

Downtown Business Improvement Area Board of Management

MINUTES



August 5, 2021, 8:30 a.m.
Electronic Participation

Members Present: Adam Bureau
Suzanne Séguin
Erika Cotton
Lou Trozzolo
Jenna Fitzgerald
Joan Greaves
Allyson McLean

Members Absent: Amanda Da Silva
Julie Powell
Paul VandeGraaf
Kevin Ward
Dave Vasey

Staff Present: Amy Seymour, Small Business Facilitator
Staff Absent: Melissa Graham

1. **CALL TO ORDER**

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

2. **TRADITIONAL LAND ACKNOWLEDGEMENT**

Chair E. Cotton recited the Traditional Land Acknowledgement.

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

DBIA - 060 - 2021

Moved by Suzanne Séguin

Seconded by Lou Trozzolo

THAT the Agenda dated August 5th, 2021 be approved as presented/amended.

Carried

4. DECLARATIONS OF INTEREST BY MEMBERS

There were no Declarations of Interest Declared by Committee Members.

5. ADOPTION OF MINUTES

5.1 Regular Board Meeting Minutes June 3rd, 2021

DBIA - 061 - 2021

Moved by Lou Trozzolo

Seconded by Adam Bureau

THAT the DBIA Board of Management approve the minutes dated June 3rd, 2021 as presented.

Carried

5.2 Special Meeting #1 Minutes - June 18th, 2021

DBIA - 062 - 2021

Moved by Suzanne Séguin

Seconded by Lou Trozzolo

THAT the DBIA Board of Management approve the Special Meeting #1 Minutes dated June 18th, 2021 as presented.

Carried

5.3 Special Meeting #2 Minutes - June 18th, 2021

DBIA - 063 - 2021

Moved by Lou Trozzolo

Seconded by Joan Greaves

THAT the DBIA Board of Management approve the Special Meeting #2 Minutes dated June 18th, 2021 as presented.

Carried

6. DELEGATIONS/PRESENTATIONS

7. COMMUNICATIONS/CORRESPONDENCE

8. LIAISON REPORTS

8.1 Northumberland Central Chamber of Commerce – K. Ward

8.2 Cobourg Police Services – Chief P. VandeGraaf

9. Closed Session

DBIA - 064 - 2021

Moved by Lou Trozzolo

Seconded 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.

Carried

10. REPORTS

10.1 Sustainability Report - (E. Cotton, A. Da Silva, L. Trozzolo)

A verbal update was provided by Chair E. Cotton regarding the monthly sustainability report.

Key highlights include:

- The OBIAA 2021 Member Salary Survey as a point of reference for salary, hours, duties required and how other DBIAs are paying their staff

DBIA - 065 - 2021

Moved by Adam Bureau

Seconded by Lou Trozzolo

THAT the DBIA Board of Management accept the sustainability report as presented for information purposes.

Carried

10.2 Marketing and Communications - D. Vasey

A verbal update was provided by A. McLean in lieu of D. Vasey regarding the monthly marketing report.

Key highlights include:

- The DBIA Marketing Report from July 2021
- 'Hero Videos' have been booked and will begin recording next week
- Developing a structured marketing plan to be presented at the DBIA's September meeting
- Radio ads through 89.7 FM to promote the Pedestrian Friendly Walkway events, Paddle to the 'C' and encouraging visitors to Cobourg's downtown core
- A. McLean hoping to schedule an on-air radio interview prior to the next Pedestrian Friendly Walkway event and in promotion of the Paddle to the 'C' upcoming auction
- Clarification that Software 32 will be used to support the Paddle to the 'C' auction

DBIA - 066 - 2021

Moved by Jenna Fitzgerald

Seconded by Lou Trozzolo

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

Carried

10.3 Activations and Events - J. Greaves

A verbal update was provided by A. McLean in lieu of J. Greaves regarding activations and events.

Key highlights include:

- The discussion of bringing a temporary or permanent mural to Cobourg in collaboration with the DBIA and Experience Cobourg; potentially funded through grants
- The mural also offers a potential to work with local artists and the Art Gallery of Northumberland

- Four candidates will be hired through Bentley Staffing to support the teardown of the Pedestrian Friendly Walkway
- Hosting an outdoor sandcastle/master sculptor with live musicians that complies with COVID-19 guidelines as outlined by the local health unit
- Paddle to the 'C' auction for paddleboards to commence on the final day of the Pedestrian Friendly Walkway
- Paddleboards will be displayed under a tent with public access and auctioned off starting at \$25.00

DBIA - 067- 2021

Moved by Suzanne Séguin

Seconded by Jenna Fitzgerald

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

Carried

10.4 Membership and Partnerships - J. Fitzgerald

A verbal update was provided by J. Fitzgerald regarding memberships and partnerships.

Key highlights include:

- Three DBIA grand openings occurred at Prep Food Co., The Peace Pipe and The Grubby Barber Shop on Thursday, July 29th
- Three additional grand openings for The Kingsmen-Barbers on King, Mercury Chocolates & Gelateria and Zel Beauty are scheduled for Thursday, August 5th
- A. McLean completed press releases for the grand openings prior to July 29th and August 5th

DBIA - 068- 2021

Moved by Lou Trozzolo

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 Report - A. McLean

A verbal update was provided by A. McLean regarding the monthly interim coordinator report.

Key highlights include:

- The Board of Management recognized that the DBIA had passed a motion prior to participate and support the Santa Claus parade at the Town's request of \$3,000. No motion was required.
- Additional grand openings will be scheduled for the end of August and September to celebrate new businesses in Cobourg's downtown core
- The Paddle to the 'C' boards are still on display and will be auctioned online as of August 20th
- Buskers and musicians are being considered for the final Pedestrian Friendly Walkway
- Printed ads in Northumberland News are currently in circulation to encourage visitors to the downtown core
- A. McLean updated the DBIA website to better assist visitors
- Instagram and social media ads were successful in promoting the Pedestrian Friendly Walkway
- Additional initiatives and campaigns have successfully grown the DBIA's social media presence

DBIA - 069- 2021

Moved by Jenna Fitzgerald

Seconded by Lou Trozzolo

THAT the DBIA Board of Management accept the Interim Coordinator Report as presented for information purposes.

FURTHER THAT the DBIA Board of Management approve the Town of Cobourg's request of \$3000 for the costs of supporting the Santa Claus Parade in Downtown Cobourg.

Carried

11. **COUNCIL REPORTS**

11.1 **Deputy Mayor S. Séguin**

Deputy Mayor Séguin expressed appreciation for the DBIA with respect to the Pedestrian Friendly Walkway, grand openings and other community engagement opportunities amidst the ongoing COVID-19 pandemic.

Deputy Mayor Séguin sought clarification regarding the Cobourg Santa Claus parade. Councillor A. Bureau confirmed budget availability, including the support of local businesses and other community organizations.

11.2 **Councillor A. Bureau**

Councillor A. Bureau thanked the DBIA for facilitating a survey regarding Victoria Beach and its impact on local businesses. Councillor A. Bureau sought clarification regarding the survey with respect to determining what industries responded and how.

A. McLean confirmed that the survey was designed to be 'anonymous' and 'generalized' for participants. In future, A. McLean agreed to include optional questions to make the survey less ambiguous and provide a clearer insight into responses. These questions will not be mandatory and can be completed at the comfort of each participant.

12. **NEW BUSINESS**

13. **UNFINISHED BUSINESS**

14. **ADJOURNMENT**

Chair E. Cotton adjourned the meeting at 9:28 A.M.



Recording Secretary A. Seymour



Chair E. Cotton