifies life while delivering a positive experience and it will make them feel good to support local if offered.



# Online Shopping

Instead of focusing on the act of purchasing products, they want to focus on the **act of using them**. That's what appears to really matter. So they can spend more time doing other things that are important to them.



Innovative Way Of Shopping



Saves Time & Energy



24x7 Open Retail only



Easy & Convenient



Support Local



# NO RISK

NEWSPAPERS,  
RADIO,FB & IG.  
COST MONEY. NO  
WAY OF TRACKING  
NEW CUSTOMERS  
OR REPEAT SALES.  
IS IT WORKING?

SPECIALTY  
PUBLICATIONS?  
ONE ADD CAN  
RUN \$800. WHAT  
IS THE RETURN?

YOU ONLY PAY  
**WHEN YOU**  
**SELL** SOMETHING.  
ALL LOGISTICS ARE  
DONE FOR YOU!



# REASONS

ONE STOP SHOP!  
DISCOVER  
ORDER  
DELIVER

REACHES UP TO  
25 KM FOR  
DELIVERY. SO  
MANY MORE  
CUSTOMER BASE

PART OF A  
BUSINESS  
COMMUNITY WITH  
ONE COMMON  
GOAL TO REACH  
NEW HEIGHTS



**HOW CAN WE  
HELP?**





# NORTHUMBERLAND DELIVERS

---

discover • order • deliver

---



Wednesday, November 25, 2020

Prime Minister Justin Trudeau  
Office of the Prime Minister  
80 Wellington Street  
Ottawa, ON K1A 0A2

Dear Prime Minister,

While the world comes together in the fight against COVID-19...a fight for our lives, our main streets are also fighting for their very existence. Ontario and indeed all of Canada's main streets are mainly represented by our Business Improvement Areas (BIAs) and are the collective HEART of Canada, showcasing our Heritage, our Economy, our Arts, our Revitalization (or in this case Recovery) and our Tourism.

We thank you for the steps you, and the Canadian Government, have taken during COVID-19. During this focused fight we must not lose sight of the other pandemic that is affecting our lives and the lives of thousands – the Opioid Crisis.

This is why the OBIAA Board stands beside so many municipalities to call for a focus that brings all provinces to develop a National approach on the issues, and why we have adopted this following resolution:

#### **OBIAA BOARD RESOLUTION:**

WHEREAS communities across Canada, including the communities represented by the Ontario Business Improvement Area Association (OBIAA), are struggling to deal with the opioid overdose health crisis.

AND WHEREAS OBIAA acknowledges the efforts currently being undertaken by the Provincial and Federal Governments, but also acknowledges that these efforts are failing in reducing the number of overdoses and overdose deaths.

THEREFORE, BE IT RESOLVED that OBIAA urges the Governments of Canada and Ontario to recognize, acknowledge and declare a National Health crisis (epidemic) and work with Provinces and Municipalities to develop comprehensive, adequately funded drug strategies to address this health crisis in our cities.

NOW BE IT FURTHER RESOLVED that this resolution be sent to the Prime Minister of Canada, Canada's Minister of Health, the Premier of Ontario, Ontario Minister of Health, Ontario Minister of Long-Term Care, and Ontario Minister of Municipal Affairs and Housing.



OBIAA believes that by taking the initiative to facilitate, collaborate and build partnerships to tackle visible, street-based concerns, we are investing in the economic competitiveness of our neighbourhoods and commercial districts.

Our BIAs can help. We want to help to develop and deliver the solutions in the community.

There is a need to have a “National Strategy” on Mental Health and Addiction that will help address the issues within our communities that connect all (3) three levels of Government. The Urban Issues paper (<https://downtown.org/ida-canada/>), created by the Canada IDA organization, echoes this request: Establish a National Task Force on the national and growing opioid crisis. The task force should focus on creating coordinated funding and solutions to mitigate the causes and effects of addiction

Throughout this pandemic, the Opioid crisis continues and are deeply affecting our main streets.

If we do not focus on this, the COVID recovery process will be hampered. Therefore, if there was ever at time to create a National approach to the Opioid crisis it is now.

Sincerely,  
OBIAA Board of Directors

Cc: Canada's Minister of Health  
Canada's Minister of Economic Development and Communities

## ABOUT OBIAA:

OBIAA is the network that represents unique and vibrant BIAs across Ontario. The Association, incorporated in 2001, supports and advocates on behalf of its members through the building and nurturing of strong relationships and partnerships. OBIAA is a leader in the development and sharing of information, tools, resources and best practices, and is the ONE voice on common issues. [www.obiaa.com](http://www.obiaa.com)



Wednesday, November 25, 2020

Hon. Doug Ford  
Premier of Ontario  
Premier's Office, Room 281  
Legislative Building, Queen's Park  
Toronto, ON M7A 1A1

Dear Premier Ford,

While the world comes together in the fight against COVID-19...a fight for our lives, our main streets are also fighting for their very existence. Ontario and indeed all of Canada's main streets are mainly represented by our Business Improvement Areas (BIAs) and are the collective HEART of Canada, showcasing our Heritage, our Economy, our Arts, our Revitalization (or in this case Recovery) and our Tourism.

We thank you for the steps you, and the Canadian Government, have taken during COVID-19. During this focused fight we must not lose sight of the other pandemic that is affecting our lives and the lives of thousands – the Opioid Crisis.

This is why the OBIAA Board stands beside so many municipalities to call for a focus that brings all provinces to develop a National approach on the issues, and why we have adopted this following resolution:

#### **OBIAA BOARD RESOLUTION:**

WHEREAS communities across Canada, including the communities represented by the Ontario Business Improvement Area Association (OBIAA), are struggling to deal with the opioid overdose health crisis.

AND WHEREAS OBIAA acknowledges the efforts currently being undertaken by the Provincial and Federal Governments, but also acknowledges that these efforts are failing in reducing the number of overdoses and overdose deaths.

THEREFORE, BE IT RESOLVED that OBIAA urges the Governments of Canada and Ontario to recognize, acknowledge and declare a National Health crisis (epidemic) and work with Provinces and Municipalities to develop comprehensive, adequately funded drug strategies to address this health crisis in our cities.

NOW BE IT FURTHER RESOLVED that this resolution be sent to the Prime Minister of Canada, Canada's Minister of Health, the Premier of Ontario, Ontario Minister of Health, Ontario Minister of Long-Term Care, and Ontario Minister of Municipal Affairs and Housing.



OBIAA believes that by taking the initiative to facilitate, collaborate and build partnerships to tackle visible, street-based concerns, we are investing in the economic competitiveness of our neighbourhoods and commercial districts.

Our BIAs can help. We want to help to develop and deliver the solutions in the community.

There is a need to have a “National Strategy” on Mental Health and Addiction that will help address the issues within our communities that connect all (3) three levels of Government. The Urban Issues paper (<https://downtown.org/ida-canada/>), created by the Canada IDA organization, echoes this request: Establish a National Task Force on the national and growing opioid crisis. The task force should focus on creating coordinated funding and solutions to mitigate the causes and effects of addiction

Throughout this pandemic, the Opioid crisis continues and are deeply affecting our main streets.

If we do not focus on this, the COVID recovery process will be hampered. Therefore, if there was ever at time to create a National approach to the Opioid crisis it is now.

Sincerely,  
OBIAA Board of Directors

Cc: Ontario Minister of Health  
Ontario Minister of Long-Term Care  
Ontario Minister of Municipal Affairs and Housing.

## ABOUT OBIAA:

OBIAA is the network that represents unique and vibrant BIAs across Ontario. The Association, incorporated in 2001, supports and advocates on behalf of its members through the building and nurturing of strong relationships and partnerships. OBIAA is a leader in the development and sharing of information, tools, resources and best practices, and is the ONE voice on common issues. [www.obiaa.com](http://www.obiaa.com)



# CHAIRMAN'S REPORT

December 3, 2020



## **Priority Task Goal 1: To create a strong BIA Board**

1. A call for new board member position was sent out via the DBIA Coordinator. One member is interested so far and the application was sent out to the person to fill and submit.
2. Signing Authority was changed on Nov 19, 2020 at the RBC branch in Cobourg. The most current authorized signatories now are Erika Cotton (Chair), Amanda Da Silva (Vice Chair) and Lou Trozollo (Treasurer). On Nov 25th, the request to transfer of the DBIA credit card to the current DBIA coordinator, Tracey Gainforth, was sent to RBC since it is still under Jenna Leslie's name. They have put a rush on that request.
3. Melissa Graham and myself are in the process of updating the DBIA Policies and Procedures which will be presented to the board hopefully in January and if passed, to council right after for approval.
4. Melissa Graham and myself are also working on HR policies and reviewing the current job descriptions for potential changes.

## **Priority Task Goal 2: To create a strong membership**

1. I went to see Mary Schultz of Black Cat Café on Nov 19, 2020 to personally speak with her about the email that we received regarding the last Pedestrian Friendly Walkway. I acknowledged that communications with members could be improved and I told her that we are working on it. We spoke about ideas on how to promote Downtown Cobourg; as well as how to improve its look. I gave her my card and encouraged her to reach out to me any time for ideas, questions and feedback. I sent a follow up email after to thank her for her time.
2. The AGM meeting was attended by a few members on Nov 10, 2020. It was also attended by our new Town CAO Tracy Vaughan and MP Philip Lawrence. Overall, the meeting went well. The board members, as well as Tracy Vaughan, were able to answer questions from the members who attended.
3. Two Grand Openings happened on Nov 27, 2020 – Acanthus and Magpie. I was not able to attend due to a scheduled commitment thus Amanda Da Silva attended on my behalf. Three more Grand Openings are happening on December 11, 2020



# CHAIRMAN'S REPORT

December 3, 2020



4. We received permission from Mr. Louie to use the windows on the three units beside Cobourg Buy and Sell. The windows were cleaned and art work were hung to improve the look of Downtown Cobourg.
5. Julie Powell and I spoke about focusing on beautification and activation in 2021 since big events might not happen. We will get Downtown Cobourg ready in 2021 to welcome tourists and the community back hopefully on 2022 or earlier. She is asking the membership on their thoughts and on what they would like to see in Downtown Cobourg.

## **Priority Task Goal 3: To create a strong partnership with the municipality**

1. Lights and Christmas Trees were installed in partnership with the Town. Jackie Chapman-Davis supervised the installation.



**Board of Mgmt for the Cobourg DBIA**  
**Balance Sheet As at Oct 31, 2020**

**ASSET**

**Current Assets**

Cash to be deposited	50.00	
Petty Cash	453.11	
Operating General Account	208,859.62	
Reserve Funds	20,000.00	
Reserve Funds Contra	<u>-20,000.00</u>	
Total Cash		209,362.73
Accounts Receivable	-15,135.55	
5% HST Paid on Purchases	2,348.70	
8% HST Paid - 78% Rebate Part	<u>2,909.72</u>	
Total Receivable		-9,877.13
Prepaid Expenses		140.24
Website/Software	7,632.00	
Accum. Amort. Website/Software	<u>-7,632.00</u>	
Net. Websie /Software		0.00
Office Furniture & Equipment		13,714.51
Accum Amort: Office Furn & Equip		<u>-4,540.35</u>
<b>Total Current Assets</b>		<u>208,800.00</u>

**TOTAL ASSET** 208,800.00

**LIABILITY**

**Current Liabilities**

Accounts Payable		3,981.74
Accrued Liabilities		3,050.00
Gift Certificates Sold	3,345.00	
Gift Certificates Redeemed	<u>-3,345.00</u>	
Gift Certificates Outstanding		0.00
Gift Card Program Clearing 2020		-2,946.45
Visa		-1,806.78
WSIB Payable		<u>27.35</u>
<b>Total Current liabilities</b>		<u>2,305.86</u>

**TOTAL LIABILITY** 2,305.86

**EQUITY**

**Retained Earnings**

Retained Earnings - Previous Year	156,019.45	
Current Earnings	<u>50,474.69</u>	
<b>Total Retained Earnings</b>	<u>206,494.14</u>	

**TOTAL EQUITY** 206,494.14

**LIABILITIES AND EQUITY** 208,800.00

Generated On: Nov 17, 2020



## Board of Mgmt for the Cobourg DBIA Comparative Income Statement

	Actual Jan 01, 2020 to Oct 31, 2020	Budget Jan 01, 2020 to Dec 31, 2020	Difference
<b>REVENUE</b>			
<b>Income</b>			
Town of Cobourg Tax Levy	153,900.00	185,000.00	-31,100.00
Town of Cobourg - Wage Subsidy	25,000.00	12,500.00	12,500.00
Vendor revenue	0.00	10,000.00	-10,000.00
Miscellaneous Revenue	16.48	0.00	16.48
Expense Reimbursement	560.00	4,050.00	-3,490.00
Downtown Filming Revenue	0.00	0.00	0.00
Fundraising and Sponsorship	0.00	12,000.00	-12,000.00
Other Grant Income	0.00	0.00	0.00
<b>Net Income</b>	<u>179,476.48</u>	<u>223,550.00</u>	-44,073.52
<b>TOTAL REVENUE</b>	<u>179,476.48</u>	<u>223,550.00</u>	-44,073.52
<b>EXPENSE</b>			
<b>Payroll Expenses</b>			
Salaries	56,158.29	54,500.00	1,658.29
Temp Staff	0.00	4,050.00	-4,050.00
Special Project Salary	0.00	0.00	0.00
EI Expense	1,245.21	1,200.00	45.21
EI Expense- Special Project	0.00	0.00	0.00
CPP Expense	2,669.17	2,500.00	169.17
CPP Expense - Special Project	0.00	0.00	0.00
WSIB Expense	283.71	450.00	-166.29
<b>Total Payroll Expense</b>	<u>60,356.38</u>	<u>62,700.00</u>	-2,343.62
<b>General &amp; Administrative Expenses</b>			
Amortization Expense	0.00	2,000.00	-2,000.00
Accounting & Legal	5,981.94	8,500.00	-2,518.06
Miscellaneous	5.03	200.00	-194.97
Courier & Postage	167.78	200.00	-32.22
Subscriptions, Fees & Memberships	941.48	3,500.00	-2,558.52
Interest & Penalties (Gov't)	0.00	0.00	0.00
Interest & Bank Charges	693.82	1,200.00	-506.18
Office Expenses	831.19	3,500.00	-2,668.81
I.T. Expenses	1,689.67	1,000.00	689.67
Strategic Planning	0.00	1,000.00	-1,000.00
Meetings and Board Development	360.86	2,800.00	-2,439.14
<b>Total General &amp; Admin. Expenses</b>	<u>10,671.77</u>	<u>23,900.00</u>	-13,228.23
<b>Facilities</b>			
Rent	0.00	0.00	0.00
Telephone/Cell/Internet	1,441.21	2,500.00	-1,058.79
<b>Total Facilities</b>	<u>1,441.21</u>	<u>2,500.00</u>	-1,058.79



**Special Events and Marketing**

Staff and Volunteer Development	544.62	2,500.00	-1,955.38
Promotions	0.00	250.00	-250.00
Advertising - Print	753.39	4,000.00	-3,246.61
Marketing/Social Media	347.32	2,000.00	-1,652.68
Advertising - Radio	9,745.34	8,000.00	1,745.34
Special Events	9,602.45	25,000.00	-15,397.55
Entertainment	150.00	18,500.00	-18,350.00
Event Rentals / Supplies	8,617.01	21,000.00	-12,382.99
Marketing Materials	2,974.86	2,000.00	974.86
Downtown Event Sponsorship	500.00	5,000.00	-4,500.00
Bonus Generic Gift Card	272.60	0.00	272.60
<b>Total Special Events and Marketing</b>	<b>33,507.59</b>	<b>88,250.00</b>	<b>-54,742.41</b>

**Beautification and Maintenance**

Supplies	0.00	900.00	-900.00
Seasonal Decor/Flowers	0.00	7,000.00	-7,000.00
Seasonal Decor/ Xmas Lights	0.00	9,500.00	-9,500.00
Seasonal Decor/ Flags	3,889.78	2,500.00	1,389.78
Banners	0.00	0.00	0.00
Recycle Bins (MOU)	0.00	5,000.00	-5,000.00
Maintenance & Repair	10,812.00	6,000.00	4,812.00
Utilities - Outside Decor (Hydro)	573.97	1,000.00	-426.03
Special Project (Falconhurst)	1,120.00	6,000.00	-4,880.00
<b>Total Beautification and Maint</b>	<b>16,395.75</b>	<b>37,900.00</b>	<b>-21,504.25</b>

**Business Dev/Member Services**

Annual General Meeting Costs	1,104.32	500.00	604.32
Member Package	0.00	250.00	-250.00
Member Relations & Presentations	351.07	2,500.00	-2,148.93
Website Development	1,526.40	1,200.00	326.40
Website Hosting	993.39	350.00	643.39
Newsletters	0.00	0.00	0.00
Reimbursable Special Projects	0.00	0.00	0.00
COVID -19 Expense	2,653.91	0.00	2,653.91
<b>Total Business Dev/ Member Services</b>	<b>6,629.09</b>	<b>4,800.00</b>	<b>1,829.09</b>

**Parking Program**

Parking Program	0.00	0.00	0.00
Special Publicity Project Expenses	0.00	0.00	0.00
<b>Total Parking Program</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

**TOTAL EXPENSE**

129,001.79	220,050.00	-91,048.21
------------	------------	------------

**NET INCOME**

50,474.69	3,500.00	46,974.69
-----------	----------	-----------

Generated On: Nov 17, 2020





Downtown  
Cobourg

*Spread the word...*

*Downtown Cobourg is AWESOME!!!*

**Presented To:** Tracey Lafleche

Presented By: John Connor – UCB Canada

Phone: 289-771-1822

Email: [j.connor@ucbcanada.com](mailto:j.connor@ucbcanada.com)



“Radio is word of mouth  
that YOU control.”

- Dan O'Day, [danoday.com](http://danoday.com)



# *Before we get started...*

*Based on previous initiatives, we have two objectives:*

- 1) A vehicle to promote several, strategic seasonal and promotional events executed by the DBIA*
- 2) Ongoing, regular branding of Downtown Cobourg as a means of promoting the core as an essential, vibrant and beneficial place for everyone to support and enjoy!*



# Why a Long-term Campaign?

## CURVE OF FORGETTING MEANINGFUL MATERIAL (THIS MEANS YOU REALLY WANT TO LEARN THIS!)

- After one day **72%** of what is learned is remembered
- After five days, only **56%** is remembered
- After 10 days, only **47%**
- After thirty days, only **30%**

## What about “meaningless material”?

(Most of our commercials fall under this heading the first time you hear them.)

- After 33 seconds, only **58%** of what is learned is remembered
- After one day, only **34%**
- After six days, only **25%**
- After thirty-one days, only **21%**

**Educating your customers requires relentless repetition. It doesn't happen in a few days!**



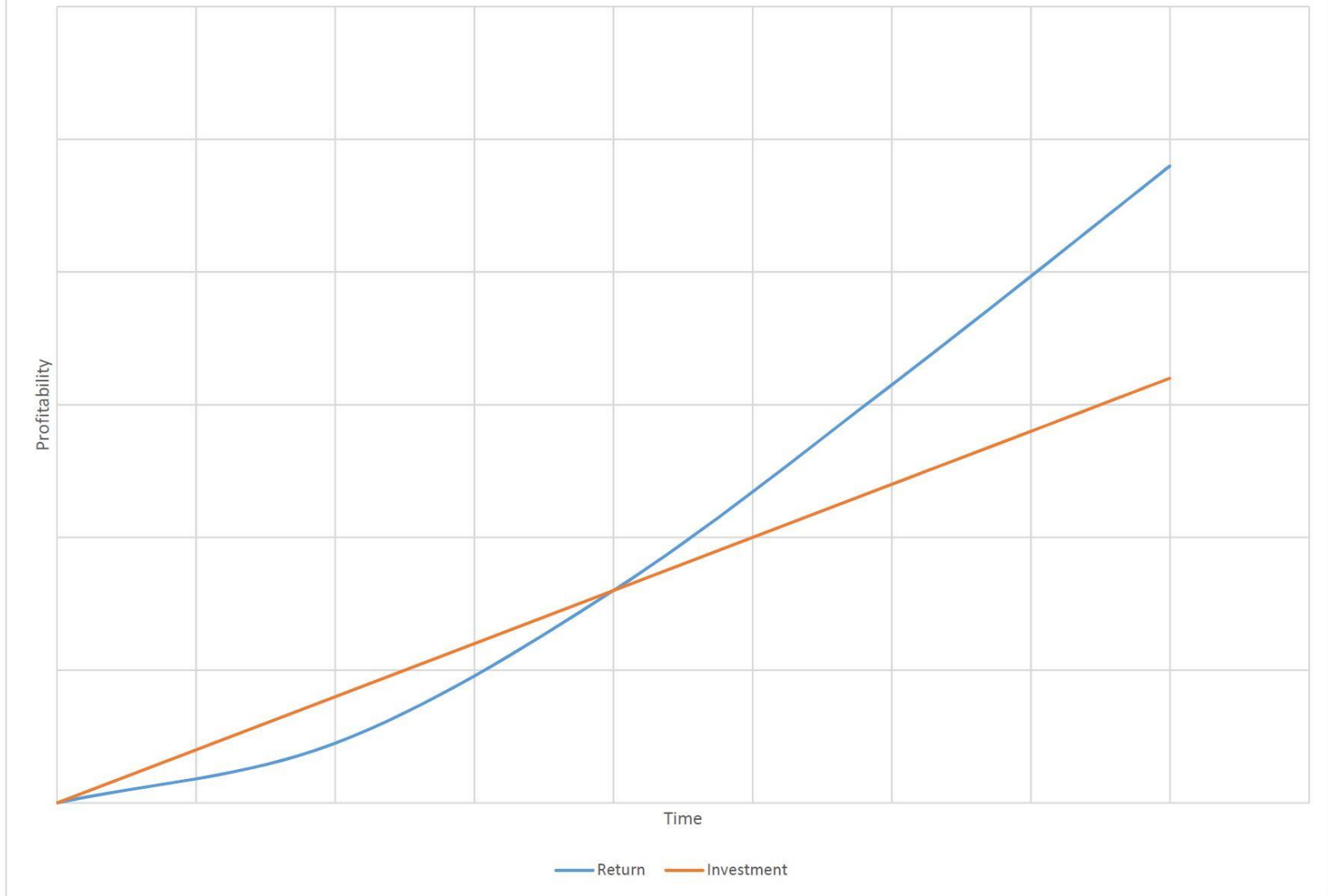
# THE FORGETTING CURVE

\* Based on the "Ebbinghaus Curve of Forgetting"



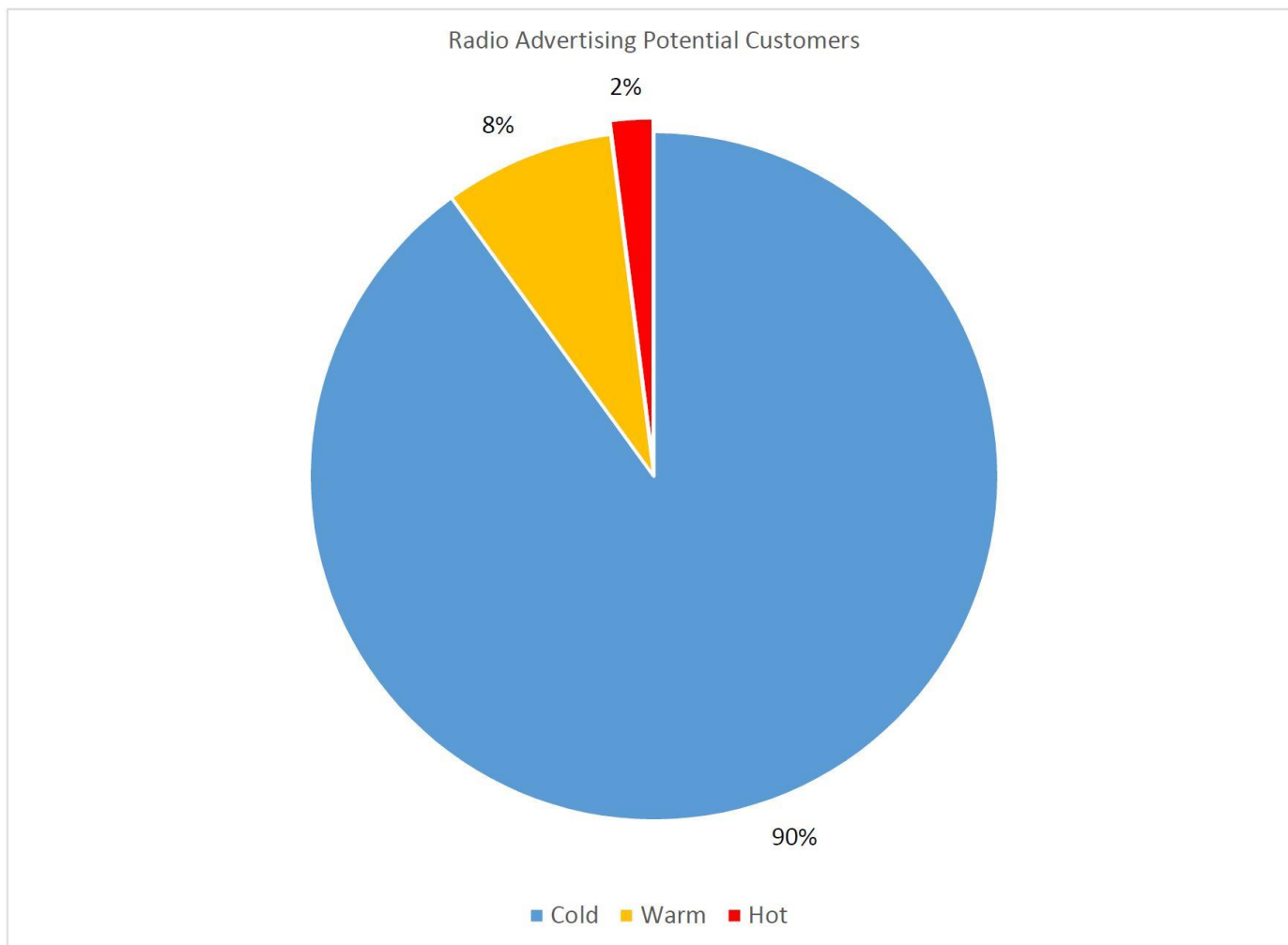


Radio Advertising Profitability Over Time



Source: Bryson Broadcasting International, 2018





Source: Bryson Broadcasting International, 2018



# *Why a Long-term Campaign?*

**Educating your customers takes time and much repetition. It's a process...**

- Based on this data, I am recommending that we take a “long-term” approach to your campaign
- While this proposal is based on a 52-week term, we recommend considering this as the start of a 2-3 year strategy



# *Here's an idea of where we might start...*

## **UCB CHJJ-Cobourg Campaign – 52 Weeks:**

- Three x 30-second commercials per day, Mon-Fri:
  - Rotating, event specific campaigns
    - Let us know what events that you KNOW are upcoming in 2021
    - Anytime you have a new initiative or event that needs promotion and we'll come up with creative for you to get it on the air
    - All new copy and production is included in this campaign... no extra charges
  - Ongoing branding campaign
    - We can work together to develop a few general messages that promote Downtown Cobourg throughout the year, in between special initiatives



## **Value Summary**

*Total Rate Card value of campaign is \$9,360*

***We want to partner with you by covering a portion of this:***

- 40% Not-for-Profit Co-Investment (a \$3,744 value)
  - This means that WE are covering \$3,744 of the total investment
  - We're partnering with you!

---

**Total Investment for :**

**Cobourg DBIA:**

**\$5,616.<sup>00</sup>** (no tax)



# Thanks for your partnership and trust!



Downtown  
Cobourg  
—



***We're looking forward to growing the Kingdom  
TOGETHER!***



**Total Investment for Crossroads Christian Communications Inc**  
**= \$ 5,616.<sup>97</sup>**

- ☐ Select "Equal Monthly Billing" (\$468.<sup>00</sup> per month)
- ☐ Select P.A.P. (*please complete form*)
- ☐ Credit card
- ☐ Debit account

Notes:

UCB does not charge HST for advertising packages, so all prices are NET as presented

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

UCB Canada Authorizing \_\_\_\_\_ Date \_\_\_\_\_

Note:

*All advertising content and agreements are subject to UCB Canada's Advertising Guidelines (see below).*



A "Sponsorship" Acknowledgement, for the purpose of this agreement, shall be defined as a brief oral mention (approximately 15 seconds in length), mentioning the name of the Sponsor business or service, the address or phone number of the sponsor and the program they are sponsoring. The Sponsorship Acknowledgement will run before the program, during the program or at the end of the program based on the agreement between the sponsor and UCB Canada.

A "Commercial" for the purpose of this agreement, shall be defined as a 30-second or 60-second oral mention, (with or without music) promoting the client's business or service. The client will approve all wording before the commercial is broadcast. The client may also request to hear the commercial before it is broadcast.

The client or sponsor agrees to provide UCB Canada with any background music and or pre-produced "jingles" if client wants background music or sound effects unavailable in the UCB Canada production library.

UCB Canada will make every effort to execute the radio broadcast schedule as agreed on the reverse. However, if due to an act of God, legal restriction, or mechanical failures, any commercial or program sponsorship acknowledgement cannot be broadcast, UCB Canada shall not be held liable, but shall attempt to make-good such occurrences by scheduling replacement commercials as soon as possible after such occurrences. UCB Canada will credit to the Sponsor or Client's account for cancelled program sponsorship acknowledgements or commercials that cannot be replaced.

UCB Canada reserves the right to cancel any scheduled program or program series and replace it with other material deemed more suitable. In such instances, UCB Canada shall notify the Sponsor in a timely fashion and arrange for make-good broadcasts, or for a refund, or a credit to the Sponsor or Client's account, if no make-good broadcasts can be scheduled.

UCB Canada agrees that the sponsorship/commercial fee contained in this agreement shall remain valid for the duration of this agreement, but is subject to change for any ensuing agreement or renewals.


Both parties agree that the sponsor shall have first option to renew sponsorship at the conclusion of the current agreement with UCB Canada at least one month prior to the first broadcast date contained in the renewal agreement.

UCB Canada reserves the right to cancel this agreement upon one month's written notice to the sponsor/client without liability for loss or damage but will refund sponsorship/commercial payments for all programs/ commercials not broadcast during the balance of the agreement period. If a sponsor/client requests cancellation of the agreement, one month's written notice is required by UCB Canada, after which the sponsor will receive a refund of the sponsorship/commercial payments already made for subsequent programs/commercials scheduled for broadcast during the balance of the agreement.

UCB Canada will hold the sponsor harmless from liability unless such liability arises from material provided by the sponsor/client, and the sponsor/client shall hold UCB Canada harmless from liability arising from anything provided by the sponsor/client or anything broadcast on UCB Canada.

The client herein agrees and acknowledges that the following shall apply and be part of any contract with UCB :In the event, through the fault and/or conduct , (whether direct or indirect ) of any advertising client or financial sponsor or donor ,any moral, ethical and/or spiritual standards and beliefs of UCB Canada( as such moral, ethical and/or spiritual standards and beliefs are set out in UCB's Statement of Faith , Letters Patent, and other relevant foundational documents ) are brought into disrepute in any way through the association between UCB and any such advertising client or financial sponsor and/or donor , UCB Canada reserves the right, in the exercise of its sole and absolute discretion and without further notice to the advertising client or financial sponsor or donor , to terminate such association and cancel this contract forthwith and regardless of any remaining and/or unperformed term or obligation of such contract upon UCB. In such event, UCB shall refund any prepaid balance to such party less the amount of outstanding invoices, if any, reasonable production costs, if un-recouped, and administrative fees equal to 15% of the total contract price.



 Downtown Cobourg	<b>Downtown Business Improvement Area (DBIA)</b>	
	<b>COORDINATOR REPORT</b>	
TO:	Chair and Members of the Board of Management	
FROM:	Tracey Gainforth	
TITLE:	Events and Communications Coordinator	
DATE OF MEETING:	Thursday, December 3 <sup>rd</sup> , 2020	
TITLE / SUBJECT:	Marketing Promotion for 2021	
REPORT DATE:	Friday, November 27, 2020	Portfolio:Marketing

## 1.0 STRATEGIC PLAN

### **Mission:**

Municipal Act, 204: • Oversee the improvement, beautification and maintenance of municipally owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally, and

Promote the area as a business or shopping area

**Priority Four:** Marketing and Communications

**Scope:** Downtown Cobourg DBIA is a safe, prosperous and sustainable lakeside community, through strategic investment of the BIA'

**Strategic Action:** Create a marketing strategy which addresses the current emergency situation but focusses on the future (a plan for continued success)

## 2.0 MEMBERSHIP ENGAGEMENT

N/A

## 3.0 RECOMMENDATION



THAT the DBIA Board of Management receive the report from the Events and Communications Coordinator for information purposes;

FURTHER THAT the DBIA Board of Management approve the request of \$13,916.97 the media cross-promotion for 2021

#### 4.0 ORIGIN

Attached is a quote round-up. We have had a successful experience/partnership with these outlets over the current Covid19 period.

#### 5.0 BACKGROUND

To support the Downtown Business community further the Marketing committee is looking at a media cross promotion (radio/print/social media) for the whole year to help increase sales and bring awareness to the shopping options available in Downtown Cobourg. Getting the right message out to the community and being consistent with that messaging is vital.

The choices selected below were considered after researching their audience/demographics. A locally diverse demographic is preferred. The value they added in the packages were also incentive, due to the DBIA's current work with some of the outlets.

This was also considered because a year planned out strategically will support a consist message and allow us to change that message if necessary.

#### 6.0 ANALYSIS

All messaging/graphics/design will be created in partnership with each media source

Messaging will include, but not restricted to

- **Downtown Cobourg a safe shopping/dining experience**
- **Shop in one of our many stores, galleries, services**
- **Historic Downtown Cobourg**
- **Support local/Support community**



- **Shop/Dine/Discover**

## 7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

The quotes were sourced from local media outlets (including 1 Downtown members).

The budget in total for these 4 options is: \$13,916.97. The budget for 2021 is \$15,000. If we plan for the whole year within this budget, we are consistent and able to address all of our needs (events, regular marketing, crisis)

### **Budget (For 2021 Marketing Promotion):**

Northumberland News:	2,800.00 (website takeover)
MyFM	5,000.00
UCB	5,616.97
Social Media FB & Insta	500.00
<b>Total:</b>	<b>\$ 13,916.97</b>

**Please keep in mind the messaging with these individual outlets can change as we require (around event times, covid etc.).**

## 8.0 CONCLUSION

A planned media cross promotion for the year will support consistency in our messaging and brand. During this challenging time in particular we need to offer the membership promotion consistently. We do not know how long the pandemic may last. This is the best opportunity to reach the largest amount of people and a diverse demographic.



Month	Cost	Package/#ads	
January	\$ 598.00	(2 coupon books - 50 ads)	93.3 myfm/classic rock 107.9
February	\$ 1,280.00	(One Day Sale - 45 ads per station)	93.3 myfm/classic rock 107.9
March			
April			
May	\$ 749.00	(50 ads plus promo Victoria Day)	classic rock 107.9
June	\$ 1,280.00	(One Day Sale - 45 ads per station)	93.3 myfm/classic rock 107.9
July			
August	\$ 749.00	(Civic Weekend 50 ads)	93.3 myfm
September	\$ 549.00	(Labour Day Weekend 30 Ads)	classic rock 107.9
October	\$ 549.00	(Thanksgiving 30 ads)	93.3 myfm
November			
December	\$ 799.00	(Christmas Package 50 ads)	classic rock 107.9
Annual	\$ 6,553.00		



\*must be used by March 31

78

\*must be used by May 15

\*must be used by August 31





Downtown  
Cobourg  
—



November 27, 2020

## **CONFIDENTIAL for Cobourg DBIA**

Campaign name : 2021 Marketing

OMNI-CHANNEL MARKETING SOLUTIONS

Prepared by : Nitesh Sharma



## What we heard as your priorities:

1. Let more people in the community know about your upcoming events
2. Promote monthly events calendar on consistency
3. Increase monthly event sale revenue through more confirmations on your event landing page



Determine an **efficient and effective campaign** to **achieve your primary marketing objectives:**

## Awareness & Consideration

- ✓ Create local **awareness** of your business and **what you have to offer**.
- ✓ Build a **deeper relationship** with potential customers, so you are **top-of-mind** when they are thinking of buying.



# RECOMMENDED PARTNERSHIP PROPOSAL TORSTAR CAPABILITIES



## Digital Display

PPC, Programmatic, Contextual  
on Social Media, OFF Network or  
ON Torstar Network



## Custom Content



## Print Display Magazines & Community paper



## Flyers Digital & Print Direct Mail via post & Distribution Network



## Search & Social SEO & SEM



## Email Marketing



# Media Mix Details

WHY THESE TACTICS WILL WORK FOR YOUR CAMPAIGN



# Placing **your** ad in the newspaper alongside our trusted journalism **enhances** your brand **trust** and drives **action**.

## What you'll receive:

- ✓ Insert Basebar ad size, NN, monthly (19,500 circulation)
- ✓ Turn-key creative design services
- ✓ **Print-to-Web**

We will run a digital replica of your ad on our website under Local News > Local Guide that clicks through to your site

## Plus! Your print campaign will:

- Reach multiple targets - 88% of Canadians read newspapers each week
- Drive results - more than 5.2 million Ontario adults take action after seeing ads in newspapers
- Reach our readers who are 23% more likely than average to act after seeing an ad in print



\* You may include Brighton Independent for any major event which is currently not part of your media mix



# Takeovers

Own a high traffic page or section on our community site.  
Exclusive branding placement for full 24hours. Block your competitors during peak advertising. Average CTR of 0.5%.

## PLACEMENT

24 hours Exclusive Placement

Site Section (Newspage or Homepage)

Direct Traffic on clicks to your website

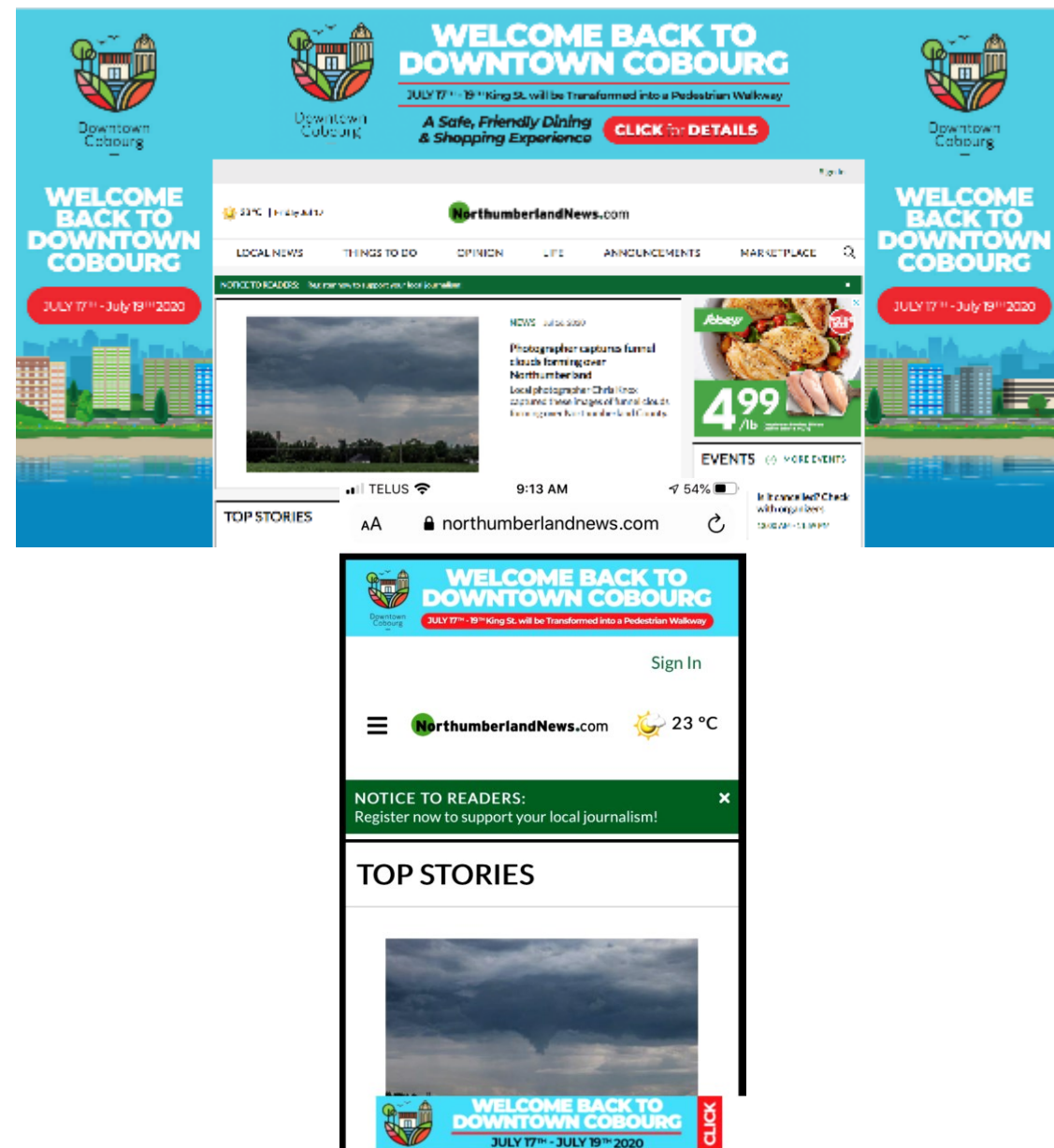
Mobile Takeover included with Desktop Takeover

All takeovers pricing are for 1 day; based on inventory availability

Below mentioned rates are exclusive of taxes

Inclusive of complimentary Creatives Design Service

Inclusive of detailed Post Campaign Report including total impressions garnered each day, no of clicks etc.





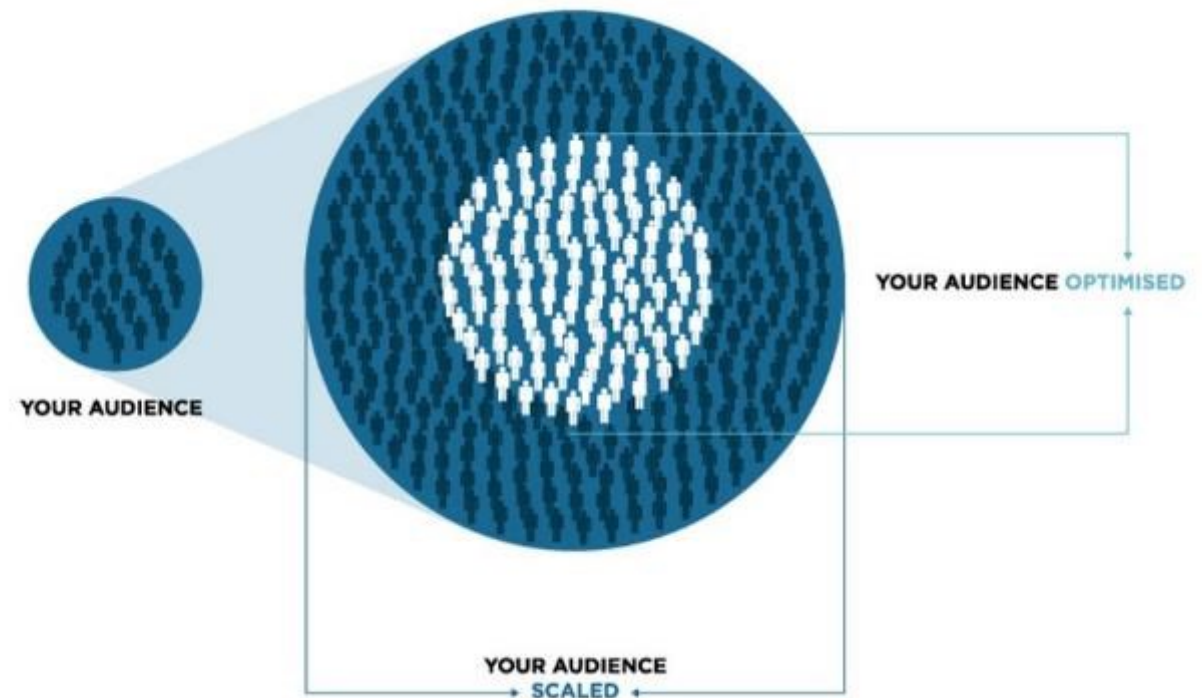
**Off-network display** is important for your media mix to **extend your audience targeting** to credible sites beyond our network

Off-network display also lets us offer **special tactics** for unique targeting.

**What you'll receive:**

- ✓ Contextual targeting to keywords, programmatic
- ✓ Geo-fencing
- ✓ Retargeting

All with pixel placed on your website to capture results





**Contextual targeting** is a key complement to your campaign because it **puts your ads** in front of people who are browsing sites or **content that relate to your business/event**



### CATEGORY CONTEXTUAL TARGETING

- Places your ads in front of people who are browsing sites that fall under a **relevant category**



### KEYWORD CONTEXTUAL TARGETING

- Places your ads in front of people who are browsing content that includes **keywords** related to your **target audience**



### **Benefits:**

- Capitalize on the “moment” in real time.
- Increase brand awareness by targeting content directly related to the business
- Increase customer loyalty and brand perception

### **Uses:**

- Roofing company targeting homeowner related content in a specific postal code with an awareness campaign
- Furniture store targeting a female audience reading about home design with a “\$500 Off” offer on custom furniture
- Auto shop targeting used car shoppers with a “50 Point Inspection” special



**\*\*Social advertising** is recommended for your media mix because it's a great way to complement your traditional media and **target your audiences in new ways through social environments**

**This is considered a recommended add on :**

- ✓ Ads on Facebook and Instagram
- ✓ Interest and geographic defined audience
- ✓ Real-time budget optimization

**\*\*** have made this part of your Digital Display Impressions on media mix





# EMAIL NEWSLETTERS

## REACH CUSTOMERS DIRECTLY IN THEIR INBOX

Email marketing delivers customized advertising messages and exclusive offers directly to the inboxes of pre-qualified, active consumers who have signed up to receive communications about food & drink. There are 6960 subscribers on northumberland county list (could even include other areas like Durham, Peterborough, Kawartha etc)

### → How it works

We will work with DBIA to create a customized eblast that will promote a special offer or simply highlight why these local community members need to make Cobourg Downtown their go to place for shopping.

### → Email Marketing is recommended for your campaign to:

- Reach targetable audiences who have opted in to receive your message
- Drive engagement with special offers (that can easily be forwarded to additional customers)
- Measurable results to understand the effectiveness of your campaign

\*\* not part of your media mix – could pick up as add on, starts \$1000pm

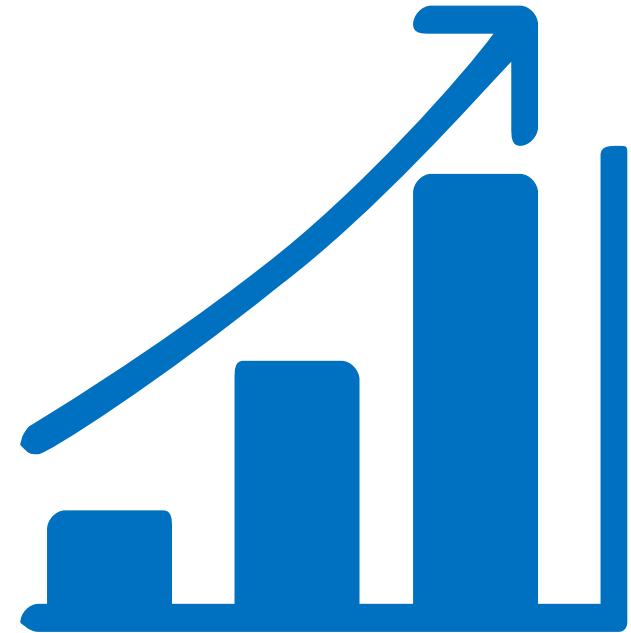




We will **optimize your campaign** to help you **get the best results** and provide you with key **performance metrics** to measure its success.

**What you'll receive:**

- ✓ Monitoring and optimizing media channels and creative throughout campaign to hit on your KPIs
- ✓ Status updates, as required
- ✓ Easy-to-understand post-campaign performance reports





Based on **consumer research** indicating the most **effective media mix** for achieving your objectives

Media Mix	Product	DBIA Rate	Tactic	Cost	Remark
PRINT	Basebar Ad	\$300	Front Page	\$1,800	Minimum 6 ads considered here - Front Page upgrade as per inventory available, else Community Page ensured
ON Network	Website Takeover	\$280	Newspage - Weekends	\$2,800	10 Newspage TO considered here, option to upgrade to weekday newspage at \$430/-
OFF Network	Digital Display Ads	\$15CPM	360,000 impressions	\$5,400	Impressions could be used on Social Media or Programmatic/Contextual OFF Network digital display ads, inclusive of retargeting and customized geotargeting. Minimum 50K required to avail \$15CPM and minimum burst per campaign run is 20,000 impressions.
Net Total				\$10,000	Plus taxes as applicable

Source of consumer research: IPG Media Brands

All advertising purchased shall be subject to the terms and conditions of the applicable publication/digital property available at <https://www.thestar.com/about/termsandconditions.html> & <https://www.metroland.com/advertising-terms-and-conditions>





Date	Pageviews Full Site	Pageviews Homepage	Pageviews Newpage	Unique Visitors Full Site
Oct 2020	503,149	69,851	352,063	154,891
Sept 2020	464,770	64,664	298,319	142,966
August 2020	584,721	57,300	317,365	152,983
July 2020	477,337	62,399	295,939	134,231
June 2020	412,650	58,294	271,999	126,481
May 2020	518,156	67,220	344,238	150,652
April 2020	563,769	76,501	380,557	173,074
March 2020	557,379	79,397	366,921	159,405
Feb 2020	355,711	52,614	197,234	102,239
Jan 2020	377,889	57,887	210,600	126,757
Dec 2019	340,412	57,784	181,811	86,710
Nov 2019	319,896	54,483	152,707	87,180
Oct 2019	393,309	59,382	204,697	100,730





# Appendix

OUR AUDIENCES BECOME YOUR CUSTOMERS



Star Metroland Media combines owned and partner  
**award-winning news**, lifestyle and community content,  
providing marketers with premium, **credible** inventory,  
on and off network

**TORONTO STAR** **HAMILTON SPECTATOR** **WATERLOO REGION RECORD** **THE KIT**

**The Standard** **NIAGARA FALLS REVIEW** **save.ca** **InsideHalton.com**

**WELLAND TRIBUNE** **Wonderlist.ca** **BROCK Citizen.** **gottarent.com** **STAR WEEK**

**DurhamRegion.com** **THE PETERBOROUGH EXAMINER** **//** **toronto.com**

**travelalerts.ca** **iPOLITICS** **BeaconStar.** **HomeFinder.ca**

CONTENT PARTNERS

**THE WALL STREET JOURNAL.**

**The New York Times**

**THE CANADIAN PRESS** 🇨🇦



**Trusted community and national news sites,  
targeted power brands and a large base of registered users.  
Plus – extra data and insights from our DSP.**

**BramptonGuardian.com**  
**CaledonEnterprise.com**  
**CambridgeTimes.ca**  
**DurhamRegion.com**  
**FlamboroughReview.com**  
**GuelphMercuryTribune.com**  
**HamiltonNews.com**  
**InsideHalton.com**  
**InsideOttawaValley.com**  
**Mississauga.com**  
**MuskokaRegion.com**  
**toronto.com**

**MyKawartha.com**  
**NewHamburgIndependent.ca**  
**NiagaraThisWeek.com**  
**NorthBayNipissing.com**  
**NorthumberlandNews.com**  
**Orangeville.com**  
**OurWindsor.ca**  
**ParrySound.com**  
**Sachem.ca**  
**TheIFP.ca**  
**Simcoe.com**  
**WaterlooChronicle.ca**  
**YorkRegion.com**

**NiagaraFallsReview.ca**  
**StCatharinesStandard.ca**  
**ThePeterboroughExaminer.com**  
**TheSpec.com**  
**TheRecord.com**  
**WellandTribune.ca**  
**THE STAR**  
**eyereturn**  
marketing

Fashion/Beauty

**THE KIT**

Travel

Automotive

**autocatch...**

Classifieds

**Your Classifieds**

**Local Works**

**LifeNews.ca**

Ethnic

**星島日報**  
SING TEE SI LP

**Suhaag.com**  
The South Asian Marketplace

Flyers/Coupons/Deals

**Wonderlist.ca**

Political News

**iPOLITICS**

**P**

Real Estate

**gottarent.com**



# Display advertising and distribution with SMM's trusted local and national newspaper network\*

## Communities: Weekly Home Delivery

- Ajax News Advertiser
- Alliston Herald
- Almaguin News
- Ancaster News
- Arnprior Chronicle Guide
- Aurora Banner
- Barrie Advance
- Bloor West-Parkdale Neighbourhood Voice
- Bracebridge Examiner
- Bradford West Gwillimbury Topic
- Brampton Guardian
- Brighton Independent
- Brock Citizen
- Burlington Post
- Caledon / Bolton Enterprise
- Cambridge Times
- Carleton Place-Almonte Canadian Gazette
- Clarington This Week
- Collingwood Connection
- Dundas Star News
- East Gwillimbury Express
- Beach-East York Neighbourhood Voice
- Erin Advocate
- Etobicoke Guardian
- Flamborough Review
- Fort Erie (The) Post
- Georgetown/Acton - Independent & Free Press
- Georgina Advocate
- Glanbrook Gazette
- Gravenhurst Banner
- Grimsby Lincoln News
- Guelph Mercury Tribune
- Hamilton Mountain News
- Huntsville Forester
- Innisfil Journal
- Kawartha Lakes This Week
- Kemptville Advance
- King Connection
- Markham Economist & Sun
- Midland/Penetanguishene Mirror
- Milton Canadian Champion
- Mississauga News
- Muskoka (Jun-Sep)
- Newmarket Era
- Niagara / Grimsby This Week
- North York Mirror
- Northumberland News
- Oakville Beaver
- Orangeville Banner
- Orillia Today
- Oshawa This Week
- Parry Sound Beacon Star

## Dailies

- Parry Sound North Star
- Perth Courier
- Peterborough This Week
- Pickering News Advertiser
- Port Colborne Leader
- Port Perry Star
- Renfrew Mercury
- Richmond Hill Liberal
- Scarborough Mirror
- Smiths Falls Record News
- Stoney Creek News
- Stouffville Sun Tribune
- The Sachem
- Thornhill Liberal
- Uxbridge Times Journal
- Vaughan Citizen
- Wasaga Sun - Stayner Sun
- Waterloo Chronicle
- Whitby This Week
- York-City Centre Neighbourhood Voice
- Hamilton Spectator
- Niagara Falls Review
- Peterborough Examiner
- St. Catharines Standard
- Toronto Star
- Waterloo Region Record
- Welland Tribune

\* Representing, but not owned and operated:  
Journal Montreal (French)

\* Representing, but not owned and operated:  
Picton Gazette  
Napanee Beaver



# Working with **Star Metroland Media** delivers

- ✓ **INSIGHTS FROM 1ST-PARTY CANADIAN DATA**  
deterministic and verified
- ✓ **PREDICTIVE TECHNOLOGY**  
for effective targeting
- ✓ **CANADIAN SCALE AND REACH**  
with powerful Ontario penetration
- ✓ **CONTENT & CREATIVE SERVICES**  
To fuel engagement
- ✓ **PREMIUM BRAND SAFE ENVIRONMENTS**  
on and off network
- ✓ **NATIONAL AND LOCAL AD PRODUCTS**  
for all budgets and campaigns
- ✓ **INDUSTRY RESEARCH AND INSIGHTS**  
to inform smart marketing recommendations
- ✓ **MEASUREMENT AND ATTRIBUTION**  
for understanding campaign effectiveness

**We partner for your marketing success**





# THANK YOU FOR YOUR TIME!

Please reach out with any questions:

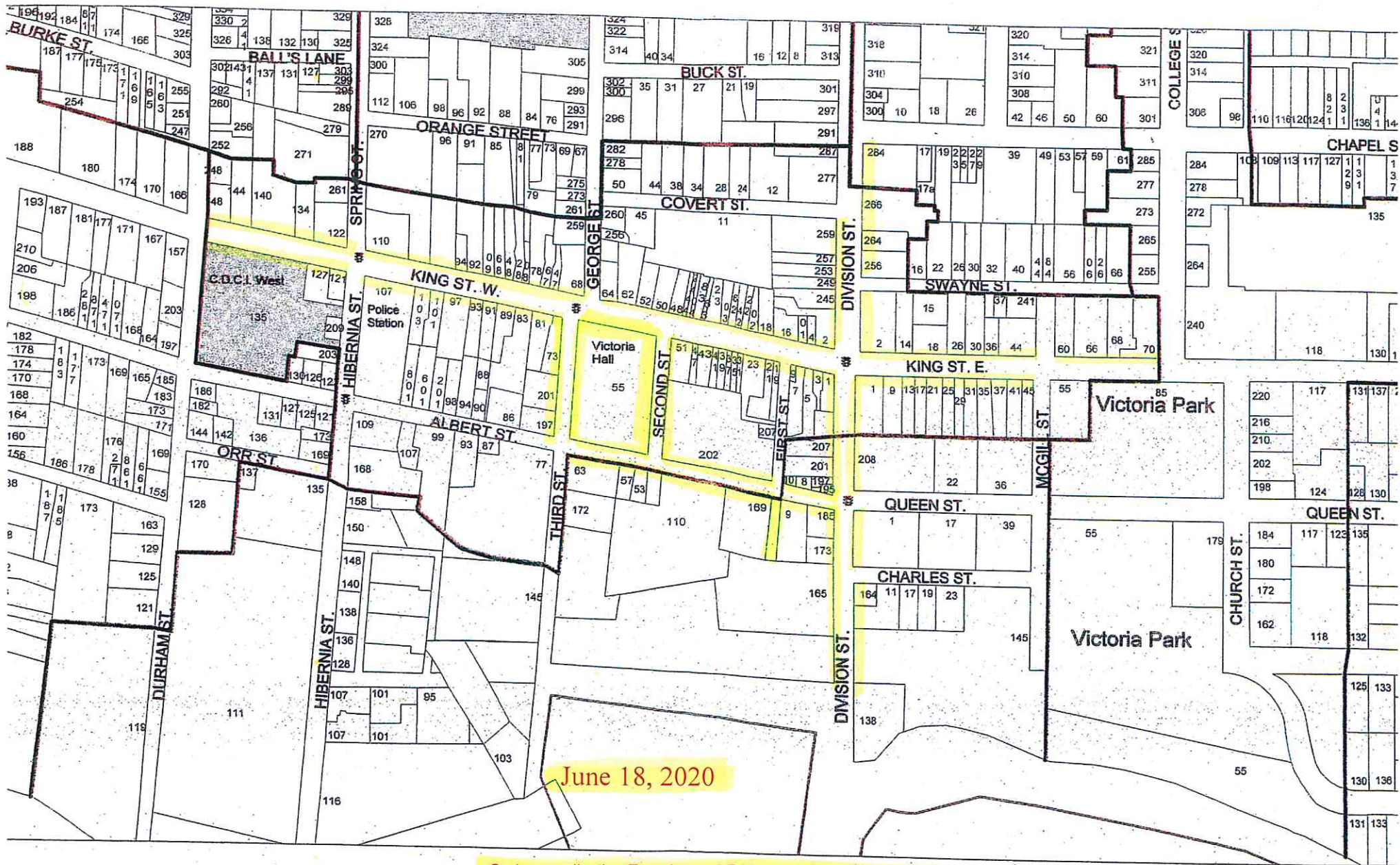
NAME: Nitesh Sharma

TITLE: Multimedia Consultant

TEL: 289.928.1738

EMAIL: [niteshsharma@starmetrolandmedia.com](mailto:niteshsharma@starmetrolandmedia.com)





Garbage collection Tuesday and Friday mornings downtown





## DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

Reporting Date: December 2020

STRATEGIC OBJECTIVE	DESCRIPTION	ACTIVITY/OUTCOME
PRIORITY # 1	MEMBERSHIP:	<p><b>NEW BUSINESSES IN AREA IN REPORTING PERIOD:</b></p> <ol style="list-style-type: none"> <li>1. Mary Jane Boutique</li> <li>2. Hairitage Barber Shop 29 King St. East (<b>Grand opening December 11<sup>th</sup></b>)</li> </ol> <p><b>CLOSURES IN REPORTING PERIOD: N/A</b></p>
	PARTNERSHIP:	<p><b>NEW PARTNERSHIPS IN REPORTING PERIOD:</b></p> <p><b>Accessibilty Committee:</b> Attended the November 25<sup>th</sup> meeting. The committee talked about the importance of including the DBIA for information purposes (re: downtown issues) and potential partnerships. I explained the role of the DBIA.</p> <p><b>Digital Northumberland:</b> Alyson completed an a very successful Instagram take over on Wednesday, November 18<sup>th</sup>. I will be attending the December 8<sup>th</sup> meeting. The grant applications deadline has been extended from November 30<sup>th</sup> until December 15<sup>th</sup>.</p> <p><b>Pending:</b></p> <p><b>Legion:</b> Potential partnership with the local branch re: banners to honour veterans for Remembrance 2021</p>
	SPONSORSHIP:	<p><b>NEW SPONSORSHIP IN REPORTING PERIOD: N/A</b></p>





## DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

PRIORITY # 2	ACTIVATION:	<b>NEW ACTIVATION DEVELOPED:</b>  Gift Card Bonus- Beginning Tuesday, December 1 <sup>st</sup> for every \$100 you spend you receive a \$25.00 bonus  Empty Window Art- 3 empty store fronts have been cleaned and a local artist (Betsy Miller) has set up her work in 2 of them. A third store front is waiting for art.  Pending: Working on formal 2021 activations in partnership with the Town. More details will be available after discussions with Events committee
	EVENTS:	<b>EVENT UPDATE:</b>  <b>Christmas Window Contest</b> -All businesses will have the opportunity to create a holiday window from November 12 <sup>th</sup> to December 1 <sup>st</sup> . The theme "Home for the Holidays" will then be judged by a panel and winner announced December 23 <sup>rd</sup> . Winner will receive a gift basket of treats for their staff. This contest will be covered and promoted on all social media platforms and shared with our followers. Discussion re: panel and judging at Board Mtg.  CONFIRMED Businesses:  Brittany and Bros  Jakes  Ferreri's  Bra Boutique  Cultured Kitchen  Ten Thousand Villages  Earth's Excellence  Dutch Oven  Audrey's





## DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

		<p>Chesler's</p> <p>Skye's Boutique</p> <p>Little Underground</p> <p>Farren's</p> <p>Chamber of Commerce</p> <p>City Streaks</p> <p>Wild Ink</p> <p><b>POST SUMMARY EVENTS:</b> N/A</p>
PRIORITY # 3	BEAUTIFICATION:	<p><b>UPDATE:</b> Christmas lights, banners and trees are all in place and current feedback about the lights is positive.</p> <p>The windows at the three businesses east of the Buy and Sell have been cleaned (both interior and exterior) and art has been added for the holiday season to two of the businesses. We will potentially be adding lights to further brighten it.</p>
	MAINTENANCE:	<p><b>UPDATE:</b> N/A</p>





## DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

PRIORITY # 4	MARKETING	<p><b>Radio Ad:</b> Christmas Greeting Campaign will run through 93.3 MyFM from December 12<sup>th</sup> – January 1<sup>st</sup>. 4 messages a day for 8 days. Greetings will run from 6am-9pm</p> <p><b>Membership Mondays:</b> Has been well received. Great feedback from both the member being profiled and the general public.</p> <p><b>Social Media Platforms:</b> On-going sharing of member posts through stories and our own regular posts</p> <p><b>Cross Promotional Marketing Plan for 2020:</b> Please see attached staff report</p>
	COMMUNICATIONS	<p>MEMBERSHIP COMMUNICATION:</p> <p><b>Membership Newsletter:</b> Holiday Edition will be sent out the first week of December</p>
PRIORITY # 5	SUSTAINABILITY	POLICY UPDATE: <b>N/A</b>



## **V13 Policetech Accelerator: Creating an innovative approach for community safety through a Next Generation Safety Strategy Network – A first in Canada.**

*Leveraging the best of business, technology, communications and community partnerships to drive innovation for community safety, Cobourg Police Service has secured \$200,000 through the CCTV grant program from the Province of Ontario for Venture13 Policetech Accelerator pilot project.*

**Cobourg, ON (November 30, 2020)** - The Honorable Sylvia Jones, Solicitor General visited Cobourg's Venture13 Innovation and Entrepreneurship Centre on Friday November 27<sup>th</sup> with David Piccini - MPP for Northumberland-Peterborough South, [to announce](#) that [Cobourg Police Service](#) (CPS) has received \$200,000 from the Province through the Ontario Closed Circuit Television (CCTV) grant program. This funding will support a project to implement a mesh network paired with an advanced analytical solution and will set the foundation for a scalable mesh ecosystem aimed at prevention, interdiction and enforcement for enhanced community well-being.

Driven by [V13 Policetech Accelerator](#) [a joint venture of CPS and [Northumberland Futures Community Development Corporation](#) (CFDC) with the support of FedDev Ontario's [Rural Innovation Initiative](#)], this project and funding is a direct demonstration of the accelerator's mandate to provide smart policing and safety solutions. The demonstration project is at the forefront of emerging technologies and innovations that will drive operational excellence, enabling the interventions that will continue to keep the community and officers safe now and in the future.

Launched in February of this year, the V13 Policetech Accelerator set out with a commitment to drive policing innovation and entrepreneurship to improve community safety, and in just shy of 10 months it is exciting to see the momentum of the Accelerator and the adoption of next generation technology like this with the support of the Provincial government within our local community.

"As I have said before, Innovation is a core value of our Police Service. We are excited to see this investment from the Province of Ontario which will allow Cobourg Police to transform the foundation for community safety. When we joined this partnership with Northumberland CFDC and created the V13 Policetech Accelerator our goal was to have this as a police technology test bed for rural and small-town communities dedicated to adopting novel technologies and new solutions for enhanced community safety and operational excellence. Implementing a scalable mesh video network will enforce the overall well-being of the community and at the same time we will be testing and leading with a first of its kind technology within Canada." said Paul VandeGraaf, Chief of Police, Cobourg Police Service.

The total project amounting to almost \$500,000 will be funded through the CCTV grant, the Policetech Accelerator, Northumberland CFDC and CPS. This Community Safety strategy embraces next generation



technology and leverages the best of business, technology, communications and community partnerships to drive community safety through transformative police technologies. The scope of the project will merge hardware (CCTV cameras) with advanced analytical capabilities that will integrate a Community Safety Network enabling rapid post-event response for victim identification and crime prevention. This first phase will lay the groundwork for a comprehensive solution that will look to eventually include data from a multitude of sources including Police, Municipal and Private.

“Through the V13 Policetech Accelerator we have the ability in-house to connect, create, augment and accelerate new concepts for innovation in community safety and smart policing. We are very excited to see this CCTV grant project come to fruition and demonstrate the work this accelerator partnership has done to bridge the gap with Next Generation technology, collaborate intellect and scalable safety solutions” said Wendy Curtis, Executive Director, Northumberland CFDC.

-30-

## Media Contacts

Ashley Purdy, CMP  
Communications Manager  
Town of Cobourg/Venture13  
p: 905-372-4301 x 4105  
e: [apurdy@cobourg.ca](mailto:apurdy@cobourg.ca)

Lisa Munday  
Communications Coordinator  
Cobourg Police Service  
p: 905-372-6821 x 2543  
e: [lisa.munday@cobourgpolicice.com](mailto:lisa.munday@cobourgpolicice.com)

Erika Seggie  
Communications Manager  
Northumberland CFDC  
p: 905-372-8315 x224  
e: [Erika.seggie@northumberlandcfdc.ca](mailto:Erika.seggie@northumberlandcfdc.ca)

## Venture13 Policetech Accelerator

The Policetech Accelerator™ at Venture13 (V13 Policetech Accelerator) is a joint initiative of the Cobourg Police Service (CPS) and Northumberland CFDC that is actively developing a pipeline (from idea to implementation) of innovative policing technologies and best practices for community safety in Ontario and around the world. Founded on the existing reputation of the CPS as a leading police service innovator, while creating an ecosystem for startups and a soft landing zone for innovative law enforcement companies into the Northumberland region. The V13 Policetech Accelerator project will encourage innovation along a continuum from ideation to early-stage R&D to validation stage with collaborations and demonstration projects through both start-up and scale-up streams. For more information visit [www.policetechaccelerator.com](http://www.policetechaccelerator.com)

## About Venture13

Venture13 is an innovation and entrepreneurship centre that opened its doors in May of 2018 in Cobourg, Ontario, located just over an hour east of Toronto. The 30,000 square foot facility includes a VentureZone co-working space, 24/7 secure access, fibre connection, hardware MakerLab, solar microgrid, demo hall, in-house Angel sidecar fund and \$250,000 biennial N100 Startup Competition. The Venture13 Board of Partners includes Northumberland CFDC, the Town of Cobourg, Cobourg Police Service, Northumberland Manufacturers Association, Northumberland Makers and Fleming College. For more information visit [www.venture13.ca](http://www.venture13.ca).



**From:** Ontario News <newsroom@ontario.ca>  
**Sent:** November 27, 2020 12:53 PM  
**To:** Econ Dev  
**Subject:** (EXTERNAL SOURCE) Ontario Increasing Investment in Video Surveillance Systems



## *News Release*

### **Ontario Increasing Investment in Video Surveillance Systems**

November 27, 2020

#### **Funding will provide police forces with more tools to prevent and fight crime**

COBOURG — The Ontario government is investing \$1.6 million in Closed-Circuit Television (CCTV) systems to help 18 police services across the province better detect, investigate and prevent criminal activity. Funding through the new [Ontario CCTV Grant](#) will help police services and their municipal partners install new or additional surveillance cameras in areas where gun and gang violence and other criminal activity are most prevalent.

"By strengthening CCTV surveillance systems across the province, Ontario's police services will be better equipped to prevent criminal activity, identify and apprehend offenders," said Solicitor General Sylvia Jones. "This expansion will support the local fight against guns and gangs while deterring other crimes such as drug and human trafficking, street racing and stunt driving. The use of CCTV cameras will also help hold criminals accountable by providing important visual evidence to support investigations and the prosecution process."

The [Ontario CCTV Grant](#), which was announced in August 2020, is providing police services with a total of \$6 million over three years to expand CCTV systems in their communities and improve public safety.

The CCTV grant builds on the province's approximate \$106 million investment to combat gun and gang violence, with the support of the federal government, through [Ontario's Guns, Gangs and Violence Reduction Strategy](#).

"Improving the technology and information available to Ontario's frontline police is critical to deterring unlawful activity and holding offenders accountable in our communities," said Minister Jones. "Ontarians need to feel safe in their homes and their businesses without fear of crime as communities recover from the impacts of COVID-19."

#### **QUICK FACTS**



- Funding from the CCTV grant program will cover 50 per cent of the total project costs including the purchase of CCTV cameras, associated supplies and software as well as installation costs.
- All municipal and First Nations police services, as well as the Ontario Provincial Police are eligible to apply for CCTV grant program over the next three years.
- The CCTV Grant program also complements the \$14 million the province invested last December through the provincial priorities stream of the new Community Safety and Policing Grant, which addresses provincewide issues such as gun and gang violence, sexual violence and harassment, and human trafficking.

## ADDITIONAL RESOURCES

- [Ontario investing \\$410K in CCTV Cameras in Peel Region](#)
- [New Ontario CCTV Grant program](#)
- [Ontario investing \\$3 million in CCTV Cameras in Toronto](#)
- [Ontario's Guns, Gangs and Violence Reduction Strategy](#)

## CONTACTS

Stephen Warner  
Solicitor General's Office  
[stephen.warner@ontario.ca](mailto:stephen.warner@ontario.ca)

Brent Ross  
Communications Branch  
[brent.ross@ontario.ca](mailto:brent.ross@ontario.ca)

Ministry of the Solicitor General  
<http://www.ontario.ca/mcscs>

**Questions about your subscription? Contact us.**

**Edit your subscription preferences.**

**Unsubscribe from News on Demand.**



**Follow Us On Twitter.**



