



Downtown Business Improvement Area
Annual General Meeting
MINUTES

November 10, 2020, 6:00 p.m.
Electronic Participation

Members Present: Adam Bureau
Suzanne Séguin
Erika Cotton
Lou Trozzlo
Jenna Fitzgerald
Joan Greaves
Amanda Da Silva
Julie Powell
Tracey Gainforth

Members Absent: Julie Dreyer
Paul VandeGraaf
Kevin Ward

Staff Present: Melissa Graham

1. CALL TO ORDER

The Chairperson E. Cotton called the Annual General Meeting at 6:01pm.

2. APPROVAL/ADDITIONS TO THE AGENDA

With the additions of the 2021 Regular Meeting Schedule the agenda was approved as amended.

DBIA - 127 - 2020

Moved by Amanda Da Silva

THAT the DBIA Board of Management approve the Agenda dated Nov, 10, 2020 as amended.

Carried

3. DECLARATIONS OF INTEREST BY MEMBERS

There were no Declarations of Interest Declared by Committee Members.

4. ADOPTION OF MINUTES

4.1 Annual General Meeting Minutes Dated November 19, 2019

DBIA - 128 - 2020

Moved by Suzanne Séguin

THAT the DBIA Board of Management approve the meeting minutes dated November 19, 2019 as presented.

Carried

5. DELEGATIONS/PRESENTATIONS

There were no presentations or delegations by the membership.

6. COMMUNICATIONS/CORRESPONDENCE

There were no communications or correspondence from the membership.

7. REPORTS

7.1 Chair Report - E. Cotton

The following attachments were provided for information purposes for the membership. Chairperson E. Cotton provided a verbal explanation of the strategic plan, and the focus for the DBIA Board of Management.

Key highlights include:

- Vice Chair J. Dreyer resigned with her last meeting November 5th. 2020.

- Implementation of CRM in office to ensure all documentation is captured and the history is able to carry on seamlessly

- The DBIA received \$10,000 for the Digital Main Street Service Squad which ended in spring of 2020. 30 downtown businesses were successful in receiving the \$2500 grant for digital upgrades.

7.2 Vice Chair Report -

Verbal update provided by newly appointed A. da Silva. Echoed strategic plan and focusing on the branding of the DBIA for the future.

7.3 Treasurer Report - L. Trozzolo

Treasurer L. Trozzolo provided a verbal update of the 2021 draft budget.

DBIA - 129 - 2020

Moved by Adam Bureau

THAT the DBIA Board of Management approve the 2021 Draft Budget;

FURTHER THAT the Recording Secretary provide the 2021 Draft Budget for Council's approval.

Carried

7.4 Marketing and Communications Report - A. Da silva

7.5 Activations and Special Events Report - E. Cotton

DBIA - 130 - 2020

Moved by Lou Trozzolo

THAT the DBIA Board of Management approve \$5250 for the Christmas Window Contest,

FURTHER THAT the prizes be broken up into three sectors including food & beverage, retail and services.

Carried

7.6 Membership and Partnership Report - J. Fitzgerald

Membership and Partnership Director provided a verbal update. Key highlights include monthly newsletter that aligns with the strategic plan.

7.7 Beautification & Maintenance Report - J. Powell

Beautification and Maintenance Director provided a verbal update of the beautification report. The report is provided for information purposes.

7.8 Coordinator Report - T. Gainforth

Coordinator report was provided to the membership for information purposes.

7.9 Cobourg Police Services Report - Chief P. VandeGraaf - No Report

7.10 Northumberland Central Chamber of Commerce Report - K. Ward

8. COUNCIL/COORDINATOR ANNOUNCEMENTS

Deputy Mayor S. Seguin provided a verbal update regarding the 2021 budget process. Public submissions will be held on November 23rd, 2020.

Council A. Bureau provided a verbal update and appreciation to the board of management and the membership.

9. ANNUAL GENERAL MEETING OPEN FORUM

10. ADJOURNMENT

The meeting was adjourned by Chairperson E. Cotton at 8:16pm.

Recording Secretary M. Graham

Chairperson E. Cotton