

## **Downtown Business Improvement Area Board of Management**



### **MINUTES**

**June 3, 2021, 8:30 a.m.  
Electronic Participation**

Members Present: Adam Bureau  
Suzanne Séguin (until 9:30 A.M.)  
Erika Cotton  
Lou Trozzlo (until 9:10 A.M.)  
Jenna Fitzgerald  
Joan Greaves  
Amanda Da Silva  
Dave Vasey  
Paul VandeGraaf (until 10:20 A.M.)  
Kevin Ward (until 9:30 A.M.)

Members Absent: Julie Powell

Staff Present: Melissa Graham  
Allyson McLean

Staff Absent: Amy Seymour, Small Business Facilitator

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#### **1. CALL TO ORDER**

Chair E. Cotton called the Meeting to Order at 8:30 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**

**DBIA – 043 – 2021**

**Moved by** Suzanne Séguin

**Seconded by** Jenna Fitzgerald

THAT the DBIA Board of Management regular board meeting agenda dated June 3rd, 2021 be approved as presented.

**Carried**

**4. DECLARATIONS OF INTEREST BY MEMBERS**

There were no Declarations of Interest Declared by Board Members.

**5. ADOPTION OF MINUTES**

**5.1 Regular Board Meeting Minutes - May 06, 2021**

**DBIA – 044 – 2021**

**Moved by** Adam Bureau

**Seconded by** Jenna Fitzgerald

THAT the DBIA Board of Management approve the regular board meeting minutes dated May, 06, 2021 as presented.

**Carried**

**5.2 Special Board Meeting Minutes - May 13, 2021**

**DBIA – 045 – 2021**

**Moved by** Amanda Da Silva

**Seconded by** Adam Bureau

THAT the DBIA Board of Management approve the special meeting minutes dated May 13th, 2021 as presented.

**Carried**

**6. DELEGATIONS/PRESENTATIONS**

Jackie Chapman Davis provided a verbal delegation on an art installation partnership opportunity with the DBIA. The board discussed the proposal and approved \$3,000.

**DBIA - 046 - 2021**

**Moved by** Suzanne Séguin

**Seconded by** Joan Greaves

THAT the DBIA Board of Management secure 10 new picnic tables from the Town of Cobourg for the picnic table art installation, with the artist compensation

with \$100 each, for a total which cost \$5000 with \$3000 coming from the DBIA Activation and Events budget and \$2000 from the Town of Cobourg.

**Carried**

**7. COMMUNICATIONS/CORRESPONDENCE**

**8. LIAISON REPORT**

**8.1 Northumberland Central Chamber of Commerce - K. Ward**

K. Ward provided a verbal update highlighting the key initiatives that Northumberland Central Chamber of Commerce is leading.

- Rapid testing kits have been a huge success
- Business Achievement Awards will be rolling out soon based on feedback that has been received.

**8.2 Cobourg Police Services - Chief. P. VandeGraaf**

Chief P. VandeGraaf went through a presentation on the Northumberland Community Safety and Well-Being initiative that is required by the Police Service Act. This initiative was streamlined to have one plan for Northumberland County as a whole.

**9. CLOSED REPORT**

The board moved into closed session to discuss a confidential matter. The board moved back into open session at 9:20am.

**DBIA - 047 - 2021**

**Moved by** Suzanne Séguin

**Seconded by** Joan Greaves

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

and;

(f): advice that is subject to solicitor-client privilege, including communications necessary for that purpose;

**Carried**

**10. REPORTS**

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

Chair E. Cotton provided a verbal update on the Digital Service Squad 3.0, MOU meeting with documents being finalized and will be presented to the board. Reminder that the Annual General Meeting will be coming up in a few months.

Treasurer L. Trozzolo provided a verbal update of the 2020 audit which was discussed and approved by the board members.

**DBIA - 048 - 2021**

**Moved by** Suzanne Séguin

**Seconded by** Adam Bureau

THAT the DBIA Board of Management approve the draft 2020 audit as presented.

**Carried**

**10.2 MARKETING AND COMMUNICATIONS – D. Vasey**

D. Vasey provided a verbal update on the marketing projects such as the Hero Video and Pedestrian Friendly Walkway Weekend (PFWW) furniture. To accommodate additional businesses with patio furniture, the board decided to increase the PFWW budget by \$15,000 which was voted with Motion: DBIA - 050 - 2021

**DBIA - 052 - 2021**

**Moved by** Dave Vasey

**Seconded by** Amanda Da Silva

THAT the DBIA Board of Management accept the Marketing Meeting Notes as presented for information purposes.

**Carried**

**DBIA - 053 - 2021**

**Moved by** Dave Vasey

**Seconded by** Joan Greaves

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

FURTHER THAT the DBIA Board of Management approve the request of funds related to the costs of videography sessions to create a general video highlighting downtown retailers, services and restaurants who have been resilient during the COVID-19 pandemic as indicated in the budget options.

FURTHER THAT the DBIA Board of Management approve the quote provided by Christina Alison for the total of \$520.00

**Carried**

**10.3 ACTIVATION AND EVENTS – J. Greaves**

Due to the current provincial Stay at Home Order the Pedestrian Friendly Walkway Weekend was postponed to June 25 and 26.

**DBIA - 051 - 2021**

**Moved by** Joan Greaves

**Seconded by** Adam Bureau

THAT the DBIA Board of Management accept the Event Meeting Notes as presented for information purposes.

**Carried**

**DBIA - 050 - 2021**

**Moved by** Amanda Da Silva

**Seconded by** Jenna Fitzgerald

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

FURTHER THAT the DBIA Board of Management approve the additional request of \$15,000 from the Event budget for the Pedestrian Friendly

Walkway Weekend which will go towards signage and patio furniture for the Pedestrian-Friendly Weekend Walkway (PFWW) for June, July and August 2021.

**Carried**

**DBIA - 049 - 2021**

**Moved by** Adam Bureau

**Seconded by** Joan Greaves

THAT the DBIA Board of Management move the Pedestrian Friendly Walkway Weekend from June 18 and 19th to June 25 and 26th.

**Carried**

**10.4 MEMBERSHIP AND PARTNERSHIP – J. Fitzgerald**

**DBIA - 054 - 2021**

**Moved by** Jenna Fitzgerald

**Seconded by** Adam Bureau

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

**Carried**

**10.5 BEAUTIFICATION AND MAINTENANCE – J. Powell**

**10.6 INTERIM COORDINATOR AND SOCIAL MEDIA REPORT – A. McLean**

**11. COUNCIL REPORTS**

**11.1 DEPUTY MAYOR S. SEGUIN - No Report**

**11.2 COUNCILLOR A. BUREAU - No Report**

**12. NEW BUSINESS**

**13. UNFINISHED BUSINESS**

**14. ADJOURNMENT**

The meeting was adjourned by Chair E. Cotton at 10:58 A.M.



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Recording Secretary, M. Graham



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Chair E. Cotton