



## **wn Business Improvement Area Board of Management**

### **MINUTES**

**December 3, 2020, 8:30 a.m.  
Electronic Participation**

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

Members Absent:  
Lou Trozzlo  
Julie Powell

Staff Present: Melissa Graham

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

Chair E. Cotton called the Meeting to Order at 8:35 A.M.

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

With the additions of the holiday giveaway proposal the agenda was approved as amended.

##### **DBIA -131- 2020**

**Moved by** Suzanne Séguin

THAT the Agenda dated DEC, 03, 2020 be approved as amended.

**Carried**

**3. DECLARATIONS OF INTEREST BY MEMBERS**

There were no declarations of interest by members.

**4. ADOPTION OF MINUTES**

**DBIA -132- 2020**

**Moved by** Amanda Da Silva

THAT the DBIA Board of Management approve the Regular Board meeting minutes dated Nov. 05. 2020 as presented.

**Carried**

**DBIA -133- 2020**

**Moved by** Suzanne Séguin

THAT the DBIA Board of Management approve the Annual General Meeting minutes dated Nov. 10. 2020 as presented.

**Carried**

**5. BUSINESS ARISING FROM THE MINUTES**

1. MEMBERSHIP ACTION ITEM: T. Gainforth will send out a call to the membership requesting feedback on a Beach Survey. - The Board of Management decided to prepare a question to submit to the Parks and Recreation committee.
2. MEMBERSHIP ACTION ITEM: T. Gainforth will follow up with membership to gather input on the gift card promo program. - Members are excited to continue the gift card promo program.
3. BEAUTIFICATION ACTION ITEM: Deputy Mayor S. Seguin, J. Powell and L. Trozzolo will meet to discuss permanent banner options. - Deferred to next meeting
4. BEAUTIFICATION ACTION ITEM: The windrow discussion will be added to the next MOU meeting with the Town of Cobourg. - Deferred to 2021 to MOU meeting.

**DBIA -134 - 2020**

**Moved by** Adam Bureau

THAT the DBIA Board of Management approve the following question to be added to the Parks and Recreation "Beach Survey".

"Does the beach affect your business when it is open or closed?"

**Carried**

**6. DELEGATIONS/PRESENTATIONS**

T. Berriman showcased her business Northumberland Delivers to encourage businesses in the DBIA to be a part of the platform. T. Gainforth will continue to promote the business to its members as part of the member showcase on social media.

**7. COMMUNICATIONS/CORRESPONDENCE**

**DBIA -135- 2020**

**Moved by** Adam Bureau

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

**Carried**

**8. CLOSED SESSION**

After a discussion in Closed Session the board of management moved into open session at 10:00am.

**DBIA -136- 2020**

**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 - 137 - 2020**

**Moved by** Amanda Da Silva

THAT the DBIA Board of Management approve the wage increase for A. McLean - Digital Service Squad Team Member from \$18.50 to \$20.00 per hour which will continue to be covered by the Digital Main Street Service Squad grant which was received by the Town of Cobourg.

**Carried**

**9. REPORTS**

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

The 2021 Santa Clause Parade budget requirements will be discussed further with Treasurer L. Trozzolo. If the board deems that they will increase the funding provided to the 2021 Santa Clause Parade a notice to reconsider will be required.

Chairperson E. Cotton provide a chairperson report for information purpose. There was a request for a MOU meeting with the Town of Cobourg which will be scheduled in 2021.

**DBIA -138- 2020**

**Moved by** Adam Bureau

THAT the DBIA Board of Management accept the income and balance statement as presented for information purposes.

**Carried**

**9.2 MARKETING AND COMMUNICATIONS**

T.Gainforth provided a marketing proposal with quotes for radio advertising. This item was discussed with direction to T.Gainforth and Chairperson to provide more detail in the marketing proposal.

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.

**DBIA - 139 - 2020**

**Moved by** Suzanne Séguin

THAT the DBIA Board of Management approve \$3000 for Bonus Promotional Gift Cards from December 3rd, 2020 until quantities last.

**Carried**

**DBIA - 140 - 2020**

**Moved by** Amanda Da Silva

THAT the DBIA Board of Management approve up to \$1000 from special events and marketing budget for swag and Downtown Gift Cards for the 12 Days of Holiday Giveaway promotion.

**Carried**

**9.3 ACTIVATIONS AND EVENTS – No Report**

**9.4 MEMBERSHIP AND PARTNERSHIPS - J. FITZGERALD**

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

ACTION ITEM: L.Trozzolo will reflect the budget to include the additional weed spray.

**DBIA -141- 2020**

**Moved by** Adam Bureau

THAT the DBIA Board of Management approve the \$625 increase for a third weed spraying of the downtown area.

**Carried**

**9.6 COORDINATOR REPORT - T. GAINFORTH**

Coordinator Report was provided to the Board of Management for information purposes.

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

Chief P. VandeGraaf provided the Board of Management a verbal update on the PoliceTech Accelerator successful grant application to create a mesh CCTV network.

**9.8 NORTHUMBERLAND CENTRAL CHAMBER OF COMMERCE - K.  
WARD – No Report**

**10. COUNCIL REPORTS**

**10.1 DEPUTY MAYOR S. SEGUIN**

Deputy Mayor S. Seguin provided a verbal update regarding working with Legislative Services who indicated there is an Inclusive Community Grant. When more details become available an email will be sent to the Chair.

**10.2 COUNCILLOR A. BUREAU – No Report**

**11. NEW BUSINESS**

**12. UNFINISHED BUSINESS**

**13. ADJOURNMENT**

Meeting was adjourned at 10:59am by Chairperson E. Cotton.

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Recording Secretary M. Graham

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Chair E. Cotton