

Downtown Business Improvement Area Board of Management

MINUTES



May 6, 2021, 8:30 a.m.
Electronic Participation

Members Present: Adam Bureau
Suzanne Séguin – Until 9:40am.
Erika Cotton
Lou Trozzlo
Jenna Fitzgerald
Joan Greaves
Amanda Da Silva
Julie Powell
Allyson McLean - Staff
Dave Vasey

Members Absent: Paul VandeGraaf
Kevin Ward

Staff Present: Melissa Graham

1. **CALL TO ORDER**

Chair E. Cotton called the Meeting to Order at 8:32 A.M.

2. **TRADITIONAL LAND ACKNOWLEDGEMENT**

The Chairperson E. Cotton recited the Traditional Land Acknowledgement for the board of management.

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

With the addition of the correspondence from the Town of Cobourg of the pay & display the agenda was approved as amended.

DBIA - 031 - 2021

Moved by Suzanne Séguin

THAT the Agenda dated MAY, 06, 2021 be approved as amended.

Carried

4. DECLARATIONS OF INTEREST BY MEMBERS

There were no Declarations of Interest Declared by the Board of Management Members.

5. ADOPTION OF MINUTES

5.1 Meeting Minutes Dated April 8, 2021

DBIA - 032 - 2021

Moved by Amanda Da Silva

THAT the meeting minutes from the regular board meeting dated April 8th, 2021 be approved as presented.

Carried

5.2 Meeting Minutes Dated April 23, 2021

DBIA - 033 - 2021

Moved by Amanda Da Silva

THAT the meeting minutes from the special board meeting dated April 23rd, 2021 be approved as presented.

Carried

6. DELEGATIONS/PRESENTATIONS

There were no delegations or presentations.

7. COMMUNICATIONS/CORRESPONDENCE

With the addition of the pay and display correspondence, the board discussed opportunities regarding the parking fees.

DBIA - 036 - 2021

Moved by Adam Bureau

THAT the DBIA Board of Management Chair write a letter regarding the parking pay and display meters on behalf of the membership.

Carried

8. LIAISON REPORTS

There were no liaison reports.

9. CLOSED SESSION

DBIA - 034 - 2021

Moved by Adam Bureau

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 Matters

Carried

DBIA - 035 - 2021

Moved by Suzanne Séguin

THAT the DBIA Board of Management provide A. McLean \$2.00 extra per hour for the additional duties that she will be performing for the Board of Management until August 1st, 2021.

Carried

10. REPORTS

10.1 SUSTAINABILITY REPORT - (E. Cotton, A. Da Silva, L. Trozzolo)

1. Strategic Plan Review - The Board of Management is looking into a facilitator to review the strategic plan and the strategy.
2. Updating Hiring Policies and Procedures and job Description Discussion - to align with the board of management strategic plan, the board is currently updating the hiring policies and procedures.

3. 2020 Audit update - ongoing as the gift cards are causing some audit issues.

10.2 MARKETING AND COMMUNICATIONS - D. Vasey

1. Marketing Meeting Notes: Were reviewed for information purposes.
2. Watershed Staff Report: The Board of Management discussed the staff report and decided not to move forward with a half-page advertisement for the summer edition of Watershed.

DBIA - 037 - 2021

Moved by Jenna Fitzgerald

THAT the DBIA Board of Management accept the marketing meeting notes as presented for information purposes.

Carried

DBIA - 038 - 2021

Moved by Lou Trozzlo

THAT the DBIA Board of Management receive the report from the Digital Service Squad/Interim Coordinator for information purposes, and

FURTHER THAT the DBIA Board of Management approve spending of \$1599 plus HST for a half-page print advertisement (9.375" x 5.717") in the summer issue of Watershed Magazine.

Defeated

10.3 ACTIVATION AND EVENTS - J. Greaves

1. Activations and Events Meeting Notes were reviewed by the Board of Management for informational purposes.

DBIA - 039 - 2021

Moved by Joan Greaves

THAT the DBIA Board of Management accept the activation and events meeting notes as presented for information purposes.

Carried

10.4 MEMBERSHIP AND PARTNERSHIP - J. Fitzgerald

1. Membership Meeting Notes: April 21, 2021 were reviewed by the Board of Management for informational purposes.

DBIA - 040 - 2021

Moved by Jenna Fitzgerald

THAT the DBIA Board of Management accept the membership meeting notes as presented for information purposes.

Carried

10.5 BEAUTIFICATION AND MAINTENANCE - J. Powell - Regrets

10.6 INTERIM COORDINATOR REPORT - A. McLean

1. Interim Coordinator Report was provided for informational purposes by Interim Coordinator A. McLean.
2. Social Media Summary was provided for informational purposes by Interim Coordinator A. McLean.

11. COUNCIL ANNOUCEMENTS

11.1 DEPUTY MAYOR S. SEGUIN - No Report

11.2 COUNCILLOR A. BUREAU

Councillor Bureau provided a verbal update indicating that Council will discuss opening the beach at the May 31st council meeting.

12. NEW BUSINESS

13. UNFINISHED BUSINESS

14. ADJOURNMENT

The meeting was adjourned by Chair E. Cotton at 10:45 am.



Recording Secretary M. Graham



Chairperson E. Cotton