

## Downtown Business Improvement Area Board of Management



### MINUTES

February 4, 2021, 8:30 a.m.  
Electronic Participation

Members Present: Adam Bureau  
Erika Cotton  
Lou Trozzlo  
Jenna Fitzgerald  
Joan Greaves  
Amanda Da Silva  
Julie Powell  
Paul VandeGraaf – Ex-officio  
Tracey Gainforth – DBIA Staff

Members Absent: Suzanne Séguin  
Kevin Ward

Staff Present: Melissa Graham

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

Chair E. Cotton called the meeting to order at 8:30 am.

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

The Chair read the traditional acknowledgement for the board.

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

DBIA - 006 - 2021

**Moved by** Joan Greaves

THAT the Agenda dated FEB, 04, 2021 be approved as presented/amended.

**Carried**

4. **DECLARATIONS OF INTEREST BY MEMBERS**

There were no Declarations of Interest Declared by Committee Members.

5. **ADOPTION OF MINUTES**

DBIA - 007 - 2021

**Moved by** Adam Bureau

THAT the minutes dated JAN, 7, 2021 be adopted as presented.

**Carried**

6. **DELEGATIONS/PRESENTATIONS**

There were no delegations or presentations.

7. **COMMUNICATIONS/CORRESPONDENCE**

DBIA - 008 - 2021

**Moved by** Lou Trozzlo

THAT the DBIA Board of Management accept the correspondence regarding Northumberland Eats for information purposes.

**Carried**

8. **BUSINESS ARISING FROM THE MINUTES**

The survey was issued to the membership and results will be provided at the next meeting.

9. **REPORTS**

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

DBIA - 009 - 2021

**Moved by** Jenna Fitzgerald

THAT the DBIA Board of Management approve the total cost of \$3596.85 including hst for the 1st Annual Business Summit.

**Carried**

DBIA - 010 - 2021

**Moved by** Jenna Fitzgerald

THAT the DBIA Board of Management accept the revised Income Statement and Balance Sheet for information purposes.

**Carried**

## **9.2 MARKETING AND COMMUNICATION - D. VASEY**

Introduction meeting for D. Vasey: New owner of Taps and Cork

## **9.3 ACTIVATION AND EVENTS - J. GREAVES**

The surfboard art activation was presented to the board for discussion. The board made the decision to work with the community members to further the art activation.

DBIA - 011 - 2021

**Moved by** Joan Greaves

THAT the DBIA Board of Management receive the report from the Events and Communications Coordinator for information purposes;

FURTHER THAT the DBIA Board of Management approve the request of \$2000.00 to support the purchase of handmade surf boards which will in turn be given to artists to paint.

**Carried**

## **9.4 MEMBERSHIPS AND PARTNERSHIP - J. FITZGERALD**

The February newsletter will be sent out to the membership highlighting the Flavours of Cobourg event, introduction to newest Board Member D. Vasey, also highlight the grant and supports.

## **9.5 BEAUTIFICATION AND MAINTENANCE - J. POWELL**

A verbal update was provided by J. Powell regarding beautification and maintenance projects. There are preliminary discussions to increase sidewalk cleaning and street pole banners. Further details will be discussed at an MOU meeting to collaborate with the Town of Cobourg staff.

## **9.6 COORDINATOR REPORT - T. GAINFORTH**

A verbal update was provided by T. Gainforth regarding the monthly coordinator report. Key highlights include;

- Partnership with the Town of Cobourg and Chamber with the Flavours of Cobourg Event.
- Checking in with businesses weekly
- Getting communications out to the membership
- Radio ads are out - promoting safe shopping

## **9.7 COBOURG POLICE SERVICES - CHIEF P. VANDEGRAAF**

Chief P. VandeGraaf provided a verbal update on the Cobourg Police Services. Key highlights included;

- Covid19 numbers throughout County
- Returning to Provincial colour code framework
- Northumberland Eats - Pilot Project Partnership with Northumberland County and United Way
- Warming rooms are available through extreme weather and have been working well.
- Annual Report will be presented at the next Cobourg Police Services Board Meeting

## **9.8 NORTHUMBERLAND CENTRAL CHAMBER OF COMMERCE - K. WARD - Regrets**

## **10. COUNCIL REPORT**

### **10.1 DEPUTY MAYOR S. SEGUIN - Regrets**

### **10.2 COUNCILLOR A. BUREAU**

Councillor A. Bureau discussed the options of restaurant patios. Further discussions will be required with Town Staff to ensure proper procedures are followed.

## **11. NEW BUSINESS**

## **12. UNFINISHED BUSINESS**

13. **ADJOURNMENT**

The meeting was adjourned at 10:45 am.



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Recording Secretary M. Graham



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Chairperson E. Cotton