



Downtown Business Improvement Area Board of Management

Thursday, November 5, 2020

8:30 A.M.

Electronic Participation

Pages

1. **CALL TO ORDER**
2. **APPROVAL/ADDITIONS TO THE AGENDA**
Action Recommended:
THAT the Agenda dated XXX, XX, 2020 be approved as presented/amended.
3. **DECLARATIONS OF INTEREST BY MEMBERS**
4. **ADOPTION OF MINUTES** 4
Meeting minutes dated October 1st, 2020

Action Recommended:
THAT the minutes dated OCT, 01, 2020 be adopted as presented/amended.
5. **DELEGATIONS/PRESENTATIONS**
6. **COMMUNICATIONS/CORRESPONDENCE**
7. **BUSINESS ARISING FROM THE MINUTES**
8. **STRATEGIC PLANNING COMMITTEE REPORTS**
8.1. SUSTAINABILITY - EXECUTIVE - 10
E.COTTON/J.DREYER/L.TROZZOLO
 1. J. Dreyer - Letter of Resignation
 2. Nominations for Vice - Chair Portfolio
 3. Closed Session (if applicable) Refer to Section 10
 4. Signing Authority Change
 5. Board Rearrangement
 6. Sustainability Work Plan
 7. Treasurer Report - L. Trozzolo
 - i. Balance Sheet as of September 30, 2020
 - ii. Income Statement as of September 30, 2020

Action Recommended:

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.

Action Recommended:

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.

Action Recommended:

THAT the DBIA Board of Management accept the Balance Sheet and Income Statement dated September 30th, 2020

Action Recommended:

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.

8.2.	MARKETING AND COMMUNICATIONS - A. DA SILVA	
8.3.	ACTIVATION AND EVENTS	
8.4.	MEMBERSHIP AND PARTNERSHIP - J. FITZGERALD	18
8.5.	BEAUTIFICATION AND MAINTENANCE - J. POWELL	19

1. Beautification Report
2. Holiday Light installation quote
3. Windrow Discussion

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.

Action Recommended:

THAT the DBIA Board of Management approve the cost of XXXX for the installation of holiday lighting and XXXX for extension cords and for new string lights for the 2020 holiday season.

1. Coordinator Report for November
2. Social Media Content Calendar
3. Social Media Analytics

9. COUNCIL ANNOUNCEMENTS

- 9.1. Deputy Mayor S. Seguin
- 9.2. Councillor A. Bureau

10. CLOSED SESSION (if applicable)

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.

11. NEW BUSINESS

12. ADJOURNMENT

A regular meeting of the DBIA Board of Management was held with the following members in attendance:

Councillor Adam Bureau
Deputy Mayor Suzanne Seguin
Erika Cotton
Jenna Fitzgerald
Joan Greaves
Julie Dreyer
Lou Trozzolo
Tracey Gainforth - Staff

REGRETS:
Julie Powell
Amanda Da Silva

MINUTES PREPARED BY Melissa Graham

1.CALL TO ORDER

1.1. The meeting was called to order by Chairperson E. Cotton at 8:30 am.

2.APPROVAL / ADDITIONS TO THE AGENDA

Approval of the agenda

2.1. The following additions were added to the agenda.

- 2021 Draft Budget
- 2021 Event breakdown

DBIA - 107- 2020

Moved by J. Dreyer: THAT the DBIA Board of Management approve the agenda as amended. DBIA - 107 - 2020

Carried

3.DECLARATIONS OF INTEREST BY MEMBERS

3.1. There were no declarations of interest by the members.

4.ADOPTION OF MINUTES

4.1. Regular Meeting Minutes September 3rd, 2020

DBIA - 108- 2020

Moved by Deputy Mayor S. Seguin: THAT the DBIA Board of Management approve the regular meeting minutes dated September 3rd, 2020 as presented. DBIA - 108 - 2020

Carried

4.2. Special Meeting #1 Minutes dated September 23rd, 2020

DBIA - 109- 2020

Moved by J. Dreyer: THAT the DBIA Board of Management approve the special meeting #1 minutes dated September 23rd, 2020 as presented. DBIA - 109 - 2020

Carried

4.3. Special Meeting #2 minutes dated September 23rd, 2020

DBIA - 110- 2020

Moved by Deputy Mayor S. Seguin: THAT the DBIA Board of Management approve the special meeting #2 minutes dated September 23rd, 2020 as presented. DBIA - 110 - 2020

Carried

4.4. Special Meeting #3 minutes dated September 23rd, 2020

DBIA - 111- 2020

Moved by X, seconded by Y: THAT the DBIA Board of Management approve the special meeting #3 minutes dated September 23rd, 2020 as presented. DBIA - 111 - 2020

Carried

5.PRESENTATIONS/DELEGATIONS

There were no presentations or delegations

6.COMMUNICATION/CORRESPONDENCE

6.1. Member Feedback - Black Cat Cafe

DBIA - 112- 2020

Moved by J. Fitzgerald: THAT the DBIA Board of Management accept the correspondence from M. Shultz from the Black Cat Cafe for information purposes; FURTHER that the DBIA Board of Management approve that Chairperson E. Cotton will send a response to the member. DBIA - 112 - 2020

Carried

7.CLOSED SESSION

7.1. Closed Session

DBIA - 113- 2020

Moved by Deputy Mayor S. Seguin: 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 DBIA - 113 - 2020

Carried

DBIA - 114- 2020

Moved by J. Fitzgerald: THAT the DBIA Board of Management move into open session for the completion of the approved agenda. DBIA - 114 - 2020

Carried

8.REPORTS

Chairperson Report:

8.1.1. Changes to Agenda

8.1. The changes to the agenda will reflect the strategic plan, the chair and recording secretary will ensure that moving forward the agenda will look as presented.

8.2. Vice-Chair Report - J. Dreyer - No Report

Treasurer Report - L. Trozzolo

8.3.1. 2021 Draft Budget (Report to follow)

8.3.2. Income Statement and Balance Sheet as of August 31st, 2020

8.3. The treasurer provided the draft 2021 budget to be included in the AGM package.

DBIA - 115- 2020

Moved by J. Dreyer: THAT the DBIA Board of Management accept the 2021 Draft Budget as presented;

FURTHER THAT the DBIA Board of Management directs staff to include it in the Annual General Meeting package to provide to the DBIA membership for information purposes.

DBIA - 115 - 2020

Carried

DBIA - 116- 2020

Moved by J. Dreyer: THAT the DBIA Board of Management accept the income statement and balance sheet dated August 31st, 2020 for information purposes. DBIA - 116 - 2020

Carried

[Draft DBIA budget 2021](#)

8.4. Marketing Report - A. Da silva - No Report

Special Events Report - E. Cotton

8.5. The proposed events and budget were presented to the Board of Management for information purposes. Due to the current pandemic events may be postponed in 2021.

8.6. Membership Report - J. Fitzgerald - No Report

8.7. Beautification and Maintenance Report - J. Powell - No Report

Coordinator Report - T. Gainforth

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

9.COUNCIL/COORDINATOR ANNOUNCEMENTS

Deputy Mayor S. Seguin

9.1. Deputy Mayor S. Seguin will schedule a virtual MOU meeting with the Town of Cobourg's new CAO. The details will follow with the available date for the contacts.

9.2. Councillor A. Bureau - No Report

10.UNFINISHED BUSINESS

11.NEW BUSINESS

12.ADJOURNMENT

12.1. The meeting was adjourned at 10:09 a.m. by Chairperson E. Cotton.

12.2. The next scheduled meeting is November 5th, 2020 at 8:30 am.

DBIA 2021 Draft Budget			
		2021	
		Draft	
		Budget	
	BUDGET 2020		
REVENUE			
Town of Cobourg Tax Levy	180,000.00	180,000.00	Town Levy
Town Wage Subsidy	12,500.00	12,500.00	Wage Subsidy
Vendor revenue		1,000.00	events charges for food trucks
Expense Reimbursement	4,050.00	4,050.00	Summer Student Program?
Fundraising and Sponsorship	11,000.00	10,000.00	Sponsorships**
Net Income	208,350.00	207,550.00	
EXPENSE			
Payroll Expenses			
Total Payroll Expense	58,024.00	62,650.00	
Administrative Expenses			
Amortization Expense			
Accounting & Legal	7,200.00	8,500.00	KPMG, Bookkeeper
Miscellaneous		500.00	incidentals
Courier & Postage	500.00	500.00	stamps, couriers
Fees & Memberships	2,400.00	3,500.00	OOBIAA & Chamber
Interest & Bank Charges	2,400.00	2,400.00	Bank Charges
Office Expenses	1,500.00	500.00	Equipment upgrade
Strategic Planning	3,000.00	500.00	In progress
Board Development	2,000.00	2,000.00	annual board Training with OOBIA
Total Admin. Expenses	19,000.00	18,400.00	
Telephone/Cell/Internet	1,500.00	1,500.00	Cell Phone
Staff Development	800.00	1,000.00	Staff Training and development
MARKETING	25,000.00	15,000.00	Marketing/ Print/Social media /Radio
Special Events	20,000.00	20,000.00	Seven proposed Events,
Entertainment	8,000.00	5,000.00	Music festival and sidewalk sale Events only,
Event Rentals / Supplies	19,000.00	15,000.00	events needs?
Downtown Event Sponsorship	3,500.00	3,500.00	Santa parade possibly?
Total Special Events and Marketing	76,300.00	58,500.00	

Beautification and Maintenance			
Supplies	1,200.00	1,200.00	Cords, Bags,others
Seasonal Decor/Flowers	9,000.00	9,000.00	Contract with Town
Seasonal Decor/ Xmas Lights	5,000.00	16,000.00	Installations by Town for new upgrades
Seasonal Décor	9,900.00	9,900.00	Banners and maintenance
Recycle Bins (MOU)	500.00	5,000.00	MOU Agreement With Town
Maintenance & Repair	5,100.00	4,000.00	Weed control, special events equipment
Utilities - Outside Decor (Hydro)	1,900.00	2,000.00	Hydro For Lights
Special Project (Falconhurst)	12,500.00	6,000.00	Up to Contract through Town
	45,100.00	53,100.00	
Membership			
Annual General Meeting Costs	500.00	500.00	AGM
Member Relations	500.00	2,500.00	Membership
Total		3,000.00	
Website			
I.T. Expenses		2,500.00	Adobe, Spotify
Website Development	1,200.00	1,200.00	updating
Website Hosting	303.10	350.00	Fixed annual
Special Projects	1,200.00		
Web Business Services TOTAL	3,703.10	4,050.00	
TOTAL EXPENSE	203,627.10	202,200.00	
NET INCOME	4,722.90	5,350.00	Reserve
Generated On: Sept. 16, 2020			

The Bank of Nova Scotia
King George Court
68 King Street West
Cobourg, Ontario
Canada K9A 2M3
T 905.372.3361
F 905.372.0815



October 14, 2020

Erika Cotton

Cobourg Downtown Business Improvement Area Board of Management Chair

Dear Erika,

I am writing to inform you of my decision to resign from the DBIA Board as Vice-Chair as I will be retiring from my position as Branch Manager of the Scotiabank Branch here in downtown Cobourg at the end of the year.

My last meeting will be the November 5th regular Board meeting.

I have enjoyed my role as Vice-Chair over the past 4 years and wish the Board of the DBIA all the best in their endeavours to move forward with the Strategic Plan as developed for the Town of Cobourg. I have no doubt that the Town of Cobourg will continue to prosper under your leadership and the direction of the Board members.

Kindest Regards,

A handwritten signature in black ink, appearing to read "Julie Dreyer", written in a cursive style.

Julie Dreyer

Branch Manager

DBIA Vice-Chair

Cobourg DBIA

PERFORMANCE MEASURES AND ACTION PLANS WORKSHEET

SUSTAINABILITY

SCOPE: Downtown Cobourg DBIA is a safe, prosperous and sustainable lakeside community, through strategic investment of the BIA's sustainability.

Priority Task Goal 1: To create a strong BIA Board, through

#	ACTIONS	TIMEFRAMES Short Term – 1 yr Medium Term – 3 to 5 yr Long Term – <5 yr	RESOURCES (list estimates of time and investment required)	CHAMPIONS (list those responsible for completing)	CAPITAL ASSETS (note the condition and age)	ADVOCACY (list who to advocate to and who should lead)	ONGOING	IN PROGRESS	COMPLETED	COMMUNICATED
1	Creation of a Board Package	Short Term - 1 year	approximately 30 hours	Tracey and Melissa	Valid till end of term – updated at next election	Chair – Erika Cotton	X			
2	HR Policy	Short Term – 1 Year	Approximately 6 months	Chair, Vice – Chair, Deputy Mayor	Valid until updated	Chair – Erika Cotton	X			
3	Budgeting	Short Term – 1 Year	1 week	Treasurer	Valid for one year	Treasurer/Chair		X		
4	Inclusion Policy Cohesion, respectful environment and consensus	Short Term – 1 Year	Approximately 6 months	Chair	Valid until updated	Chair – Erika Cotton		X		
5	Hierarchy Policy	Short Term – 1 Year	Approximately 6 month	Chair	Valid until updated	Chair – Erika Cotton	X			
6	Board Training	Medium Term – 3 to 5 year	Ongoing training	Chair		Chair - Erika Cotton	X			
7	MOU	Short Term – 1 Year	Approximately 6 months	Chair/CAO/	Living Document Ongoing	Chair – Erika Cotton	X			
8	Best Practices and Advocacy for BIA Legislation	Long Term – Ongoing	Ongoing	Chair/Coordinat or/Municipal Clerk (if applicable)		Chair/Coordinat or/Municipal Clerk (if applicable)	X			

Cobourg DBIA

PERFORMANCE MEASURES AND ACTION PLANS WORKSHEET

SUSTAINABILITY

SCOPE: Downtown Cobourg DBIA is a safe, prosperous and sustainable lakeside community, through strategic investment of the BIA's sustainability.

Priority Task Goal 2: To create a strong membership, through

#	ACTIONS	TIMEFRAMES Short Term – 1 yr Medium Term – 3 to 5 yr Long Term – <5 yr	RESOURCES (list estimates of time and investment required)	CHAMPIONS (list those responsible for completing)	CAPITAL ASSETS (note the condition and age)	ADVOCACY (list who to advocate to and who should lead)	ONGOING	IN PROGRESS	COMPLETED	COMMUNICATED
1	Creation of a Membership Package	Short Term - 1 year	approximately 30 hours	Tracey and Melissa	Valid till end of term – updated at next election	Chair – Erika Cotton	X			
2	With BIA Constitution and List of other Policies	Short Term – 1 Year	7 hours	Tracey/Melissa	Valid until updated	Chair – Erika Cotton	X			
3	Adopted Strategic Plan	Short Term	Completed	Tracey	Valid until 2024	Chair/Coordinator			X	
4	Contact Information	Short Term – 1 Year	Completed	Melissa	Valid until term completed	Chair – Erika Cotton			X	
5	Important Membership Information (including what a BIA is/does	Short Term – 1 Year	7 hours	Tracey - Coordinator		Chair – Erika Cotton	X			
6	Important Links to Partners	Short Term	7 hours	Melissa/Tracey	Annual updates	Chair - Erika Cotton	X			
7	Upcoming Events List	Short Term – 1 Year	7 hours	Tracey/Marketing/Special Events		Chair – Erika Cotton	X			
8	Committee List and call for volunteers	Ongoing	Ongoing	Chair/Coordinator/Municipal Clerk (if applicable)	Ongoing	Chair/Coordinator/Municipal Clerk (if applicable)	X			

Cobourg DBIA										
PERFORMANCE MEASURES AND ACTION PLANS WORKSHEET										
SUSTAINABILITY		SCOPE: Downtown Cobourg DBIA is a safe, prosperous and sustainable lakeside community, through strategic investment of the BIA’s sustainability.								
Priority Task Goal 3: To create a strong partnership with the municipality who oversee the enabling by-law that create the Cobourg DBIA and provide overall responsibility for the BIA in budgeting (through levying on behalf of the BIA and approval of the budget and annual audit), governance (review and approval of) in order to assist the Municipality in creating a safe, prosperous and sustainable lakeside (Downtown) community, through										
#	ACTIONS	TIMEFRAMES Short Term – 1 yr Medium Term – 3 to 5 yr Long Term – <5 yr	RESOURCES (list estimates of time and investment required)	CHAMPIONS (list those responsible for completing)	CAPITAL ASSETS (note the condition and age)	ADVOCACY (list who to advocate to and who should lead)	ONGOING	IN PROGRESS	COMPLETED	COMMUNICATED
1	Good governance: Board Training (as noted in Priority 1)	Medium Term – 3 to 5 year	Ongoing training	Chair		Chair - Erika Cotton	X			
2	MOU (as noted in Priority 1)	Short Term – 1 Year	Approximately 6 months	Chair/CAO/	Living Document	Chair – Erika Cotton	X			
3	Business Retention, Expansion and Attraction (First Impressions Program – OMAFRA)	Long term	2 year plan	Coordinator/Economic Development		Chair	X			
4	Engage, with the municipality, in looking to the future by identifying opportunities and potential barriers to the success of the Downtown	Long term	Ongoing	Chair/CAO		Chair – Erika Cotton	X			
5	Engage, with the municipality, in at least one walk-about annually	Short Term	Ongoing	Chair/Beautification		Chair – Erika Cotton/ Beautification – Julie Powell	X			

DBIA Board of Management 2021 Regular Board Meeting Schedule

- January 7th, 2021
- February 4th, 2021
- March 4th, 2021
- April 1st, 2021
- May 6th, 2021
- June 3rd, 2021
- July 8th, 2021 (moved from July 1st, 2021)
- August 5th, 2021
- September 2nd, 2021
- October 7th, 2021
- November 4th, 2021
- December 2nd, 2021

Board of Mgmt for the Cobourg DBIA
Balance Sheet As at Sep 30, 2020

ASSET

Current Assets

Petty Cash	453.11	
Operating General Account	224,328.48	
Reserve Funds	20,000.00	
Reserve Funds Contra	<u>-20,000.00</u>	
Total Cash		224,781.59
Accounts Receivable	-15,135.55	
5% HST Paid on Purchases	2,133.79	
8% HST Paid - 78% Rebate Part	<u>2,658.98</u>	
Total Receivable		-10,342.78
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>	
Total Current Assets		<u>223,753.21</u>

TOTAL ASSET 223,753.21

LIABILITY

Current Liabilities

Accounts Payable	23,310.52	
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		-168.82
Visa	<u>-3,697.14</u>	
Total Current liabilities		<u>22,494.56</u>

TOTAL LIABILITY 22,494.56

EQUITY

Retained Earnings

Retained Earnings - Previous Year	156,019.45	
Current Earnings	<u>45,239.20</u>	
Total Retained Earnings		<u>201,258.65</u>

TOTAL EQUITY 201,258.65

LIABILITIES AND EQUITY 223,753.21

Generated On: Oct 20, 2020

Board of Mgmt for the Cobourg DBIA Comparative Income Statement

	<u>Actual Jan 01, 2020 to Sep 30, 2020</u>	<u>Budget Jan 01, 2020 to Dec 31, 2020</u>	<u>Difference</u>
REVENUE			
Income			
Town of Cobourg Tax Levy	138,350.00	185,000.00	-46,650.00
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
Net Income	<u>163,926.48</u>	<u>223,550.00</u>	-59,623.52
TOTAL REVENUE	<u>163,926.48</u>	<u>223,550.00</u>	-59,623.52
EXPENSE			
Payroll Expenses			
Salaries	51,042.45	54,500.00	-3,457.55
Temp Staff	0.00	4,050.00	-4,050.00
Special Project Salary	0.00	0.00	0.00
EI Expense	1,132.05	1,200.00	-67.95
EI Expense- Special Project	0.00	0.00	0.00
CPP Expense	2,425.32	2,500.00	-74.68
CPP Expense - Special Project	0.00	0.00	0.00
WSIB Expense	256.36	450.00	-193.64
Total Payroll Expense	<u>54,856.18</u>	<u>62,700.00</u>	-7,843.82
General & Administrative Expenses			
Amortization Expense	0.00	2,000.00	-2,000.00
Accounting & Legal	5,564.73	8,500.00	-2,935.27
Miscellaneous	5.03	200.00	-194.97
Courier & Postage	56.17	200.00	-143.83
Subscriptions, Fees & Memberships	859.51	3,500.00	-2,640.49
Interest & Penalties (Gov't)	0.00	0.00	0.00
Interest & Bank Charges	669.37	1,200.00	-530.63
Office Expenses	461.25	3,500.00	-3,038.75
I.T. Expenses	1,511.30	1,000.00	511.30
Strategic Planning	0.00	1,000.00	-1,000.00
Meetings and Board Development	218.40	2,800.00	-2,581.60
Total General & Admin. Expenses	<u>9,345.76</u>	<u>23,900.00</u>	-14,554.24
Facilities			
Rent	0.00	0.00	0.00
Telephone/Cell/Internet	1,247.92	2,500.00	-1,252.08
Total Facilities	<u>1,247.92</u>	<u>2,500.00</u>	-1,252.08

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	183.53	4,000.00	-3,816.47
Marketing/Social Media	347.32	2,000.00	-1,652.68
Advertising - Radio	8,830.52	8,000.00	830.52
Special Events	8,730.73	25,000.00	-16,269.27
Entertainment	150.00	18,500.00	-18,350.00
Event Rentals / Supplies	8,617.01	21,000.00	-12,382.99
Marketing Materials	2,907.40	2,000.00	907.40
Downtown Event Sponsorship	500.00	5,000.00	-4,500.00
Bonus Generic Gift Card	272.60	0.00	272.60
Total Special Events and Marketing	<u>31,083.73</u>	<u>88,250.00</u>	<u>-57,166.27</u>
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)	534.14	1,000.00	-465.86
Special Project (Falconhurst)	1,120.00	6,000.00	-4,880.00
Total Beautification and Maint	<u>16,355.92</u>	<u>37,900.00</u>	<u>-21,544.08</u>
Business Dev/Member Services			
Annual General Meeting Costs	273.00	500.00	-227.00
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
Total Business Dev/ Member Services	<u>5,797.77</u>	<u>4,800.00</u>	<u>997.77</u>
Parking Program			
Parking Program	0.00	0.00	0.00
Special Publicity Project Expenses	0.00	0.00	0.00
Total Parking Program	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL EXPENSE	<u>118,687.28</u>	<u>220,050.00</u>	<u>-101,362.72</u>
NET INCOME	<u>45,239.20</u>	<u>3,500.00</u>	<u>41,739.20</u>

Generated On: Oct 20, 2020

A MESSAGE FROM OUR CHAIR

Erika Cotton

Hi Everyone,

I am Erika Cotton, and I'm new to the role of DBIA Chair. We have created a newsletter hoping that through this, along with the DBIA Facebook Membership group, emails and phone/in person check-ins, we will be able to connect with you more. We are encouraging everyone to voice your thoughts on what you would like to see in your Downtown, and how we can help you during this challenging time.

I can be reached at erikacottonmortgages@gmail.com or call / text at 647-988-2945



A MESSAGE FROM OUR MEMBERSHIP CHAIR

Jenna Fitzgerald

Dear Members,
Welcome to the inaugural issue of our DBIA Membership Newsletter. This newsletter is being created to check-in, share news/important information, and to showcase our members.

It is a way for all of us to connect, and keep informed. I think it's important to do this - especially during these very challenging, unprecedented times.

Please do not hesitate to contact me through the DBIA office at dbia@downtowncobourg.ca if you have any questions, concerns or would like to offer feedback.

We're all in this together!



SAVE THE DATE TUESDAY NOVEMBER 10TH

*2020 Annual General Meeting
6PM via ZOOM*

please register by
emailing Melissa Graham at
mgraham@cobourg.ca

FALL IN LOVE WITH COBOURG

The Town of Cobourg has launched "The Fall in Love with Cobourg Challenge". This initiative will encourage local and regional residents to support Cobourg businesses by making purchases in one of seven categories.

To help us keep the excitement going throughout the fall, we are looking for participation from our local businesses. We will be giving away weekly prizes to the participants.

Weekly winners will be announced starting October 30th.

If your business would like to participate - please email Kara Euale at keuale@cobourg.ca

WHAT IS A DIGITAL TRANSFORMATION GRANT?

Digital Main Street (DMS) is a program focused on assisting main street small businesses (MSB) with their adoption of technologies. Through a partnership with FedDev Ontario and the Province of Ontario, grant opportunities are available to enable this digital transformation process. The Digital Transformation Grant (DTG) program will provide funding for training, advisory support, and contributions to main street small businesses looking to increase their capacity through digital transformation.

If you have already received a grant through DMS you are able to apply again through this stream.

Please contact Allyson McLean at:
mainstreet@cobourg.ca for more information

November 2020 Beautification Report

Christmas Lights

- Proposal has been accepted by Council.
- Blachere has been contacted to begin building light structures with hopeful delivery and installation will take place mid-November
- Street pole lighting will need to be reviewed for 2020 holiday season with financial review on installation for the 2021 holiday season.

- **EMAIL from Laurie Wills - Director of Public Works:**

I understand there was a change in plans with the contractor who is installing the larger Christmas decorations where they wanted PW to wait to string lights until after they had installed theirs on November 17th. As I had noted previously, Ted was willing to work away at the string lights over the next several weeks so as not to tie up so many resources in one project for a long period. So waiting to get started after the 17th isn't going to work and may not even be possible depending on the weather.

Ted has obtained a quote (attached) from our streetlight maintenance contractor as attached. This company is local and this price is unbeatable considering they are going to install the lights and also take them down! Would the DBIA be willing to retain Otonabee to do this work for them? I would suggest that the Christmas lights budget be reviewed this year to be sure all costs are accounted for and a decision made by Council as to how much they want to contribute. I would also suggest that the lights continue to be installed by a contractor so that it can be reliably scheduled to be completed. The availability of staff resources is not always consistent based on weather and other more pressing priorities.

Laurie Wills

Summer Banners

- Jay from Creative Collective has been reaching out to companies for quotes, his initial report is that they are significantly cheaper than in 2017 when we ordered them. Ready Print is local and guaranteeing the work and quality with a quote of \$6,592.88 (plus HST) for 200 banners
- Jay has a sample he is bringing to Jackie at the Town to make sure they will fit the poles properly or need any adjustments.
- Could advertising please let us know if there is a direction you would like to go with the design of new banners? Colours, design, messaging etc.

Weed Spraying

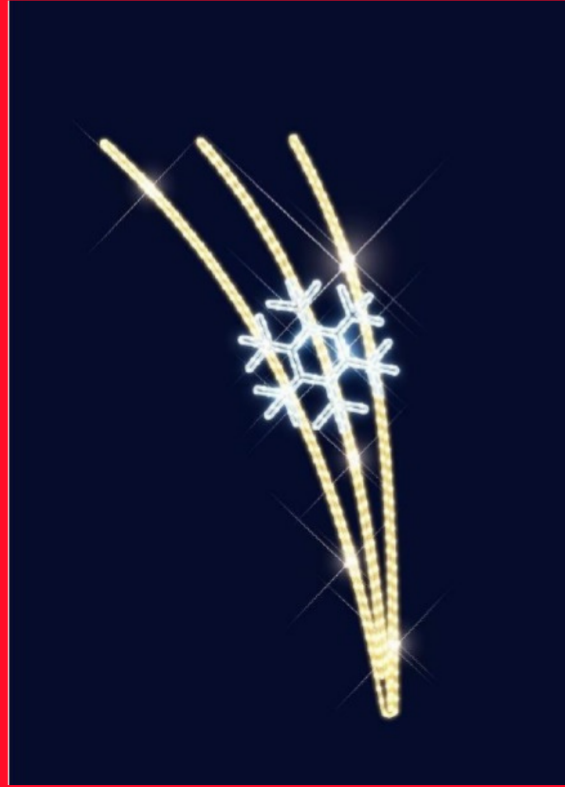
- Correspondence regarding increase weed spraying. Determine if we would like to increase the weed spraying and associated

- **EMAIL from Ted Sokay- Manager of Public Works:**

I'm working on my 2021 budget and would like to increase the frequency of the downtown weed spraying. Right now weed spraying is done twice in the summer, would like to increase this to three times throughout the summer months. As you are aware the weed spraying invoices are a 50/50 split with the Town and DBIA. The cost to the DBIA to add an additional third weed spraying session would be \$625.00. Can you let me know if the DBIA would be interested in adding another weed spraying session?

Thanks,

Ted



Sidewalk Side - Street Side

With string lighting on bottom half of streetlight pole

2020 HOLIDAY STREET LIGHT DECOR

October 29, 2020

Ted Sokay
Manager
Town of Cobourg – Public Works
740 Division St
Cobourg, ON K9A 0H6

RE: Downtown Christmas Light Installation

Scope of work: Installation and Removal of Christmas Lights on Downtown Light Poles

Supply all equipment, labour and materials for the following:

- Install Christmas lights on downtown light poles in the fall, on a date requested by the Town of Cobourg.
- Remove Christmas lights at the end of the Holiday season, on a date requested by the Town of Cobourg.
- Lights to be supplied by, and returned to the Town of Cobourg.

*Price includes 2 labourers, a pick-up truck and cable ties to fasten strings of lights to poles.

Total Price: \$ 2400.00 + HST

Prepared by:



Andrew Patton



DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

Reporting Date: November 2020

STRATEGIC OBJECTIVE	DESCRIPTION	ACTIVITY/OUTCOME
PRIORITY # 1	MEMBERSHIP:	<p>NEW BUSINESSES IN AREA IN REPORTING PERIOD: 11 New Business opening in Downtown Cobourg</p> <ol style="list-style-type: none"> 1. Earth's Excellence - 255 Division St. 2. C.K. Vape - 244 Division St. 3. Grooming Tailz - 10 King St. East 4. Colossal Fitness - 45B Covert St. 5. Tia Savanna Tattoo - 14 King St. East 6. Local Cannabis Inc (opening date to be announced) - 2 King St. East 7. Magpie (opening date to be announced) - 79C King St. West 8. Peace and Love for All (opening date to be announced) - 79A King St. West 9. IT Shop (opening date to be announced) - 79B King St. West 10. Acanthus Interiors (opening date to be announced) - 83 King St. West 11. The Little Corner and Co. - 150 King St. West 12. Hairitage Barber Shop – 29 King Street East (Opening November 2nd, 2020) <p>**The businesses that have opened have been approached about Grand Opening events. Awaiting confirmations – Board will be made aware when they have been confirmed.</p>



DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

		CLOSURES IN REPORTING PERIOD: N/A
	PARTNERSHIP:	<p>NEW PARTNERSHIPS IN REPORTING PERIOD:</p> <p>Accessibility Committee: Attending the November mtg. for information purposes only</p> <p>Digital Northumberland: Met with Digital Mainstreet staff person, Allyson to survey merchants re: receiving electronic copies. It was an opportunity for many merchants to meet Allyson</p> <p>Pending:</p> <p>Legion: Potential partnership with the local branch</p>
	SPONSORSHIP:	<p>NEW SPONSORSHIP IN REPORTING PERIOD:</p> <ol style="list-style-type: none"> 1. Sponsorship with Lindsay Edwards confirmed for \$1000 for Girl's Night Out <p>Pending:</p> <ol style="list-style-type: none"> 2. Sponsorship request to Peter and Denise Lorenz for \$1,500 for Food and Music Festival (main stage)



DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

PRIORITY # 2	ACTIVATION:	<p>NEW ACTIVATION DEVELOPED:</p> <p>Swag and Tag-An online event held from November 1st to 30th 2020. Followers take a picture when visiting a local business of their visit, then tag both Downtown Cobourg and the business. They are then entered into a weekly draw for a \$50 gift certificate. Their post is shared on our stories, with the winning post shared as a post on both channels.</p> <p>Pending: Working on formal 2021 activations in partnership with the Town. More details will be available after discussions with Events committee</p>
	EVENTS:	<p>EVENT UPDATE:</p> <p>Christmas Window Contest-All businesses will have the opportunity to create a holiday window from November 12th to December 1st. The theme “Home for the Holidays” will then be judged by a panel and winner announced December 23rd. 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.</p> <p>CONFIRMED VENDORS: N/A</p> <p>POST SUMMARY EVENTS: N/A</p>



DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

PRIORITY # 3	BEAUTIFICATION:	<p>UPDATE: Attended meeting with Julie Powell, Melissa Graham and Jackie Chapman Davis to discuss string lights. It was decided that string lights will be wrapped around bottom half of poles and there will be a process to phase out blue lights and switch them to warm white string lights. Jackie may need extra strings of lights (and extensions) and will let the office know if this is the case.</p> <p>Pending: Christmas banners to replace regular banners for the season on the sidewalk side of poles, contract lights on street side</p>
	MAINTENANCE:	<p>UPDATE: Falconhurst Team attends Fridays. Everything is going well. They have submitted two invoices to date</p>

PRIORITY # 4	MARKETING	<p>Radio Ad: Christmas Greeting Campaign will run through 93.3 myFM from December 12th – January 1st. 4 messages a day for 8 days. Greetings will run from 6am-9pm</p> <p>Membership Mondays: From November 1st on we will be hosting “Membership Mondays” on our social media platforms. 2-3 businesses will be showcased until the New Year and then the intention is to post a few more per week. Currently our social media is heavy with events and promoting the holiday season.</p> <p>Social Media Platforms: On-going sharing of member posts</p>



DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

		Pending: Cross Promotional Marketing Plan for 2020: Currently a cross-promotional plan is coming together for 2021, it will be presented at the December Board meeting through a staff report
	COMMUNICATIONS	MEMBERSHIP COMMUNICATION: Membership Newsletter: went out via mailchimp and was posted to the Membership Page of the website. The next newsletter November 15 th , 2020. No newsletter for the month of December.
PRIORITY # 5	SUSTAINABILITY	POLICY UPDATE: At Venture13 Monday, October 26 th planned out 2021 with Melissa Graham - Facilitated VISA dispute with Chair, Treasurer and Vice Chair.

Social Media November 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Swag & Tag Launch	2 Membership Monday Swag and Tag	3 Regular posts Swag and Tag	4 Regular posts Swag and Tag	5 Regular posts Swag and Tag	6 Regular posts Swag and Tag Winner	7 Swag and Tag
8 Swag and Tag	9 Membership Monday Swag and Tag	10 Regular posts Swag and Tag	11 Remembrance Day	12 Holiday Post Launch	13 Regular posts Swag and Tag Winner	14 Swag and Tag
15 Swag and Tag	16 Membership Monday Swag and Tag	17 Holiday Windows Swag and Tag	18 Holiday Post Swag and Tag	19 Holiday Windows Swag and Tag	20 Regular posts Swag and Tag Winner	21 Swag and Tag
22 Swag and Tag	23 Membership Monday Swag and Tag	24 Holiday Windows Swag and Tag	25 Holiday Post Swag and Tag	26 Holiday Windows Swag and Tag	27 Regular posts Swag and Tag Winner	28 Swag and Tag
29 Swag and Tag	30 Membership Monday					



Post Insights

Oct 1 - Oct 28 • Last 28 days

6.1K

Post Reach

2.6K

Engagements

10

Link Clicks


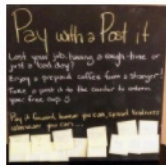
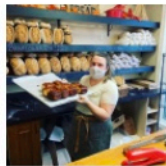
Posts ?

28 posts published in the last 28 days.

MOST ENGAGING

RECENT

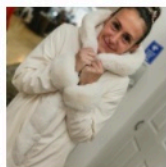
MOST ENGAGING POSTS

	From our friends at Oasis Bar and Grill October 26	Reach	2.2K
		Engagements	712
	Such a great idea The Rustic Bean Coffee C... October 27	Reach	1.8K
		Engagements	278
	Fresh, warm cinnamon rolls anyone? MillSto... October 29	Reach	1.5K
		Engagements	183



Boost this Post to Reach More People
Connect with potential customers who haven't been to your Page yet.

Boost Post

	From our friends Brittany N Bros October 19	Reach	600
		Engagements	109



Content Interactions

146 interactions

+294.5% vs Oct 15 - Oct 21

Post Interactions

139

+379.3% vs Oct 15 - Oct 21

Likes

133

Comments

5

Saves

1

Story Interactions

7

-12.5% vs Oct 15 - Oct 21

Replies

7

IGTV Video Interactions

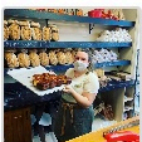
0

0% vs Oct 15 - Oct 21

Top Posts

[See All](#)

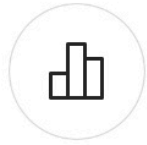
Based on interactions



105 Likes
Oct 29



28 Likes



Recent Highlights

You received +294.5% more content interactions in the last 7 days compared to Oct 15 - Oct 21.

Overview

518

Accounts Reached

-65.2% >

146

Content Interactions

+294.5% >

3,356

Total Followers

+0.2% >

Content You Shared

2 Posts



43 Stories

