

## Cobourg DBIA

### PERFORMANCE MEASURES AND ACTION PLANS WORKSHEET

#### Beautification

**SCOPE:** Downtown Cobourg DBIA is a safe, prosperous and sustainable lakeside community, through strategic investment of the BIA's resources specific to beautification and maintenance

**Priority Task 1: Leveraging and building on the relationship between the Municipality and the BIA, develop an ongoing and annual approach to review the MOU with a focus on sustainability and future planning**

**Priority Task 2: Develop and Strategic Design for ongoing and sustainable investment**

**Priority Task 3: Conduct a Bi-Annual Walk About**

#	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)	ADVOCACY (list who to advocate to and who should lead)	ONGOING	IN PROGRESS	COMPLETED	COMMUNICATED
1	Planter Baskets/Flowers-responsible for contributing toward the planter baskets	Long term	10 hours \$5,000	Beautification Chair Board	Beautification Chair to the MOU	*			
2	Street Cleaning  Observe and make sure the garbage is being picked-up and area is clean. Any observations otherwise should be noted and an email sent to County	Long Term	Every Friday?	County	Board Chair to County (information to come from Beautification)	*			

3	Christmas Lighting Responsible for contributing to (Town) and selecting lights for Downtown	Long Term	10 hours \$16,000	Beautification Chair Board	Beautification Chair to MOU	*			
4	Summer Banners	Long Term/On-going	On-Going \$17,000	Beautification Chair Marketing Chair Coordinator Board	Beautification Chair advocating to the MOU	*			
5.	Flag Program Canadian flag installations over each business. Currently in a two year contract with Canadian Patriot	Medium Term (currently 2 year contract in 2 <sup>nd</sup> year)	On-Going \$4755.30	Beautification Chair Coordinator		*			
6	Bi-Annual Walk About (sidewalk repairs and general maintenance)	Long Term/On-going	4-6 hours 2x per year (including post follow-up report to Town and Board)	Beautification Chair Board Chair Coordinator		*			
7	Storefronts/Streetscapes	Long Term/On-going	TBD	Beautification Chair Vice Chair		*			