

Chairman's AGM Report | 2020

2020 brought a lot of challenges to everyone including the DBIA. Everything that were carefully planned were cancelled and we had to pivot and be creative in order to support the membership. We definitely had a lot of hard decisions that we had to make and every time we had to make them; we were hoping that we are doing the right thing for the majority or to those who needs help the most. We tried our best and are still trying to help as much as we can until we all get through this pandemic together.

When I took the Chairman position in August, my vision and mission for the DBIA is to be sustainable, improve communication and support for our members, and to promote Downtown Cobourg as a shopping, dining and business area.

This year, we made changes with how we operate in the office by implementing a CRM system where each member has a contact card and communications are stored and noted in each contact card. The same CRM system tracks and helps with managing everyday tasks for the DBIA coordinator.

We also implemented a new scheduling calendar for membership check-ins as well as a new system for tracking membership surveys, e.g. road closure preference or communication method. These surveys will guide us when we make decisions for upcoming events and activities in Downtown Cobourg.

We are also utilizing the Strategic Plan that was finalized in 2019. This document is for 2020-2024. It guides the DBIA in its actions and planning. The Strategic Plan is attached to the Agenda that were sent out to you either via mail or electronically. You can also go to www.downtowncobourg.ca to download your copy. I highly encourage everyone to read it.

Moreover, we have maintained our strong partnership with the Town, Cobourg Police and other organization. We are working together to improve the Downtown Core.

Although we were not able to do our usual events because of the current pandemic situation, we were still able to do other things and those accomplishments are listed in the coordinator report.

We cannot predict what 2021 holds. But one thing is for sure, as an organization, we will pivot and overcome. We will be stronger if all of us are working together. So, I encourage everyone to participate, join a committee, support and share your ideas and feedback to the DBIA. Make your voice heard. We are listening.