

Downtown Business Improvement Area Board of Management



MINUTES

November 4, 2021, 8:30 a.m.
Electronic Participation

Members Present: Adam Bureau
Suzanne Séguin
Erika Cotton
Lou Trozzolo
Joan Greaves
Julie Powell
Deborah Annibalini

Members Absent: Paul VandeGraaf
Kevin Ward
Dave Vasey

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

1. **CALL TO ORDER**

Treasurer L. Trozzolo called the Meeting to Order at 8:30 A.M. in lieu of Chair E. Cotton.

2. **TRADITIONAL LAND ACKNOWLEDGEMENT**

Treasurer L. Trozzolo recited the Traditional Land Acknowledgement in lieu of Chair E. Cotton.

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

DBIA - 081- 2021

Moved by Suzanne Séguin

Seconded by Joan Greaves

THAT the Agenda dated Thursday, November 4th, 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 - 082 - 2021

Moved by Adam Bureau

Seconded by Joan Greaves

THAT the minutes dated Thursday, October 7th, 2021 be adopted as presented/amended.

Carried

6. **DELEGATIONS/PRESENTATIONS**

A. Seymour consulted the DBIA Board of Management regarding the re-installation of the Economic Development Department's pedestrian counters.

Key highlights include:

- Councillor Bureau suggested that the pedestrian counters be installed at Covert Street and Third Street near the LCBO
- The aforementioned locations were recommended, as data had not been previously mined from those areas within the downtown
- The Board of Management agreed with Councillor Bureau's recommendation
- A. Seymour will share this information with the Economic Development Department

7. **COMMUNICATIONS/CORRESPONDENCE**

The DBIA Board of Management reviewed an email correspondence that addressed a patron's concern over parking rates being enforced on Saturdays in Cobourg's downtown core.

Key highlights include:

- It was noted that paid parking is enforced seven days a week in Cobourg
- It was suggested that more 'pay and display' signs be set up around downtown at an increased size for improved visibility

- Board members discussed past examples of free parking in Cobourg's downtown core. Examples provided note free parking offered during December to encourage shopping local

DBIA - 083 - 2021

Moved by Lou Trozzolo

Seconded by Adam Bureau

THAT the attached email correspondence be accepted for informational purposes only.

FURTHER THAT a one hour grace period of free parking for December be put to Council.

Carried

8. LIAISON REPORTS

8.1 Northumberland Central Chamber of Commerce - K. Ward

8.2 Cobourg Police Services - Chief P. VandeGraaf

9. REPORTS

9.1 Sustainability Report - E. Cotton and L. Trozzolo

Treasurer L. Trozzolo presented the Downtown Business Improvement Area 2022 budget.

Key highlights include:

- The numbers remained similar to 2021's budget with respect to increases and decreases
- Anticipating an increase in fundraising and sponsorship led by the DBIA's new Administrator, D. Annibalini
- No major changes to payroll or administration costs with the marketing budget set at \$15,000
- Funding for special events is available, but will be determined by ongoing COVID-19 restrictions
- The budget for Beautification and Maintenance will be aimed at maintaining the downtown core with the potential addition of decorative banners
- Using the budget to update the DBIA website every six months

- Total expenditures are estimated to be around \$192,000 with the budget balanced at \$0
- The DBIA will also look into exploring grant opportunities

DBIA - 084 - 2021

Moved by Julie Powell

Seconded by Adam Bureau

THAT the DBIA Board of Management accept the draft 2022 budget.

FURTHER THAT, the board direct the recording secretary to include the 2022 draft budget into the 2021 Annual General Meeting Agenda.

Carried

9.1.1 New DBIA Administrator - Deborah Annibalini

Chair E. Cotton welcomed Deborah Annibalini as the new Administrator for the Downtown Business Improvement Area.

9.1.2 Call for New Board Members

The DBIA Board of Management discussed the recruitment process for new board members.

Key highlights include:

- Asking DBIA members about their interest in joining the board
- Conducting interviews with interested members

9.1.3 AGM Meeting

The DBIA Board of Management discussed their upcoming Annual General Meeting.

Key highlights include:

- Offering a hybrid event that can accommodate in person or virtual attendance
- Ensuring all COVID-19 protocols are implemented, including proof of vaccinations, social distancing and mandatory masks unless consuming food or beverages
- A proposed date of December 7th was suggested

- D. Annibalini was asked to secure a date, time and location for the AGM

9.1.4 Grant for Christmas Market in Partnership with the Town

The DBIA Board of Management discussed the upcoming Christmas Market.

Key highlights include:

- Councillor Bureau recommended aligning the Christmas Market with Cobourg's annual 'Christmas Magic' event
- Councillor Bureau referenced the success of past events held in tandem, suggesting that the Christmas Market be prior or following 'Christmas Magic'
- Deputy Mayor Seguin commented on how it would be difficult to replicate past events due to COVID-19
- L. Trozzolo mentioned notifying DBIA members of the Christmas Market to see if businesses would offer a tax-free event or other collaborative efforts
- J Powell suggested a 'Small Business Saturday' promotion to encouraging shopping local
- Deputy Mayor Seguin proposed marketing strategies outside of social media to inform patrons

DBIA - 085 - 2021

Moved by Lou Trozzolo

Seconded by Julie Powell

THAT the DBIA Board of Management allocate \$12,000 for upcoming holiday events.

Carried

9.2 Marketing and Communications - D. Vasey

9.3 Activation and Events - J. Greaves

9.4 Membership and Partnerships

9.5 Beautification and Maintenance - J. Powell

9.6 Coordinator Report - D. Annibalini

A verbal Coordinator Report was presented by D. Annibalini.

Key highlights include:

- D. Annibalini's first week as the DBIA's Administrator
- D Annibalini visited DBIA members and plans to continue in the coming weeks
- D. Annibalini reached out to neighboring DBIA organizations to expand her network and develop a rapport

DBIA - 085 - 2021

Moved by Adam Bureau

Seconded by Lou Trozzolo

THAT the Coordinator Report be accepted for informational purposes only.

Carried

10. COUNCIL REPORTS

10.1 Deputy Mayor S. Séguin

10.2 Councillor A. Bureau

11. NEW BUSINESS

12. UNFINISHED BUSINESS

13. ADJOURNMENT

Chair E. Cotton adjourned the meeting at 9:58 A.M.



Recording Secretary A. Seymour



Chair E. Cotton