

Downtown Business Improvement Area Board of Management

MINUTES



**April 8, 2021, 8:30 a.m.
Electronic Participation**

Members Present: Adam Bureau
Erika Cotton
Joan Greaves
Amanda Da Silva
Kevin Ward (Liaison)
Dave Vasey

Members Absent: Suzanne Séguin
Lou Trozzlo
Jenna Fitzgerald
Julie Powell
Paul VandeGraaf (Liaison)

Staff Present: Melissa Graham – Recording Secretary
Tracey Gainforth – DBIA Staff

1. CALL TO ORDER

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

2. TRADITIONAL LAND ACKNOWLEDGEMENT

The traditional land acknowledgement was read by Chair E. Cotton.

3. APPROVAL/ADDITIONS TO THE AGENDA

With the addition of the DBIA Organization Structure, the board approved the agenda as amended.

DBIA - 018 - 2021

Moved by Amanda Da Silva

THAT the Agenda dated April 8, 2021 be approved as amended.

Carried

4. DECLARATIONS OF INTEREST BY MEMBERS

There were no Declarations of Interest Declared by Committee Members.

5. ADOPTION OF MINUTES

DBIA - 019 - 2021

Moved by Amanda Da Silva

THAT the minutes dated Mar, 04, 2021 be adopted as presented.

Carried

6. DELEGATIONS/PRESENTATIONS

7. COMMUNICATIONS/CORRESPONDENCE

8. LIAISON REPORT

8.1 Northumberland Central Chamber of Commerce - K. Ward

A verbal update of the Northumberland Central Chamber of Commerce initiatives. Key highlights include,

- Lunch and Learn Seminars
- Providing membership information on the "stay at home" order
- Box Stores unable to sell non-essential items which the chambers have been working on for over a year

8.2 Cobourg Police Services - Chief P. VandeGraaf - Regrets

9. REPORTS

9.1 Sustainability Report - E. Cotton, A. Da Silva, (L. Trozzolo - Regrets)

With the addition of the organizational structure which will be added to the policies and procedures, a verbal report was provided by Chairperson E. Cotton.

DBIA - 020 - 2021

Moved by Adam Bureau

THAT the DBIA Board of Management agree to change the Chairperson approval limit from \$500 to \$1000 per month to be used on specific DBIA related projects, and

FURTHER THAT the Recording Secretary revise the policy and procedures to reflect the change.

Carried

9.2 Marketing and Communications - D. Vasey

DBIA - 021 - 2021

Moved by Amanda Da Silva

THAT the DBIA Board of Management accept the Marketing notes as presented for information purposes.

Carried

DBIA - 022 - 2021

Moved by Amanda Da Silva

THAT the DBIA Board of Management approve the total cost of \$2486 for Project Lola to provide site maintenance and update the business directory.

Carried

9.3 Activations and Events - J. Greaves

After the board of management discussed the staff report, surveys and quotes the board moved forward with the following motions.

DBIA - 023 - 2021

Moved by Joan Greaves

THAT the DBIA Board of Management approve the draft safety plan and policy as presented

Carried

DBIA - 024 - 2021

Moved by Joan Greaves

THAT the DBIA Board of Management accept the meeting notes from the Events and Activations committee for information purposes.

Carried

DBIA - 025 - 2021

Moved by Amanda Da Silva

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

FURTHER THAT the DBIA Board of Management acknowledge that due to the ongoing pandemic and restrictions that the requested dates will only move forward if allowed by permitting parties; and

FURTHER THAT the DBIA Board of Management approve the dates of June 18th and 19th, July 16th and 17th, August 20th and 21st; and

FURTHER THAT the request of funds related to "option 2" for the total cost of 11, 272.00 for the Pedestrian Friendly Walkway Weekends Patios.

Carried

DBIA - 026 - 2021

Moved by Joan Greaves

THAT the DBIA Board of Management accept the Pedestrian Friendly Walkway Weekend Community Survey for information purposes.

Carried

9.4 Membership and Partnerships - J. Fitzgerald

A verbal update and discussion on the survey result for the Pedestrian-Friendly Walkway Weekends by Coordinator T. Gainforth.

DBIA - 027 -2021

Moved by Amanda Da Silva

THAT the DBIA Board of Management approve \$2500 to be used for the Spring 2021 bonus gift card promotion until quantities last.

Carried

9.5 Beautification and Maintenance - J. Powell - Regrets

9.6 Coordinator Report - T. Gainforth

A verbal update of the coordinator report was provided by the coordinator T. Gainforth.

10. COUNCIL REPORTS

10.1 Deputy Mayor S. Seguin - Regrets

10.2 Councillor A. Bureau

Councillor Bureau amended a motion at council to reflect that the DBIA Coordinator will be provided with the details regarding patio permit information and processes.

11. NEW BUSINESS

12. UNFINISHED BUSINESS

13. ADJOURNMENT

The meeting was adjourned at 11:06 am by Chair E. Cotton.

Recording Secretary M. Graham

Chair E. Cotton