

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



### **MINUTES**

**March 4, 2021, 8:30 a.m.  
Electronic Participation**

Members Present: Adam Bureau  
Suzanne Séguin  
Erika Cotton  
Dave Vasey  
Lou Trozzlo  
Jenna Fitzgerald  
Joan Greaves  
Amanda Da Silva – Until 9:30am  
Julie Powell  
Kevin Ward  
Tracey Gainforth

Members Absent: Paul VandeGraaf

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**

Chair E. Cotton read the traditional land acknowledgement.

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

With the additions of the Business Achievement Awards sponsorship, the agenda was approved as amended.

DBIA - 012 - 2021

**Moved by** Suzanne Séguin

THAT the DBIA Board of Management agenda dated MAR, 4, 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 - 013 - 2021

**Moved by** Amanda Da Silva

THAT the minutes dated FEB, 4, 2021 be adopted as presented.

**Carried**

**6. DELEGATIONS/PRESENTATIONS**

There were no delegations or presentations for the board.

**7. COMMUNICATIONS/CORRESPONDENCE**

**7.1 Correspondence from Legislative Services**

DBIA - 014 - 2021

**Moved by** Amanda Da Silva

THAT the bylaws passed by municipal council be accepted for information purposes.

**Carried**

**8. CLOSED SESSION**

DBIA - 015 - 2021

**Moved by** Jenna Fitzgerald

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 Matters

**Carried**

DBIA - 016 - 2021

**Moved by** Lou Trozzlo

THAT the DBIA Board of Management authorize the recording secretary to request Digital Service Squad funding through the Digital Main Street program.

**Carried**

## **9. REPORTS**

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

With the addition of the Business Achievement Sponsorship to the Sustainability Report, the board of management discussed the sponsorship options.

There was a verbal update from Chair E. Cotton. Key highlights included

- Storage Unit has been moved to 390 King Street - will need to find storage space in Downtown Area
- A Membership meeting was held through the month with 2 members attending
- Gift cards are still being promoted through the website

DBIA - 017 - 2021

**Moved by** Suzanne Séguin

THAT the DBIA Board of Management support the Business Achievement Awards (BAA) Committee with a \$500 sponsorship for their 2020 BAA event.

**Carried**

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

Survey results were read by D. Vasey for the board's consideration. It was determined that social media is considered a high priority. A further conversation will be discussed with the hiring of a company to run the social media/website.

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

No major update except the paddleboards are being distributed to the Artists for design creation.

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

A verbal update was provided by J. Powell regarding the beautification portfolio. Key highlights included;

- Staffing companies were asked to quote for the street sweeping on Tuesday. Staff will reach out to the current contract to see what they can do.
- Flower baskets seem to be moving forward pending any setbacks from the pandemic.
- The flag program will be moving forward for the next summer season. Revision of the contract will be determined with a new quote.
- Beautification Survey results

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

The coordinator report was provided for information purposes.

# **10. LIAISON REPORT**

## **10.1 COBOURG POLICE SERVICES REPORT - CHIEF P. VANDEGRAAF – No Report**

## **10.2 NORTHUMBERLAND CENTRAL CHAMBER OF COMMERCE - K. WARD**

A verbal update was provided by the Northumberland Central Chamber of Commerce, key highlights include;

- 100 new OHSA Inspectors were announced on March 3rd by the province. All businesses are required to have a safety plan for the inspectors to view.

- Lunch and Learn series beginning soon
- Potentially moving to a yellow zone in the Covid19 Provincial Framework

**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 11:08 am.



---

Recording Secretary M. Graham



---

Chair E. Cotton