



Downtown Business Improvement Area Board of Management

Thursday, January 7, 2021

8:30 A.M.

Electronic Participation

Pages

1. CALL TO ORDER

2. TRADITIONAL LAND ACKNOWLEDGEMENT

The Town of Cobourg respectfully acknowledge that we are located in the traditional and treaty territory of the Michi Saagiig (Mississauga) and Chippewa Nations, collectively known as the Williams Treaties First Nations, which include: Curve Lake, Hiawatha, Alderville, Scugog Island, Rama, Beausoleil, and Georgina Island First Nations.

The Town of Cobourg respectfully acknowledge that the Williams Treaties First Nations have been stewards and caretakers of these lands and waters, and that today remain vigilant over their health and integrity for generations to come. We are all Treaty people.

3. APPROVAL/ADDITIONS TO THE AGENDA

Action Recommended:

THAT the Agenda dated JAN 07 2021 be approved as presented/amended.

4. DECLARATIONS OF INTEREST BY MEMBERS

5. ADOPTION OF MINUTES

Action Recommended:

THAT the minutes dated DEC, 03, 2020 be adopted as presented/amended.

6. BUSINESS ARISING FROM THE MINUTES

1. MARKETING ACTION ITEM: Survey the membership with questions to determine what style of advertisement mediums they would like the DBIA to use. This survey would include a target market for the membership.
2. TREASURER ACTION ITEM: L.Trozzolo will reflect the budget to include the additional weed spray of \$625.

7. DELEGATIONS/PRESENTATIONS

8. COMMUNICATIONS/CORRESPONDENCE

9. 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

10. REPORTS

10.1. SUSTAINABILITY REPORT (E. COTTON, A. DA SILVA, L. TROZZOLO)

10.2. MARKETING AND COMMUNICATIONS - VACANT

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10.3. ACTIVATION AND EVENTS - VACANT

10.4. MEMBERSHIP AND PARTNERSHIPS - J. FITZGERALD

10.5. BEAUTIFICATION AND MAINTENANCE - J. POWELL

10.6. COORDINATOR REPORT - T. GAINFORTH

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1. Coordinator Report January

2. Facebook Insights

10.7. COBOURG POLICE SERVICES REPORT - CHIEF P. VANDEGRAAF

10.8. NORTHUMBERLAND CENTRAL CHAMBER OF COMMERCE - K. WARD

11. COUNCIL REPORTS

11.1. Deputy Mayor S. Seguin

11.2. Councillor A. Bureau

12. NEW BUSINESS

13. UNFINISHED BUSINESS

14. ADJOURNMENT



wn Business Improvement Area Board of Management

MINUTES

**December 3, 2020, 8:30 a.m.
Electronic Participation**

Members Present: Adam Bureau
Suzanne Séguin
Erika Cotton
Jenna Fitzgerald
Joan Greaves
Amanda Da Silva
Paul VandeGraaf - Ex-Officio
Kevin Ward - Ex-Officio
Tracey Gainforth - Staff

Members Absent:
Lou Trozzlo
Julie Powell

Staff Present: Melissa Graham

1. CALL TO ORDER

Chair E. Cotton called the Meeting to Order at 8:35 A.M.

2. APPROVAL/ADDITIONS TO THE AGENDA

With the additions of the holiday giveaway proposal the agenda was approved as amended.

DBIA -131- 2020

Moved by Suzanne Séguin

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

Carried

3. DECLARATIONS OF INTEREST BY MEMBERS

There were no declarations of interest by members.

4. ADOPTION OF MINUTES

DBIA -132- 2020

Moved by Amanda Da Silva

THAT the DBIA Board of Management approve the Regular Board meeting minutes dated Nov. 05. 2020 as presented.

Carried

DBIA -133- 2020

Moved by Suzanne Séguin

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

Carried

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. - The Board of Management decided to prepare a question to submit to the Parks and Recreation committee.
2. MEMBERSHIP ACTION ITEM: T. Gainforth will follow up with membership to gather input on the gift card promo program. - Members are excited to continue 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. - Deferred to next meeting
4. BEAUTIFICATION ACTION ITEM: The windrow discussion will be added to the next MOU meeting with the Town of Cobourg. - Deferred to 2021 to MOU meeting.

DBIA -134 - 2020

Moved by Adam Bureau

THAT the DBIA Board of Management approve the following question to be added to the Parks and Recreation "Beach Survey".

"Does the beach affect your business when it is open or closed?"

Carried

6. DELEGATIONS/PRESENTATIONS

T. Berriman showcased her business Northumberland Delivers to encourage businesses in the DBIA to be a part of the platform. T. Gainforth will continue to promote the business to its members as part of the member showcase on social media.

7. COMMUNICATIONS/CORRESPONDENCE

DBIA -135- 2020

Moved by Adam Bureau

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

Carried

8. CLOSED SESSION

After a discussion in Closed Session the board of management moved into open session at 10:00am.

DBIA -136- 2020

Moved by Suzanne Séguin

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

Carried

DBIA - 137 - 2020

Moved by Amanda Da Silva

THAT the DBIA Board of Management approve the wage increase for A. McLean - Digital Service Squad Team Member from \$18.50 to \$20.00 per hour which will continue to be covered by the Digital Main Street Service Squad grant which was received by the Town of Cobourg.

Carried

9. REPORTS

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

The 2021 Santa Clause Parade budget requirements will be discussed further with Treasurer L. Trozzolo. If the board deems that they will increase the funding provided to the 2021 Santa Clause Parade a notice to reconsider will be required.

Chairperson E. Cotton provide a chairperson report for information purpose. There was a request for a MOU meeting with the Town of Cobourg which will be scheduled in 2021.

DBIA -138- 2020

Moved by Adam Bureau

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

Carried

9.2 MARKETING AND COMMUNICATIONS

T.Gainforth provided a marketing proposal with quotes for radio advertising. This item was discussed with direction to T.Gainforth and Chairperson to provide more detail in the marketing proposal.

ACTION ITEM: Survey the membership with questions to determine what style of advertisement mediums they would like the DBIA to use. This survey would include a target market for the membership.

DBIA - 139 - 2020

Moved by Suzanne Séguin

THAT the DBIA Board of Management approve \$3000 for Bonus Promotional Gift Cards from December 3rd, 2020 until quantities last.

Carried

DBIA - 140 - 2020

Moved by Amanda Da Silva

THAT the DBIA Board of Management approve up to \$1000 from special events and marketing budget for swag and Downtown Gift Cards for the 12 Days of Holiday Giveaway promotion.

Carried

9.3 ACTIVATIONS AND EVENTS – No Report

9.4 MEMBERSHIP AND PARTNERSHIPS - J. FITZGERALD

9.5 BEAUTIFICATION AND MAINTENANCE - J. POWELL

ACTION ITEM: L.Trozzolo will reflect the budget to include the additional weed spray.

DBIA -141- 2020

Moved by Adam Bureau

THAT the DBIA Board of Management approve the \$625 increase for a third weed spraying of the downtown area.

Carried

9.6 COORDINATOR REPORT - T. GAINFORTH

Coordinator Report was provided to the Board of Management for information purposes.

9.7 COBOURG POLICE SERVICES - CHIEF P. VANDEGRAAF

Chief P. VandeGraaf provided the Board of Management a verbal update on the PoliceTech Accelerator successful grant application to create a mesh CCTV network.

**9.8 NORTHUMBERLAND CENTRAL CHAMBER OF COMMERCE - K.
WARD – No Report**

10. COUNCIL REPORTS

10.1 DEPUTY MAYOR S. SEGUIN

Deputy Mayor S. Seguin provided a verbal update regarding working with Legislative Services who indicated there is an Inclusive Community Grant. When more details become available an email will be sent to the Chair.

10.2 COUNCILLOR A. BUREAU – No Report

11. NEW BUSINESS

12. UNFINISHED BUSINESS

13. ADJOURNMENT

Meeting was adjourned at 10:59am by Chairperson E. Cotton.

Recording Secretary M. Graham

Chair E. Cotton

Marketing and Special Events Meeting December 22nd/2020

Present: Erika Cotton, Amanda da Silva, Tracey Gainforth

1. Marketing Plan for 2021 (a follow-up to the marketing plan presented to the board in December) Who? When? Messaging ---

- We cannot present an actual messaging. Things are constantly changing.
- Quarterly campaigns.
 - Will hire a professional photographer/videographer to go with Amanda and Erika as they highlight different DBIA businesses. Video Blog. The goal is to create online content that will be shared beyond Northumberland.

2. Social Media

- Allyson will take over creating content for the month of January and tying it up with branding.
- Tracey to continue handling the back end. Replying to messages and sharing members' posts
- Project Lola will provide Branding Guidelines in January. This will complete the logo project that they were hired to do.
- Expand reach to outside Northumberland once the membership is ready to accept business (ie, open late and on weekends) -- Partner with Narcity, BuzzFeed, BlogTo, etc...

3. Events (final decisions on each event for 2021) and Plan B for COVID

- "Winterlicious" Type -- name TBD. Date: February
 - Will run for 1-2 weeks. Set menu for take out or delivery
 - Ask who will participate
 - Will not partner with the town
- Plan B for Other events TBD

4. Board Members and Marketing/Special Event Roles

- To be continued. Needs another board member on board first. This will be discussed with the board

5. New Business

- **1st annual Cobourg DBIA Business Summit in March/April**

- Online event with keynote speaker and other business owners who are able to pivot and do well during the pandemic. The day will finish off with the social media marketing speaker
- There will be a cost to this. Payment for the keynote and other speakers and some swags to give to the businesses (tote with pen and writing pad)
- **Beautification/Events/Marketing**
 - Buy tables and chairs to be used for events instead of renting.
 - Build planter boxes to be used in lieu of fencing for street closures and other events
 - The boxes can be put on the sidewalk around King Street after events. This will add to the aesthetic of downtown since it is recommended by public works to reduce the load on the light poles and to use smaller flower baskets.
 - Tracey to reach out to the High School to ask if this could potentially be a project for their students. Building and staining.

Next Meeting: TBD



DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

Reporting Date: January 2020

STRATEGIC OBJECTIVE	DESCRIPTION	ACTIVITY/OUTCOME
PRIORITY # 1	MEMBERSHIP:	NEW BUSINESSES IN AREA IN REPORTING PERIOD: N/A CLOSURES IN REPORTING PERIOD: Cultured Kitchen
	PARTNERSHIP:	NEW PARTNERSHIPS IN REPORTING PERIOD: Digital Northumberland: Attended and participated in the meeting December 8 th . Pending: N/A
	SPONSORSHIP:	NEW SPONSORSHIP IN REPORTING PERIOD: N/A
PRIORITY # 2	ACTIVATION:	NEW ACTIVATION DEVELOPED: Gift Card Bonus- Beginning Tuesday, December 1 st for every \$100 you spend you receive a \$25.00 bonus Pending: Working on formal 2021 activations in partnership with the Town. More details will be available after discussions with Events committee
	EVENTS:	EVENT UPDATE: 12 Days of Christmas Give-Away- Successful Social Media Campaign with a significant amount of community engagement. 12 winners 1 each day from December 12 th -23 rd Christmas Window Contest- Judging panel met and judged windows on December 22 nd with these results:



DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

		<p><u>Services</u></p> <p>1st Prize - Farren Associates, 9 King St. West 2nd Prize - Crock A Doodle, 169 Division St. 3rd Prize - Wild Ink, 10 King St. West</p> <p><u>Food & Beverage</u></p> <p>1st Prize - Pat and Rob's, 32 King St. West 2nd Prize - Black Cat, 4 King St. West 3rd Prize - Earth's Excellence, 255 Division St.</p> <p><u>Retail</u></p> <p>1st Prize - Chesler's Outlet, 35 King St. West 2nd Prize - Jake's, 40 King St. West 3rd Prize - With All My Art, 26 King St. West</p> <p>POST SUMMARY EVENTS: Cheques for prize winners were distributed on December 31st.</p>
PRIORITY # 3	BEAUTIFICATION:	<p>UPDATE: 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> <p>Beautification Survey sent out to membership. 11 participants. Will resend reminder January 4, 2021</p>
	MAINTENANCE:	UPDATE: N/A



DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

PRIORITY # 4	MARKETING	<p>Membership Mondays: Has been well received. Great feedback from both the member being profiled and the general public.</p> <p>Social Media Platforms: On-going sharing of member posts through stories and our own regular posts</p> <p>Cross Promotional Marketing Plan for 2021: will come forward for approval at February Board mtg.</p> <p>Marketing/Events Meeting: Held December 22nd (minutes attached)</p>
	COMMUNICATIONS	<p>MEMBERSHIP COMMUNICATION:</p> <p>Membership Newsletter: Holiday Edition sent out early December</p> <p>Other: Updates on current Covid Shutdown</p>
PRIORITY # 5	SUSTAINABILITY	POLICY UPDATE: N/A

FB Page Summary

Last 28 days

Results from Dec 7, 2020 - Jan 3, 2021

Actions on Page

December 7 - January 3

8

Total Actions on Page

167%

Page Views

December 7 - January 3

905

Total Page Views

16%

Page Likes

December 7 - January 3

50

Page Likes

6%

Post Reach

December 7 - January 3

14,414

People Reached

23%

Story Reach

December 7 - January 3

Recommendations

December 7 - January 3

2

Recommendations

100%

Post Engagement

December 7 - January 3

8,254

Post Engagement

3%

Videos

December 7 - January 3

3,632

3-Second Video Views

4%

Page Followers

December 7 - January 3

51

Page Followers

6%