

**Downtown Business Improvement Area Board of Management**



**MINUTES**

**October 7, 2021, 8:30 a.m.  
Electronic Participation**

Members Present: Adam Bureau  
Suzanne Séguin  
Erika Cotton  
Lou Trozzolo  
Joan Greaves  
Kevin Ward

Members Absent: Julie Powell  
Paul VandeGraaf  
Dave Vasey

Staff Present: Amy Seymour, Small Business Facilitator  
Staff Absent: Melissa Graham

---

**1. CALL TO ORDER**

Chair E. Cotton called the Meeting to Order at 8:31 A.M.

**2. TRADITIONAL LAND ACKNOWLEDGEMENT**

Chair E. Cotton recited the Traditional Land Acknowledgement.

**3. APPROVAL/ADDITIONS TO THE AGENDA**

**DBIA - 077- 2021**

**Moved by** Suzanne Séguin

**Seconded by** Adam Bureau

THAT the Agenda dated Thursday, October 7th, 2021 be approved as presented/amended.

**Carried**

4. **DECLARATIONS OF INTEREST BY MEMBERS**

There were no Declarations of Interest Declared by Committee Members.

5. **ADOPTION OF MINUTES**

**DBIA - 078- 2021**

**Moved by** Lou Trozzolo

**Seconded by** Adam Bureau

THAT the minutes dated Thursday, September 2nd, 2021 be adopted as presented/amended.

**Carried**

6. **DELEGATIONS/PRESENTATIONS**

7. **COMMUNICATIONS/CORRESPONDENCE**

8. **LIAISON REPORTS**

**8.1 Northumberland Central Chamber of Commerce - K. Ward**

A verbal update was provided by K. Ward. Key highlights include:

- rapid testing through the Chamber of Commerce has expanded to daycare and private schools
- the Chamber has distributed roughly 5,000 test kits as requests continue to increase
- Emails will be sent out the following week to reiterate the registration process for rapid testing kits
- the Chamber will be working collaboratively with RBC; hosting an online fireside chat-style event about employee wellness
- the event will take place on Wednesday, October 27th with registration beginning next week

**8.2 Cobourg Police Services - Chief P. VandeGraaf**

**9. CLOSED SESSION**

**DBIA - 079 - 2021**

**Moved by Adam Bureau**

**Seconded by Lou Trozzolo**

THAT the DBIA Board of Management meet in closed session in accordance to Section 239 of the Municipal Act S.O. 2001 regarding:

s.239(2)(b): Personal matters about an identifiable individual including municipal or local board employees.

(1) Personnel Update

**Carried**

**10. REPORTS**

**10.1 Sustainability Report - E. Cotton and L. Trozzolo**

**10.1.1 Acceptance of A. Da Silva's Resignation**

**DBIA - 080 - 2021**

**Moved by Adam Bureau**

**Seconded by Lou Trozzolo**

THAT the DBIA Board of Management accept A. Da Silva's resignation from the position of Vice-Chairperson with the Downtown Business Improvement Area.

**Carried**

**10.1.2 Hiring Process**

A verbal update was provided by Chair E. Cotton regarding hiring procedures for the position of DBIA Administrator.

Key highlights include:

- five out of seventeen applicants were contacted for interviews
- after interviews, two candidates were in serious consideration for the position

**10.2 Marketing and Communications - D. Vasey**

### **10.3 Activation and Events - J. Greaves**

Chair E. Cotton will provide a verbal update regarding the recent 'Paddle to the C' event.

A verbal update was provided by Chair E. Cotton regarding the Paddle to the 'C' event.

Key highlights include:

- the majority of paddleboards have been collected by auction winners
- a minor technological glitch with the auction software occurred, but did not hinder the event

Other event highlights include:

- verbal confirmation from Councillor Bureau that the Remembrance Day parade will be cancelled due to the COVID-19 pandemic

### **10.4 Membership and Partnerships**

### **10.5 Beautification and Maintenance - J. Powell**

### **10.6 Interim Coordinator Report**

## **11. COUNCIL REPORTS**

### **11.1 Deputy Mayor S. Séguin**

### **11.2 Councillor A. Bureau**

## **12. NEW BUSINESS**

## **13. UNFINISHED BUSINESS**

## **14. ADJOURNMENT**

Chair E. Cotton adjourned the meeting at 9:27 AM.