

CHAIRMAN'S REPORT

December 3, 2020



Priority Task Goal 1: To create a strong BIA Board

1. A call for new board member position was sent out via the DBIA Coordinator. One member is interested so far and the application was sent out to the person to fill and submit.
2. Signing Authority was changed on Nov 19, 2020 at the RBC branch in Cobourg. The most current authorized signatories now are Erika Cotton (Chair), Amanda Da Silva (Vice Chair) and Lou Trozollo (Treasurer). On Nov 25th, the request to transfer of the DBIA credit card to the current DBIA coordinator, Tracey Gainforth, was sent to RBC since it is still under Jenna Leslie's name. They have put a rush on that request.
3. Melissa Graham and myself are in the process of updating the DBIA Policies and Procedures which will be presented to the board hopefully in January and if passed, to council right after for approval.
4. Melissa Graham and myself are also working on HR policies and reviewing the current job descriptions for potential changes.

Priority Task Goal 2: To create a strong membership

1. I went to see Mary Schultz of Black Cat Café on Nov 19, 2020 to personally speak with her about the email that we received regarding the last Pedestrian Friendly Walkway. I acknowledged that communications with members could be improved and I told her that we are working on it. We spoke about ideas on how to promote Downtown Cobourg; as well as how to improve its look. I gave her my card and encouraged her to reach out to me any time for ideas, questions and feedback. I sent a follow up email after to thank her for her time.
2. The AGM meeting was attended by a few members on Nov 10, 2020. It was also attended by our new Town CAO Tracy Vaughan and MP Philip Lawrence. Overall, the meeting went well. The board members, as well as Tracy Vaughan, were able to answer questions from the members who attended.
3. Two Grand Openings happened on Nov 27, 2020 – Acanthus and Magpie. I was not able to attend due to a scheduled commitment thus Amanda Da Silva attended on my behalf. Three more Grand Openings are happening on December 11, 2020

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4. We received permission from Mr. Louie to use the windows on the three units beside Cobourg Buy and Sell. The windows were cleaned and art work were hung to improve the look of Downtown Cobourg.
5. Julie Powell and I spoke about focusing on beautification and activation in 2021 since big events might not happen. We will get Downtown Cobourg ready in 2021 to welcome tourists and the community back hopefully on 2022 or earlier. She is asking the membership on their thoughts and on what they would like to see in Downtown Cobourg.

Priority Task Goal 3: To create a strong partnership with the municipality

1. Lights and Christmas Trees were installed in partnership with the Town. Jackie Chapman-Davis supervised the installation.