

# Cobourg DBIA

## PERFORMANCE MEASURES AND ACTION PLANS WORKSHEET

### Memberships and Partnerships

**SCOPE:** To increase engagement of membership and our partnerships, resulting in the Downtown as a safe, prosperous and sustainable lakeside community

### Priority Task 1: Advocacy/Support/Engagement

#	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	Monthly Newsletter Newsletter produced monthly for members with info pertaining to membership and business profiles	Medium Term/Monthly	5 Hours per month	Membership Chair Coordinator	Members and Partners Lead-Coordinator		*		
2	Face to Face Visits Daily check-ins with coordinator with businesses. 6-10 per day-tracked in an Excel file. Membership Chair will join intermittently	Long Term	1 hour per day Mon-Fri	Coordinator/Membership Chair	Members Lead-Membership Chair/Coordinator	*			
3	Membership Meetings Monthly meetings that membership are invited to update them on upcoming opportunities/get their input and feedback on	Long Term/every second month	1 hour every second month 1 hour prep time 1 hour post for minutes	Coordinator/Membership Chair/Board Chair	Members Lead-Membership Chair	*			

	issues that relate to them								
4	<b>Partnership Building</b> Ongoing sponsorship and partnership opportunities with Downtown businesses and their potential contacts to support the work of the DBIA	<b>Long Term/On-going</b>	<b>TBD</b>	<b>Staff and Board</b>	<b>Potential partners on top of strengthening current partnerships (Town/sponsors)</b>	*			