



BOARD of MANAGEMENT of the Cobourg DBIA

ANNUAL GENERAL MEETING MINUTES

Friday, December 8th, 2017 at 7:00 p.m.
Market Building

An Annual General Meeting of the Board of Management of the Cobourg DBIA was held on December 8th, 2017 with the following members in attendance:

DBIA Board Members:

Adam Bureau
David Oberholtzer
Julie Dreyer
Lou Trozzolo
Muhammad Kundan
Paige Montgomery
Rino Ferreri
Theresa Rickerby

Council Appointees to the DBIA Board:

Deputy Mayor John Henderson

Recording Secretary:

Melissa Graham – Secretary

Regrets

Councillor Suzanne Seguin
Deputy Chief Paul VanderGraff – Police Services Liaison

1. CALL TO ORDER

The meeting was called to order at 7:00pm by Chairperson Adam Bureau.

2. APPROVAL / ADDITIONS TO THE AGENDA

It was moved by Deputy Mayor John Henderson that the agenda be approved.

CARRIED

3. DECLARATIONS OF INTEREST BY MEMBERS

No declarations of interest

4. PRESENTATIONS / DELEGATIONS

No presentations or delegations of interest

5. CORRESPONDANCE / COMMUNICATION

No correspondence or communication of interest

6. REPORTS

6.1 Chair Report – Adam Bureau

- Introductions and appreciation to all Board Members and councillors.
- 4 year strategic plan had been postponed until there is redefined roles and responsibilities of the Board and Board Members.
- Continuing the strengthening of partnerships with Town of Cobourg, Tourism, Cobourg Police Services,

6.2 Vice-Chair/Governance Report – Julie Dreyer

- Updated membership regarding commitment of being vice –chair of the DBIA Board of Management
- Will be a part of the developing the Code of Conduct for the DBIA

6.3 Treasurer Report – Lou Trozzolo

- Discussed highlights of the 2018 budget such as increased wages, Socan fees, electrical safety permits, garbage and recycling bins, new lighting to brighten up the downtown business area at night.
- Amendment to budget to correct wage subsidiary from the Town of Cobourg from \$15,000 to \$12,500.

6.4 Marketing Report – Theresa Rickerby

- Launched new DBIA logo as part of branding campaign
- Partnered with Special Events to market all events for Downtown Cobourg
- Increased engagement on Social Media
- Partnered with beautification to design a new banner program for downtown
- 2018 Goals to focus on brand development for the Downtown as a Whole; increase marketing committee membership; develop video showcasing Downtown Cobourg as a destination location

6.5 Special Events Report – Rino Ferreri

- Updated membership on 2017 events. Successes and challenges for all events but the greatest challenge was preparation time, book and organize events due to several Town of Cobourg and Fire restrictions.
- Discussion on how to include shops that are located in areas that are excluded on days that there is a road closure event.

ACTION: Look into options to promote businesses that are affected on off streets.

Recommendations include; signage; membership engagement; cross promotion with other DBIA businesses.

- Replacement of speaker system which was used for fall events, and will have cost savings for 2018
- Electrical panel which was purchased by the DBIA to provide cost savings for DBIA events in 2018
- Certain events had to be scaled back due to fire restrictions; costs associated with event; cancellations; time restraints and staffing issues.
- 2018 Event dates were provided to membership
February 24, 2018 – Pub Crawl
May 11, 2018 – Girl’s Night Out
June 9, 2018 – Busker Festival
July 7, 2018 – Food Festival
August 2 – 5, 2018 – 50th Annual Sidewalk Sale
August 25, 2018 – Art Walk
September 29, 2018 – Harvest Festival
November 23rd & 24th, 2018 – Christmas Event

6.6 Beautification/Maintenance Report – Muhammad Kundan

- Verbal list provided to membership of goals for 2018 such as Downtown Wifi; Capital Reserve Policy to repair or replace street standards; Market Building exterior restoration and interior fire door.
- Town Bylaw review team creating a Graffiti Policy/Cobourg Police Services and create an amended banner policy.

6.7 Membership Report – David Oberholtzer

- With a Membership Chair change over, David explained his goals for 2018 which included Membership engagement and communication enhancement.

6.8 Coordinator Report – Paige Montgomery

- Discussion on a list of tasks Coordinator has completed in her past 10 months. Will continue working closely with DBIA membership as well as Town of Cobourg staff to provide successful events and promotion of the downtown.

6.9 Council Reports

6.9.1 Deputy Mayor John Henderson

- Costs were significantly cut by moving DBIA to share with Town of Cobourg in Market Building in a 10 year lease.
- Community Improvement Program has 11 ongoing projects with \$90,000/\$150,000 allotment to date.
- Town of Cobourg won National Championship for Communities in Bloom, Won Community Reclamation Award and Bronze status for Heritage
- 2018 Goals for the Town of Cobourg include; Urban Forest Draft Plan; Waterfront Master Draft Plan; Victoria Square Draft is completed: implementation will be based on funding in 2019.

7. NEW BUSINESS

It was moved by Theresa Rickerby that the January 2nd, 2018 meeting be rescheduled due to board members being on holidays.

8. ADJOURNMENT

It was moved by Adam Bureau that the meeting be adjourned at 8:30pm.