



## Downtown Business Improvement Area Board of Management

### MINUTES

October 12, 2023, 9:00 a.m.

Hybrid Meeting

Members Present: Deputy Mayor Nicole Beatty  
Keith Herring  
Megan Carr  
Denise Liboiron – Online  
Tina Christopher - Online

Members Regrets Scott McCracken  
Kevin Ward  
Jackie Chapman Davis  
Deputy Chief Jeff Haskins

Recording Secretary: Melissa Graham  
Staff Present: Carleigh Hunter

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#### 1. **CALL TO ORDER**

Chair K. Herring called the Meeting to Order at 9:06 A.M.

#### 2. **TRADITIONAL LAND ACKNOWLEDGEMENT**

The Traditional Land Acknowledgement was recited by Chair K. Herring for the Board of Management.

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

**DBIA - 062 - 2023**

**Moved by** Deputy Mayor Nicole Beatty

**Seconded by** Courtney Ker

THAT the DBIA Board of Management Agenda dated October 12th, 2023, be approved as presented.

**Carried**

**4. DECLARATIONS OF INTEREST BY MEMBERS**

There were no Declarations of Interest Declared by the Board of Management Members.

**5. ADOPTION OF MINUTES**

**DBIA - 063 - 2023**

**Moved by** Courtney Ker

**Seconded by** Deputy Mayor Nicole Beatty

THAT the DBIA Board of Management minutes dated September 14th, 2023, be adopted as presented.

**Carried**

**6. DELEGATIONS/PRESENTATIONS**

**7. COMMUNICATIONS/CORRESPONDENCE**

**8. COBOURG POLICE SERVICES**

The Cobourg Police Services Downtown Action Plan Bi-Weekly Report and Safety & Securing Your Business material was accepted for information purposes. The DBIA Membership will receive an email of the Safety & Securing Your Business materials.

**9. NORTHUMBERLAND CENTRAL CHAMBER OF COMMERCE - No Report**

**10. REPORTS**

**10.1 Accessibility at Events**

A discussion was had by the Board of Management regarding accessibility at events, with a request of accessibility information to be sent out to interested vendors, as well as a public information notice to showcase the Board's accessible areas including washrooms.

**10.2 Non-Emergency Protocols/Resources for Members**

Community Safety and Non-Emergency Protocols/Resources for Members were merged together as discussion points.

Coordinator C. Hunter will discuss options with Deputy Chief J. Haskins regarding the increase of downtown incidents and creating another resource other than the non-emergency telephone line. Additionally,

Deputy Mayor N. Beatty will discuss with Municipal Clerk B. Larmer on the Welcoming Streets Initiative and the status of such.

### **10.3 Community Safety**

### **10.4 Harvest Fest - Event Recap**

Coordinator C. Hunter provided a verbal update on the Harvest Fest event. Overall, the event had positive feedback but only 3 of 15 cars attended the car show. Thus, making the car show not as successful. Rock climbing was also not hugely successful, with a lot of funds allocated to the entertainment with not a lot of participation. Sunday had about 50/50 participation from membership. Event will be revisited as a whole, to determine viability and membership input.

### **10.5 November Event Time Change**

November Event will be held on Friday November 24th, from 4:00 - 7:00pm just prior to Christmas Magic. Photos with Santa and vendor market will be held on Second Street.

### **10.6 Sponsorship Deficit**

There is currently a \$12,000 shortfall in sponsorship funds. The Board of Management directed Coordinator C. Hunter to send out the sponsorship package to members and board of management.

### **10.7 Board Sub Committees**

The board of management portfolio sub committees are currently not successful. The suggestion is that the sub committees move to a WhatsApp group to discuss options and ideas to present back to the board. Chat parameters will be created to ensure efficiency.

### **10.8 Stock the Box - Event/Activation**

Coordinator C. Hunter proposed a Community Activation to restock the Beyond the Blue Box with new product. More details will be confirmed.

### **10.9 Picnic Tables**

Instead of using the Town of Cobourg Park benches, the DBIA would like to purchase their own to have umbrellas during events.

**DBIA - 064 - 2023**

**Moved by** Deputy Mayor Nicole Beatty

**Seconded by** Courtney Ker

THAT the DBIA Board of Management approve the purchase of six (6) picnic tables for up to \$1500 plus hst.

**Carried**

#### **10.10 2022 Draft Financial Statement**

**DBIA - 065 - 2023**

**Moved by** Deputy Mayor Nicole Beatty

**Seconded by** Courtney Ker

THAT the DBIA Board of Management approve the 2022 Draft Financial Statements,

FURTHER THAT the 2022 Draft Financial Statements be signed by the Chair and Treasurer.

**Carried**

#### **10.11 Art Gallery Sponsorship**

The board of management discussed the partnership/sponsorship to be added to the budget to put together annual beautification projects and public art projects. Executive Director O. Casimiro and DBIA Coordinator C. Hunter will discuss ideas and bring a yearly report of options.

#### **10.12 Board Composition**

The board of management regretfully accepted Erika Cotton's resignation. Council has approved the addition of a member at large, but there is currently another vacancy for the board to recruit.

**DBIA - 066 - 2023**

**Moved by** Deputy Mayor Nicole Beatty

**Seconded by** Courtney Ker

THAT the Board of Management accept with regret the resignation of Erika Cotton.

**Carried**

#### **10.13 Large Bluetooth Speaker for Events**

There is a need for a new large Bluetooth speaker for the events. C. Hunter will review quotes and provide options for the board at a later date.

11. **CLOSED SESSION**

**DBIA - 067 - 2023**

**Moved by** Deputy Mayor Nicole Beatty

**Seconded by** Courtney Ker

THAT the DBIA Board of Management meet in Closed Session in accordance with Section 239 (2) (b) of the Municipal Act, 2001, regarding: (b) personal matters about an identifiable individual, including municipal or local board employees;

1. Local Board Employee

**Carried**

**DBIA - 068 – 2023**

**Moved by** Deputy Mayor Nicole Beatty

**Seconded by** Courtney Ker

THAT the Board of Management move into open to move forward with the remainder of the agenda.

**Carried**

12. **COUNCIL REPORT - NO REPORT**

13. **NEW BUSINESS**

**DBIA - 069 - 2023**

**Moved by** Courtney Ker

**Seconded by** Deputy Mayor Nicole Beatty

THAT the DBIA Board of Management approve \$5,800 from the reserve fund for the creation and installation of street banners.

**Carried**

14. **UNFINISHED BUSINESS**

15. **ADJOURNMENT**

The meeting was adjourned at 10:44am by Chair K. Herring.