

## **Coordinator's AGM Report | 2020**

### **Respectfully Submitted by Tracey Gainforth**

This has been a challenging year, these past 8 months in particular. Just as we were starting to get into the deep work of planning for several events, Covid19 arrived and changed everything. A large part of the Coordinator's role normally would be to plan these major events, but because of Covid19 the DBIA like everyone else had to pivot and change the way we were doing things, in particular a lot of things moving to online formats. In the beginning there was a lot of keeping up to date as things were changing daily, getting that information out to the membership as soon as it was coming in, speaking to members regularly about how they were doing, what their plans were, what they needed. The whole time planning with the board how to serve the membership during such a challenging time. It was difficult not seeing you some of you the first months in, not being able to visit or for you to come into the office. A somewhat collective sigh of relief when you could open your doors again and dealing with next steps. Below a summarized list of the work we did to help support the membership during this time.

### **Some of accomplishments this year:**

Gift Card Program (on-going)

Digital Mainstreet Program (ended in June)

Support of members with PPE kits (on-going)

Video Contest via Social Media Platforms

Pedestrian Friendly Walkway Weekends

Cross Promotional Marketing campaign June 1-October 1

Partnered with Town on new Digital Mainstreet funding and part of the Digital Northumberland committee (on-going)

Website facelift

Launched Membership Newsletter (on-going)

Swag and Tag (Month of November)

Membership Monday's (on-going)

Christmas Marketing Promotion (Dec-Jan MyFm)

Christmas Window Contest (on-going)

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### **Goals for 2021 include:**

- Working consistently on member communications, including follow-up to those communications, incorporating more surveys re: event and initiatives by the DBIA and receiving member feedback
- Submitting all event applications 90-120 days prior to event to ensure any necessary revisions are completed in a timely manner
- Continue to build on the strong partnerships with the Town to ensure we continue working together in the best interest of Downtown Cobourg
- Continue to build on partnerships with local organizations and community members. Securing more sponsorship.