 Downtown Cobourg	BOARD of MANGEMENT of the Cobourg DBIA MEMORANDUM
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TO:	Brent Larmer – Municipal Clerk/Director of Legislative Services
FROM:	Melissa Graham, Recording Secretary
DATE:	January 17 th , 2024
SUBJECT:	Addressing Downtown Parking Concerns for Economic Development

Subject agenda: Addressing Downtown Parking Concerns for Economic Development

The following motion was adopted by the DBIA Board of Management at a regular meeting on January 11th, 2024.

Moved by Deputy Mayor Nicole Beatty, seconded by Courtney Ker: THAT the DBIA Board of Management recommends to the Town of Cobourg Council,


Whereas the DBIA Board of Management acknowledges the Town of Cobourg's ongoing efforts in implementing its new parking program;

Whereas the DBIA Board of Management, in response to concerns raised by its members, passed a resolution during its regular meeting on July 13, 2023, to provide recommendations to Cobourg Council;

Whereas, the persistent challenge of downtown parking poses a significant barrier for downtown merchants, consistently reported as a deterrent for patrons visiting the area;

Whereas the DBIA Board of Management is mandated to advocate for its members and promote the economic vitality of Downtown Cobourg;

Whereas the downtown core plays a pivotal role as a driver for community economic development;

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Therefore, be it resolved that the DBIA Board of Management directs its staff to present a delegation to Cobourg Council's Public Works, Planning, and Development Committee on February 7th at 1 pm, proposing the following recommendations:

1. Introduce a discounted DBIA monthly or Annual Parking Pass for people who own or employed downtown.
2. Introduce a 30-minute grace period for patrons running a quick errand or picking up an order.
3. Implement free parking after 4 pm from Monday to Saturday and free parking on Sundays.

Furthermore, the DBIA Board of Management strongly recommends that the Council promptly adopt these recommendations, effective immediately, to convey a positive message of support for the downtown core.

CARRIED