

# Cobourg DBIA

## PERFORMANCE MEASURES AND ACTION PLANS WORKSHEET

### SUSTAINABILITY

**SCOPE:** Downtown Cobourg DBIA is a safe, prosperous and sustainable lakeside community, through strategic investment of the BIA's sustainability.

### Priority Task Goal 1: To create a strong BIA Board, through

#	ACTIONS	TIMEFRAMES Short Term – 1 yr Medium Term – 3 to 5 yr Long Term – <5 yr	RESOURCES (list estimates of time and investment required)	CHAMPIONS (list those responsible for completing)	CAPITAL ASSETS (note the condition and age)	ADVOCACY (list who to advocate to and who should lead)	ONGOING	IN PROGRESS	COMPLETED	COMMUNICATED
1	Creation of a Board Package	Short Term - 1 year	approximately 30 hours	Tracey and Melissa	Valid till end of term – updated at next election	Chair – Erika Cotton	X			
2	HR Policy	Short Term – 1 Year	Approximately 6 months	Chair, Vice – Chair, Deputy Mayor	Valid until updated	Chair – Erika Cotton	X			
3	Budgeting	Short Term – 1 Year	1 week	Treasurer	Valid for one year	Treasurer/Chair		X		
4	Inclusion Policy Cohesion, respectful environment and consensus	Short Term – 1 Year	Approximately 6 months	Chair	Valid until updated	Chair – Erika Cotton		X		
5	Hierarchy Policy	Short Term – 1 Year	Approximately 6 month	Chair	Valid until updated	Chair – Erika Cotton	X			
6	Board Training	Medium Term – 3 to 5 year	Ongoing training	Chair		Chair - Erika Cotton	X			
7	MOU	Short Term – 1 Year	Approximately 6 months	Chair/CAO/	Living Document	Chair – Erika Cotton	X			
8	Best Practices and Advocacy for BIA Legislation	Long Term – Ongoing	Ongoing	Chair/Coordinator/Municipal Clerk (if applicable)	Ongoing	Chair/Coordinator/Municipal Clerk (if applicable)	X			

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## PERFORMANCE MEASURES AND ACTION PLANS WORKSHEET

### SUSTAINABILITY

**SCOPE:** Downtown Cobourg DBIA is a safe, prosperous and sustainable lakeside community, through strategic investment of the BIA's sustainability.

### Priority Task Goal 2: To create a strong membership, through

#	ACTIONS	TIMEFRAMES Short Term – 1 yr Medium Term – 3 to 5 yr Long Term – <5 yr	RESOURCES (list estimates of time and investment required)	CHAMPIONS (list those responsible for completing)	CAPITAL ASSETS (note the condition and age)	ADVOCACY (list who to advocate to and who should lead)	ONGOING	IN PROGRESS	COMPLETED	COMMUNICATED
1	Creation of a Membership Package	Short Term - 1 year	approximately 30 hours	Tracey and Melissa	Valid till end of term – updated at next election	Chair – Erika Cotton	X			
2	With BIA Constitution and List of other Policies	Short Term – 1 Year	7 hours	Tracey/Melissa	Valid until updated	Chair – Erika Cotton	X			
3	Adopted Strategic Plan	Short Term	Completed	Tracey	Valid until 2024	Chair/Coordinator			X	
4	Contact Information	Short Term – 1 Year	Completed	Melissa	Valid until term completed	Chair – Erika Cotton			X	
5	Important Membership Information (including what a BIA is/does	Short Term – 1 Year	7 hours	Tracey - Coordinator		Chair – Erika Cotton	X			
6	Important Links to Partners	Short Term	7 hours	Melissa/Tracey	Annual updates	Chair - Erika Cotton	X			
7	Upcoming Events List	Short Term – 1 Year	7 hours	Tracey/Marketing/Special Events		Chair – Erika Cotton	X			
8	Committee List and call for volunteers	Ongoing	Ongoing	Chair/Coordinator/Municipal Clerk (if applicable)	Ongoing	Chair/Coordinator/Municipal Clerk (if applicable)	X			

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Priority Task Goal 3: To create a strong partnership with the municipality who oversee the enabling by-law that create the Cobourg DBIA and provide overall responsibility for the BIA in budgeting (through levying on behalf of the BIA and approval of the budget and annual audit), governance (review and approval of) in order to assist the Municipality in creating a safe, prosperous and sustainable lakeside (Downtown) community, through										
#	ACTIONS	TIMEFRAMES Short Term – 1 yr Medium Term – 3 to 5 yr Long Term – <5 yr	RESOURCES (list estimates of time and investment required)	CHAMPIONS (list those responsible for completing)	CAPITAL ASSETS (note the condition and age)	ADVOCACY (list who to advocate to and who should lead)	ONGOING	IN PROGRESS	COMPLETED	COMMUNICATED
1	Good governance: Board Training (as noted in Priority 1)	Medium Term – 3 to 5 year	Ongoing training	Chair		Chair - Erika Cotton	X			
2	MOU (as noted in Priority 1)	Short Term – 1 Year	Approximately 6 months	Chair/CAO/	Living Document	Chair – Erika Cotton	X			
3	Business Retention, Expansion and Attraction (First Impressions Program – OMAFRA)	Long term	2 year plan	Coordinator/Economic Development		Chair	X			
4	Engage, with the municipality, in looking to the future by identifying opportunities and potential barriers to the success of the Downtown	Long term	Ongoing	Chair/CAO		Chair – Erika Cotton	X			
5	Engage, with the municipality, in at least one walk-about annually	Short Term	Ongoing	Chair/Beautification		Chair – Erika Cotton/ Beautification – Julie Powell	X			