

Downtown Business Improvement Area Board of Management

MINUTES



January 7, 2021, 8:30 a.m.
Electronic Participation

Members Present: Adam Bureau
Suzanne Séguin
Erika Cotton
Lou Trozzlo
Jenna Fitzgerald
Joan Greaves
Amanda Da Silva
Julie Powell
Paul VandeGraaf
Kevin Ward
Tracey Gainforth - Staff

Members Absent: Kevin Ward

Staff Present: Melissa Graham

1. **CALL TO ORDER**

Chair E. Cotton called the Meeting to Order at 8:30 A.M.

2. **TRADITIONAL LAND ACKNOWLEDGEMENT**

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

DBIA - 001 - 2021

Moved by Amanda Da Silva

THAT the Agenda dated JAN 07 2021 be approved as presented.

Carried

4. **DECLARATIONS OF INTEREST BY MEMBERS**

There were no Declarations of Interest Declared by Committee Members.

5. **ADOPTION OF MINUTES**

DBIA - 002 - 2021

Moved by Amanda Da Silva

THAT the minutes dated DEC 03 2020 be adopted as presented.

Carried

6. **BUSINESS ARISING FROM THE MINUTES**

MARKETING ACTION ITEM: Survey the membership with questions to determine what style of advertisement mediums they would like the DBIA to use. This survey would include a target market for the membership. - Item has been deferred until the February meeting.

TREASURER ACTION ITEM: L.Trozzolo will reflect the budget to include the additional weed spray of \$625. - The budget has been updated to reflect the additional weed spraying.

7. **DELEGATIONS/PRESENTATIONS**

There were no delegations or presentations.

8. **COMMUNICATIONS/CORRESPONDENCE**

E. Cotton provided a verbal update to correspondence received via social media. It was discussed that there may need to be membership training on how to tag "downtowncobourg" on social media outlets.

ACTION ITEM: Membership documentation will be created on training for tagging on social media outlets.

ACTION ITEM: J. Fitzgerald and T. Gainforth will clean up the DBIA Membership Facebook and Communication information.

9. **CLOSED SESSION**

After a closed session discussion, the board resumed in open session at 9:30am.

DBIA - 003 - 2021

Moved by Suzanne Séguin

THAT the DBIA Board of Management meet in closed session in accordance with 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.

(1) Personal Matter

Carried

DBIA - 004 - 2021

Moved by Lou Trozzlo

THAT the DBIA Board of Management approve the appointment of D. Vasey - Owner of Taps and Corks as a Board Member pending the completion of a successful police check.

Carried

10. **REPORTS**

10.1 **SUSTAINABILITY REPORT (E. COTTON, A. DA SILVA, L. TROZZOLO)**

1. E. Cotton provided a verbal report on 2021 events that are coming up. Key highlights were provided for the following items.
 - Marketing and events meeting was held on December 22nd, to brainstorm on upcoming events.
 - Winterlicious type event - will be in partnership with the Town of Cobourg
 - 1st Annual Business Summit - a budget will be provided at the next meeting for further discussion
 - Gift Card Promo as well as the Holiday Gift Card Giveaway which were very successful.

2. L. Trozzolo provided a verbal update on the Income Statement ending December 31st, 2020. While the report indicates the budget 2021 numbers, the accounting program has yet to be updated to reflect the proper 2021 budget.

DBIA - 005 - 2021

Moved by Lou Trozzlo

THAT the DBIA Board of Management accept the income statement and balance sheet ending December 31st, 2020 as presented for information purposes.

Carried

10.2 MARKETING AND COMMUNICATIONS - VACANT

10.3 ACTIVATION AND EVENTS - VACANT

10.4 MEMBERSHIP AND PARTNERSHIPS - J. FITZGERALD

As mentioned in correspondence, J. Fitzgerald will review the membership Facebook account and remove anyone that may need to be removed. The board also discussed adding to the policies and procedures regarding contests.

There is a scheduled membership meeting with MPP Piccini on January 8th to discuss the current lockdown restrictions.

10.5 BEAUTIFICATION AND MAINTENANCE - J. POWELL - No Report

10.6 COORDINATOR REPORT - T. GAINFORTH

The Coordinator Report was provided for information purposes.

10.7 COBOURG POLICE SERVICES REPORT - CHIEF P. VANDEGRAAF

Chief P. VandeGraaf provided a verbal update regarding the current lockdown. He indicated that Cobourg Police Services are providing education to covid19 lockdown offenders.

10.8 NORTHUMBERLAND CENTRAL CHAMBER OF COMMERCE - K. WARD - No Report

11. COUNCIL REPORTS

11.1 Deputy Mayor S. Seguin - No Report

11.2 Councillor A. Bureau - No Report

12. **NEW BUSINESS**

13. **UNFINISHED BUSINESS**

14. **ADJOURNMENT**

The meeting was adjourned at 11:05am by Chairperson E. Cotton.

Recording Secretary M. Graham

Chair E. Cotton