

DOWNTOWN BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT



DBIA Board of Management ANNUAL GENERAL MEETING MINUTES

Tuesday November 19, 2019 at 6:00 PM

Conference Room

A regular meeting of the DBIA Board of Management was held with the following members in attendance:

Councillor Adam Bureau
Deputy Mayor Suzanne Seguin
Amanda Da Silva
Jenna Fitzgerald
Joan Greaves
Julie McCuaig
Lou Trozzolo
Tracey Gainforth - Staff

REGRETS

Julie Dreyer
Chief Paul VandeGraaf
Kevin Ward

MINUTES PREPARED BY Melissa Graham

1. CALL TO ORDER

The meeting was called to order by Chairperson J. Greaves at 6:01 pm.

2. APPROVAL / ADDITIONS TO THE AGENDA

2.1. Approval of the Agenda

Moved by Deputy Mayor S. Seguin: THAT the DBIA Board of Management approve the agenda as presented.

Carried

3. DECLARATIONS OF INTEREST BY MEMBERS

There were no declarations of interest from the members.

4. ADOPTION OF MINUTES

- 4.1. Annual General Meeting minutes dated December 20th, 2018

Moved by Councillor A. Bureau: THAT the DBIA Board of Management approve the Annual General Meeting minutes dated December 20th, 2018 as presented.

Carried

5. PRESENTATIONS / DELEGATIONS

There were no presentations or delegations.

6. COMMUNICATIONS / CORRESPONDENCE

There were no communications or correspondence.

7. REPORTS

- 7.1. Chairperson Report - J. Greaves

A verbal update was provided by J. Greaves, highlighting the following topics.

- Board recruitment status; there have been a few interested business owners to be a part of the Board of Management. Coordinator and Chairperson have gone to visit these businesses to discuss the process to apply.
- Strategic Plan is currently in draft form. Recording Secretary and OBIAA Executive Director Kay Matthews have been working together to finalize the document. The overall strategic plan was a great team-building experience and discussion on how to get a more vibrant Downtown.
- Strengthening the membership engagement will be continued through initiatives that the Coordinator T. Gainforth and Membership Director J. Fitzgerald will lead.
- Digital Main Street Staffing - The DBIA Board of Management hired M. Ford to help businesses with digital initiatives. The DBIA received the digital main street grant which totalled \$10,000, with \$9,000 being allocated to M. Ford for the positions wage. There are currently individual grants available of \$2500 to upgrade services/hardware for your business. The deadline for the \$2500 grants is December 31st, 2019. Visit <https://digitalmainstreet.ca/> for more information.

- 7.2. Vice-Chair Report - J. Dreyer - Regrets

- 7.3. Treasurer Report - L. Trozzolo

L. Trozzolo provided an update on the 2020 budget.

- 7.3.1. 2020 Draft Budget

Moved by Deputy Mayor S. Seguin: THAT the Downtown Business Improvement Area membership approve the budget as presented. **DBIA_092_2019**

Carried

- 7.4. Marketing Report - A. Da Silva

A verbal update was provided by Marketing Director, A. Da Silva. Key highlights included;

- Re-Imagining the focus on the downtown to fit changing demographics

Example: More focus on year-round tourism, getting the locals to spend more time at the downtown merchants and services.

- Radio: Last year, there was a focus on events-based radio promotions, will continue with that again this year but scale back on the budget. Focus more on social media as opposed to other forms of advertising
- Member Cards: Discussed idea of putting together member cards with discount or offer from each participating downtown business to distribute at outside stores and establishments. - Another idea suggested was a member to member savings
- SWAG - we have been using more swag - reusable bags, hats, etc to promote downtown
- HERO VIDEO - to be shown on various platforms showcasing all the great things downtown has to offer.

7.5. Special Events Report - Vacant Board Position
Discussed through Coordinator Report due to board vacancy.

[2020 EVENTS OUTLINE_rotated](#)

7.6. Membership Report - J. Fitzgerald

Membership Report was provided for information purposes for the membership. Membership Director J. Fitzgerald provided 2019 accomplishments and 2020 goals which include strengthening membership engagement through quarterly meet and greets with hopes of building the DBIA community.

7.7. Beautification/Maintenance Report - J. McCuaig

The beautification and maintenance report was provided for information purposes. Key highlights include the 2019 accomplishments and 2020 goals.

2019 Accomplishments:

- Flag program
- MOU commitments of purchasing new garbage receptacles
- Contribution of \$9500 to the holiday lighting through the downtown.

2020 Goals:

- Providing businesses with the opportunity to opt into a garden basket or planter for their business
- Increasing winter lighting
- Sidewalk sweeping and trash clean-up

7.8. DBIA Coordinator Report - T. Gainsforth

Coordinator Report was provided for information purposes with key highlights including;

- Winter Pub Crawl is the next DBIA event on February 23rd, 2020
- getting website organized and polish for 2020
- Hometown Hockey partnership with Rogers and the Town of Cobourg. Businesses are encouraged to register via email for the Storefront Window Contest.
- Securing the Digital Main Street Grant of \$10,000

7.9. Cobourg Police Service Report - Chief P. VandeGraaf - Regrets

7.10. Northumberland Central Chamber of Commerce Report - K. Ward - Regrets

8. COUNCIL/COORDINATOR ANNOUNCEMENTS

8.1. Deputy Mayor S. Seguin

Deputy Mayor S. Seguin provided a verbal update regarding the following highlights;
- The Board of Management has had a tough year but has been able to work together for the DBIA area.

- Continuing to hold constructive MOU meetings with the Town of Cobourg staff
- Deputy Mayor has provided consistent DBIA updates at the regular council meetings

8.2. Councillor A. Bureau

Councillor A. Bureau provided thank you's to the membership, everyone who was able to step up for the events while we were without a coordinator, to the entire Board of Management, Coordinator T. Gainforth, and Recording Secretary M. Graham. Councillor A. Bureau also provided a reminder that starting December 1st, the 1 hour grace period will come into effect.

9. NEW BUSINESS

10. ADJOURNMENT

The meeting was adjourned at 7:46 p.m.

The next scheduled board meeting December 5th, 2019 at 8:30 am.

2020 Event Schedule

Event	Date	Budget Proposed	Sponsor	Details	Hours	Actual
Downtown Cobourg Pub Crawl	22-Feb	\$ 2,000.00	Town		4-12 pm	
Girls Night Out	6-Jun	\$ 8,000.00	\$ 1,000.00	BMO	5-9 pm	
*** Tasty Tuesdays	June 16 and 23	\$ 1,000.00	\$ 1,000.00	BMO	10-3 pm	
Music and Food Festival	11-Jul	\$ 12,000.00		Licensed Bar/Celebrity Chef Event/Cover Band/small local bands	11-9 pm	
52nd Sidewalk Sale	July 30th-Aug 2nd	\$ 18,000.00	\$ 5,000.00	Scotia	9-8, 9-8, 9-6, 10-4	
King East Lit	22-Aug	\$ 1,000.00		Author readings/poetry, music, wandering musicians	10-5 pm	
Harvest Festival	26-Sep	\$ 6,000.00	\$ 1,000.00	Kawartha	10-5 pm	
Christmas Event	November 20-21	\$ 12,000.00			5-9, 9-5	
Total		\$ 60,000.00	\$ 8,000.00			