

Downtown Business Improvement Area Board of Management



MINUTES

December 2, 2021, 8:30 a.m.
Electronic Participation

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

Members Absent: Julie Powell
Paul VandeGraaf
Kevin Ward
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 8:30 A.M.

2. **TRADITIONAL LAND ACKNOWLEDGEMENT**

Chair E. Cotton recited the Traditional Land Acknowledgement.

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

DBIA - 086 - 2021

Moved by Suzanne Séguin

Seconded by Lou Trozzolo

THAT the Agenda dated December, 02, 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 - 087 - 2021

Moved by Lou Trozzolo

Seconded by Joan Greaves

THAT the minutes dated November, 04, 2021 be adopted as presented/amended.

Carried

6. **DELEGATIONS/PRESENTATIONS**

7. **COMMUNICATIONS/CORRESPONDENCE**

7.1 **Proposed New Parking Rates**

A verbal update was provided by Chair E. Cotton on the new parking rates in the downtown core.

Key highlights include:

- The DBIA received communications from the Town of Cobourg stating that parking rates near the marina and beach are set to increase
- The increase in prices is to encourage parking in the downtown core where rates are less costly
- DBIA members are encouraged to provide feedback to R. Champagne
- Board members acknowledged the longstanding issues with parking and would like to find alternatives for cost
- Proposed ideas included free parking for a set amount of time. Parking fees would be implemented after the time allotment had expired. Additional points were made about improving the accessibility of the downtown's parking meters

DBIA - 088- 2021

Moved by Lou Trozzolo

Seconded by Adam Bureau

THAT the DBIA Coordinator, D. Annibalini email R. Champagne to relay the DBIA Board of Management's recommendation to suspend the parking rate increase in the DBIA area until 2023.

7.2 Letter and Email Correspondences - R. Smith

A verbal update was provided by Chair E. Cotton on communications received by R. Smith regarding the trailer park/campground near Victoria Beach.

Key highlights include:

- An informal proposal to develop Cobourg's waterfront trailer park/campground by creating a boutique hotel

DBIA - 089- 2021

Moved by Lou Trozzolo

Seconded by Adam Bureau

THAT the DBIA Board of Management accept the following correspondences for informational purposes only.

Carried

8. LIAISON REPORT

8.1 Northumberland Central Chamber of Commerce - K. Ward

8.2 Cobourg Police Services - P. VandeGraaf

9. CLOSED SESSION

DBIA - 090 - 2021

Moved by Suzanne Séguin

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.

Carried

10. REPORTS

10.1 Sustainability Report - E. Cotton and L. Trozzolo

10.1.1 DBIA Meeting Dates 2022

The DBIA Board of Management approved all proposed meeting dates for 2022.

10.1.2 Credit Card Name Change

The DBIA Board of Management discussed changing the credit card to D. Annibalini's name.

DBIA - 091- 2021

Moved by Lou Trozzolo

Seconded by Adam Bureau

THAT the DBIA Board of Management change the credit card in Coordinator, D. Annibalini's name.

Carried

10.2 Marketing and Communications - D. Vasey

10.3 Activation and Events - J. Greaves

A verbal report was provided by D. Annibalini regarding the Town of Cobourg's upcoming ice sculpture event.

Key highlights include:

- The DBIA would have to pay for their own ice sculpture to be created
- DBIA members will also be required to pay for their own sculpture

DBIA - 092- 2021

Moved by Lou Trozzolo

Seconded by Suzanne Séguin

THAT the DBIA Board of Management provide up to \$1,500 for the Town of Cobourg's ice sculpture event on January 29th, 2022.

Carried

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10.4 Membership and Partnerships

10.5 Beautification and Maintenance - J. Greaves

10.5.1 Falconhurst School

A verbal report was provided by Chair E. Cotton regarding the closure of Falconhurst School.

Key highlights included:

- Finding a new company to provide cleaning services for the downtown core after Falconhurst School's closure
- DBIA Board Members will research how other neighbouring municipalities are handling downtown waste management and discuss at the next meeting

10.6 Coordinator Report - D. Annibalini

A verbal Coordinator Report was provided by D. Annibalini.

Key highlights included:

- D. Annibalini applied for the Main Street Activator Grant and was approved
- The grant total is \$12,300 for the Pedestrian Friendly Walkway Event and additional events
- D. Annibalini delivered all AGM packages to DBIA members
- D. Annibalini finalized volunteers to help with upcoming events, such as: It's a Wrap gift wrapping event and the Santa Claus Parade
- D. Annibalini proposed creating an event that is similar to 'Paddle to the C' for the winter months

11. COUNCIL REPORTS

11.1 Deputy Mayor S. Seguin

11.2 Councillor A. Bureau

12. **NEW BUSINESS**

DBIA - 093- 2021

Moved by Adam Bureau

Seconded by Suzanne Séguin

THAT the DBIA Board of Management accept and approve Keith Herring as their newest board member pending a criminal record check.

Carried

13. **UNFINISHED BUSINESS**

14. **ADJOURNMENT**

Chair E. Cotton adjourned the meeting at 10:21 A.M.



Recording Secretary A. Seymour



Chair E. Cotton