



BOARD of MANAGEMENT of the Cobourg DBIA

REGULAR BOARD MEETING
AGENDA

Tuesday, March 6th, 2018 at 8:30 AM
Conference Room, Victoria Hall

1. CALL TO ORDER

2. APPROVAL / ADDITIONS TO THE AGENDA

3. ADOPTION OF MINUTES

[February 6th, 2018](#)

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[February 16th, 2018](#)

PG 9

4. DECLARATIONS OF INTEREST BY MEMBERS

5. BUSINESS ARISING FROM PREVIOUS MINUTES

6. PRESENTATIONS / DELEGATIONS

7. CORRESPONDANCE / COMMUNICATION

7.1 [Northumberland Breastfeeding Coalition](#)

PG 10 - 18

8. REPORTS

8.1 Chair Report – Adam Bureau

8.1.1 [Downtown Coalition](#) *

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8.1.2 Strategic Plan

8.1.3 [DBIA Job Descriptions Review](#)

PG 20-30

8.1.4 2018 Tourism Guide

8.1.5 Farmers Market Meeting on March 8th, 8:30am

8.1.6 [Event Sponsorship Proposal](#)

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8.1.7 Crosswalk presentation to Council

8.1.8 [Canada Flags](#)

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8.2 Vice-Chair/Governance Report – Julie Dreyer

8.3 Treasurer Report – Lou Trozzolo

8.4 [Marketing Report](#) – Theresa Rickerby

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8.5 [Special Events Report](#) – Rino Ferreri

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8.6 Beautification/Maintenance Report –

8.7 Membership Report – Dave Oberholtzer

8.8 [Coordinator Report](#) – Paige Montgomery

PG 47-54

8.9 Police Liaison Report – Deputy Chief Paul VandeGraaf

- 8.9.1 DBIA Safe and Inclusive Street Strategy and Presentation
- 8.10 Council Reports
 - 8.9.1 Councilor Suzanne Séguin
 - 8.9.2 Deputy Mayor John Henderson

9. NEW BUSINESS

- 9.1 Ontario Cycling Association Cobourg Grand Prix
- 9.2 Time Capsule

10. UNFINISHED BUSINESS

11. GOVERNANCE

- 11.1 OABIA Governance Overview

12. ADJOURNMENT

Next meeting scheduled will be the DBIA Board of Management on April 3rd, 2018 at 8:30am.

List of Attachments

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Attachment 1



BOARD of MANAGEMENT of the Cobourg DBIA
REGULAR BOARD MEETING MINUTES
Tuesday, February 6 th , 2018 at 8:30 am Market Building

A special meeting of the Board of Management of the Cobourg DBIA was held on February 6th, 2018 with the following members in attendance:

DBIA Board Members:

Adam Bureau
Julie Dreyer
Lou Trozzolo
David Oberholtzer
Paige Montgomery
Paul VandeGraaf – Police Services Liaison
Muhammad Kundan L
Theresa Rickerby - L

Council Appointees to the DBIA Board:

Deputy Mayor John Henderson
Councillor Suzanne Séguin

Recording Secretary:

Melissa Graham – Secretary

Regrets:

Rino Ferreri

1. CALL TO ORDER

The meeting was called to order by Chairperson Adam Bureau at 8:30am

2. APPROVAL / ADDITIONS TO THE AGENDA

It was moved by Julie Dreyer that the agenda be approved with no additions.

Carried.

3. DECLARATIONS OF INTEREST BY MEMBERS

There were no declarations of interest.

4. ADOPTION OF MINUTES

It was moved by Lou Trozzolo that the January 9th, 2018 minutes be adopted

It was moved by Julie Dreyer that the January 23rd, 2018 minutes be adopted

Carried.

5. BUSINESS ARISING FROM PREVIOUS MINUTES

5.1 Theresa, Paige and Lou to review budget to break out Marketing Budget into separate line items. Tabled from meeting held on January 9th, 2018.

COMPLETED: Refer to Marketing Sub Committee Notes.

5.2 Muhammad will continue to communicate with snow removal companies regarding “wind rows” throughout the DBIA. Tabled from meeting held on January 9th, 2018 - Adam to personally receive snow removal phone numbers at next MOU meeting.

TABLED: Adam will speak about this at the MOU meeting February 7th, 2018.

5.3 Deputy Mayor John Henderson to confirm with the Clerks Department regarding insurance of the DBIA.

TABLED: Deputy Mayor did speak with Clerks as well as HR Departments to confirm insurance of the DBIA, however was directed to Treasurer Ian Davey to speak about DBIA insurance.

5.4 Lou will present 2018 Draft Budget for informational purposes at the next Council meeting.

COMPLETED: Lou brought the 2018 Draft Budget to council in January.

5.5 Update from Paige regarding outdoor music system and if it is functioning properly

TABLED: Paige will reach out to IT department with the Town of Cobourg.

6. PRESENTATIONS / DELEGATIONS

No presentations or delegations due to cancellation.

- Discussion was had by the Board Members regarding concerns about the newest Tourism Guide.

ACTION: Adam will speak about the DBIA concerns regarding the 2018 Tourism Guide at MOU meeting on February 7th, 2018.

7. CORRESPONDANCE / COMMUNICATION

Chairperson

- Wifi Correspondence

ACTION: Paige will set up WIFI Meeting with Ted, Adam, Muhammad and Deputy Mayor Henderson.

ACTION: Deputy Mayor will follow up on WIFI Letter that DBIA sent to LUSI.

- Canada Day Correspondence

ACTION: DBIA is interested in the Children’s Village however require more information such as location. Paige to reach out to Jackie to gather this information as the Cobourg Police Services Safety Booth would also like to be located near the DBIA’s booth.

- Dog Feces Correspondence
DBIA Board discussed options of on-going feces issue.
ACTION: Deputy Mayor Henderson will speak to Clerks Department regarding the dog feces issue and if there are any existing by-laws. Will also inquire what other municipalities are implementing for best practices on this issue.
- Northumberland Breastfeeding Coalition Correspondence
ACTION: Paige to write letter to Lindsay for her correspondence as the board is taking this subject into consideration.
ACTION: Deputy Mayor Henderson will speak with Mayor Brocanier upon his return from holidays to gather information on Breastfeeding Coalition.

8. REPORTS

8.11 Chair Report – Adam Bureau

Chairperson Adam Bureau called a recess at 8:45am to allow guests and staff to leave meeting for a closed session.

8.11.1 Closed Session

MOTION:

THAT the Cobourg DBIA Board of Members go into Closed Session in accordance with Section 239 of the Municipal Act S. O. 2001 regarding:

(d) labour relations or employee negotiations

(1) Staff Contract negotiations

Carried.

Closed session was adjourned by Chairperson Adam Bureau to resume Cobourg DBIA regular board meeting at 8:50am.

MOTION:

THAT the Cobourg DBIA move into open session to continue with the agenda as approved.

Carried.

MOTION:

THAT the Cobourg DBIA Board of Members approve the contract for the DBIA Coordinator for two years from February 6th, 2018 – February 6th, 2020.

Carried.

8.11.2 Sub Committees

Chairperson Adam Bureau requested the Chairs of Sub Committees present agendas and minutes with their reports. Reports will be due every month on the Wednesday before the scheduled Board Meeting unless otherwise specified.

8.11.3 Business Achievement Awards

Sponsorship of the 2017 Business Achievement Awards held by

the Northumberland Chamber of Commerce was presented to the Board by Chairperson Adam Bureau.

MOTION:

THAT the Cobourg DBIA Board of Members approve the Business Achievement Award Sponsorship for the Platinum level with the expenditure set at \$1500.

8.11.4 Downtown Coalition/Creative Thinking Session

Melissa updated Board Members on the status of the implementation of the Business Attraction Plan.

- Requested quotes from graphic designers to create marketing material for the theme that was decided at second creative thinking session
- Volunteer researching businesses within a 45 minute radius for Economic Development Officer to reach out to inquire about second location

8.12 Vice-Chair/Governance Report – Julie Dreyer – No Report

8.13 Treasurer Report – Lou Trozzolo

Lou highlighted the successes the 2017 Board had in regards to the 2017 Income Statement. With the 2018 projected to have a reserve to carry forth for 2019.

8.14 Marketing Report – Theresa Rickerby

Action item from Marketing Sub Committee Notes:

Theresa Rickerby and Paige Wiggans to reach out to local BIA's and set up a meeting to discuss collaborative marketing initiatives.

COMPLETED: Paige has reached out to local BIA's to cross promote rack cards to drive business to Cobourg and vice versa.

Action item from Marketing Sub Committee Notes:

RFP (Request for Proposal) required for website development of \$5000. Will need to be added to next meeting agenda for Board approval. Marketing committee would like the RFP to be posted by February 12th, 2018.

TABLED: For Paige and Theresa to speak with Ashley Purdy (from the Town of Cobourg) about the issues the website has and what the current website can offer.

- Paige highlighted discussions from the marketing meeting including the marketing budget breakdown which included
 - Social Media Video - \$2000

TABLED:

- Radio - \$5000

MOTION:

Moved by Theresa THAT the Cobourg DBIA Board of Members approve the radio broadcast agreement with Northumberland 89.7 for 2018 for budget expenditure of \$2500 plus hst

Carried.

- Website- \$5000

TABLED:

- Promotional Materials \$7500

MOTION:

Moved by Theresa THAT the Cobourg DBIA Board of Members approve the budget expenditure of \$7500 for promotional materials.

Carried.

- Holiday Passport Program - \$2000

MOTION:

Moved by Theresa THAT the Cobourg DBIA Board of Members approve the “Home for the Holidays” Passport Program for \$2000 for printing plus the use of all Avion points available on the DBIA Avion Visa in principle.

Carried.

- Spring Passport Program - \$1500

MOTION:

Moved by Theresa THAT the Cobourg DBIA Board of Members approve the Spring Passport budget expenditure of \$1500 plus hst for printing and promotional costs.

Carried.

MOTION:

Moved by Theresa THAT the Cobourg DBIA Board of Members approve the budget expenditure of \$700 for rack card distribution by Dominic Gallo to Cobourg and Port Hope.

Carried.

8.15 Special Events Report – Rino Ferreri

8.15.1 Canada Day Activity (Refer to Correspondence)

Paige updated the DBIA Board of Members regarding upcoming events. Girls Night Out on May 11th requires permission by Town Council regarding the Vendor Bylaw to host Vendor Booths in Market Building.

ACTION: Adam to bring to MOU meeting schedule for February 7th, 2018 to gather information regarding protocol for DBIA events.

Highlights for Pub Crawl scheduled on February 24th (a shared event with the Town of Cobourg)

- Grand Prize of Downtown Gift Certificates – Bars hosting own raffle of T-Shirts with Winter Brews on them.

8.16 Beautification/Maintenance Report – Muhammad Kundan – No Report

8.17 Membership Report – Dave Oberholtzer – No Report

8.18 Coordinator Report – Paige Montgomery

Paige continued to highlight information regarding involvement with special events mentioned before and marketing programs. Continuing to connect with new businesses as well as existing businesses.

ACTION: Paige to prep all files of 2017 for audit

ACTION: Paige to create website wish list with Marketing Chair Theresa.

8.19 Police Liaison Report – Deputy Chief Paul VandeGraaf

First Police Liaison Report was provided to the DBIA to view the reported/non reported police calls in the Downtown area.

8.20 Council Reports

8.9.1 Councilor Suzanne Séguin – No Report

8.9.2 Deputy Mayor John Henderson – No Report

9. NEW BUSINESS

No new business

10. GOVERNANCE

Deputy Mayor Henderson discussed the OBIAA Checklist which will allow the DBIA Board of Members to know opportunities to become a stronger DBIA. This will include a strategic plan which will be discussed in spring meetings.

11. CLOSED SESSION - Refer to 8.1.1

11.1 That the Cobourg DBIA Board of Members go into Closed Session in accordance with Section 239 of the Municipal Act S. O. 2001 regarding:

(d) labour relations or employee negotiations

(1) Staff Contract negotiations

12. ADJOURNMENT

Moved by Adam Bureau that the meeting be adjourned at 10:15am

Next meeting scheduled will be the DBIA Board of Management on March 6th, 2018 at 8:30am.

Attachment 2



BOARD of MANAGEMENT of the Cobourg DBIA
SPECIAL BOARD MEETING AGENDA
Friday, February 16 th , 2017 at 8:00 am Market Building

1. CALL TO ORDER

At 8:20 a.m. the Cobourg DBIA Board of Management meeting was adjourned due to a lack of quorum. All business will be deferred until next scheduled meeting.

2. APPROVAL / ADDITIONS TO THE AGENDA

Chairperson

3. DECLARATIONS OF INTEREST BY MEMBERS

Chairperson

4. PRESENTATIONS / DELEGATIONS

Chairperson

5. REPORTS

5.1 DBIA Safe and Inclusive Street Strategy

6. ADJOURNMENT

Next meeting scheduled will be the DBIA Board of Management on March 6th, 2018 at 8:30am.

NORTHUMBERLAND BREASTFEEDING COALITION

Hi Adam,

I followed up with Lindsay from the Northumberland Breastfeeding Coalition. I told her how we were awaiting word from the Mayor, but asked her to further explain and attach materials. Please see what she is hoping to put as information in different businesses. She just wants us to reach out in an email to the membership to see if there is any interest to setup a meeting between them and the coalition.

Sincerely,

Paige Wiggans

Paige Wiggans (Montgomery)
Events & Communications Coordinator
Cobourg Downtown Business Improvement Area (DBIA)
201 Second Street, Cobourg, ON K9A 3N7
T: (905) 377-8024
www.downtowncobourg.ca

-----Original Message-----

From: Lindsay Harding [<mailto:lharding@hkpr.on.ca>]
Sent: 26-Feb-18 8:50 AM
To: DBIA
Subject: RE: Northumberland Breastfeeding Coalition

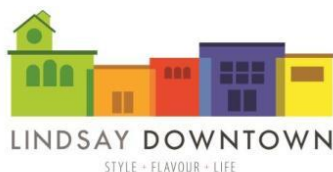
Hi Paige,

Attached is an example of a package/tool kit done by a coalition in Lindsay Ontario. Please note that this is not to be distributed to businesses as this time as it is not our package, but one done by another coalition (but it can be shown to board members as an example). Our health unit covers that area and worked on this package so we would likely create one that looks quite similar, by asking for permission to adapt it. The package would also include a window cling and a breastfeeding rights wallet card. I have a printed copy if you would like to show the board at the next meeting as an example. In addition, I could also come to a meeting to present or answer any question if needed.

What we think would be ideal to is to have a coalition member meet with businesses individually to explain the package and breastfeeding friendly spaces etc. (as opposed to just emailing it) so that businesses can be educated but also be able to ask questions and have a conversation about it with a coalition member. If this process works for the board, then the coalition will move ahead to adapt the toolkit/package to reflect the appropriate logos and information for our community.

Let me know how I can be involved with next steps. Thank you very much for your interest and for bringing this to the board! We look forward to this exciting opportunity!

Lindsay Harding RN, BScN
Public Health Nurse
HKPR District Health Unit
Toll-free 1-866-888-4577 ext. 1263



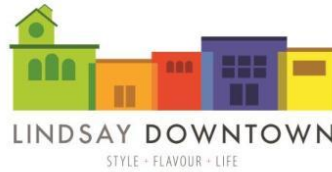
Help make Lindsay Downtown Business Improvement Area (LDBIA) a Breastfeeding Friendly Community

The City of Kawartha Lakes (CKL) Breastfeeding Coalition is pleased to join forces with LDBIA businesses in launching a “We Support Breastfeeding” campaign. As a business owner or manager, we are asking you to take the lead within the CKL community in showing your support.

Why?

- ✓ ***It's Good for Business and the Local Economy*** - With over 600 births a year in CKL, maternity leaves for many women, and up to 90% of women choosing to breastfeed, families with infants are an important customer base. Being breastfeeding friendly improves customer service. Research shows that families go to public places that welcome and support all families, including breastfeeding mothers.
- ✓ ***It's the Right Thing to Do*** - Breastfeeding is the normal way to feed an infant, providing benefits for the mother, baby, environment, and community. Making it easier for mothers to feed their baby while shopping or eating out shows your support and creates a positive experience for the family.
- ✓ ***It's the Law*** - The Ontario Human Rights Commission recognizes breastfeeding as a human right. Mothers have the right to breastfeed a child in a public area; anywhere, anytime.
- ✓ ***Others Businesses are Doing it*** - Neighbouring communities are becoming breastfeeding friendly. Keep CKL families shopping local by creating a welcoming and supportive environment.
- ✓ ***It is Easy to Do*** - Use the resources in this kit to get started.

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How?

- ✓ **Display the enclosed “We Support Breastfeeding” window cling at your entrance, other visible locations, and on your website** - Women appreciate knowing that they are welcome to breastfeed on your premises.
- ✓ **Train staff** - Place the enclosed poster in an area where your staff can read and use it when needed. Many people are not aware of the importance of breastfeeding or the legislation protecting women’s rights to feed their baby anywhere, anytime. Use the additional resources as you like for staff education.
- ✓ **Create a welcoming environment** - Talk with staff about how to create a supportive environment. Speak with other LDBIA businesses about ensuring that the welcoming environment extends out their doors to the public spaces shared by members.



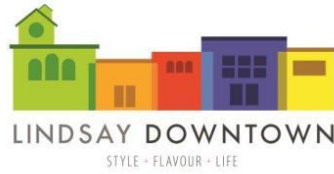
Let us know how we can support you

If you would like more window clings, wallet cards, an electronic copy of this package or more information and support about becoming breastfeeding friendly, please contact the Haliburton, Kawartha, Pine Ridge District Health Unit at (705) 324-3569 or toll-free 1-866-888-4577.

Let us know if you would like to work with us

The CKL Breastfeeding Coalition was established to promote positive societal attitudes towards breastfeeding and provide support for people working to make positive change in breastfeeding practices. We are always seeking new members who are interested and motivated to promote breastfeeding in our community. To find out how you can get involved, please contact Megan at (705) 328-2316 or Kari at (705) 324-4493.

2017



Resources

1. *We Support Breastfeeding* window cling
2. *My Child and I have the Right to Breastfeed Here!* wallet card
3. *Creating a Breastfeeding Friendly Business. Helpful Suggestions for Staff* poster
4. *Template Breastfeeding Policy*
5. *Why Breastfeeding Matters and More Information Supporting Breastfeeding Friendly Businesses*

2017

Creating a Breastfeeding Friendly Business

Helpful Suggestions for Staff

There are lots of ways you can create a welcoming environment. You will be surprised how easy it is to put a breastfeeding mother at ease.

- ✓ Make eye contact with mothers who enter with an infant or child. Ask the mother about her baby, and let her know she is welcome to feed her baby if she chooses.
- ✓ Offer your support to make the mother comfortable if her baby wants or she chooses to breastfeed. You could ask where she would like to sit or offer her a chair if there is no seating visible.
- ✓ Offer to talk to or play with an older child if also present – if possible.



Don't be taken by surprise! Here are some easy ways to respond to a customer complaining about a mother breastfeeding:

- ✓ "I am sorry you are feeling uncomfortable but we are a breastfeeding friendly business and support mothers to breastfeed on our premises."
- ✓ "A woman's right to breastfeed in a public place is protected under the Ontario Human Rights Commission. This means that a woman has the right to breastfeed her baby anywhere, anytime."
- ✓ Offer to find the customer another seat or to serve them in a different location. This shows you care about them as a customer, while at the same time supporting the breastfeeding mother and her family.

Do not ask a mother to leave your premises, cover up or feed her baby in a washroom. Most families will find this offensive, and doing so may lead to complaints and bad publicity for your business.



Template Breastfeeding Policy

_____ supports the needs of all of our customers including those with babies and small children.

We understand that:

Breastfeeding is the normal way to feed a baby providing benefits to mothers, babies and the community.

Breastfeeding in public is a protected human right in Ontario giving women the right to breastfeed anywhere, anytime.

Babies feed often as their stomachs are very small and breastmilk is quickly digested.

It is best to feed babies as soon as they show signs of hunger before crying. This helps create a calm and relaxing environment that is good for all customers.

Breastfeeding works well when the mother and baby are relaxed.

We will:

Display the CKL Breastfeeding Coalition's "We Support Breastfeeding" window cling to let families know we are breastfeeding friendly.

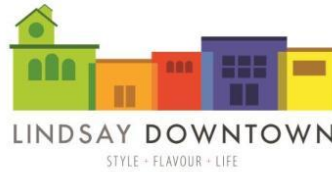
Make all mothers and babies welcome and support them in feeding their babies.

Support the need and right of mothers to feed their babies on our premises. If other customers complain, our staff are trained to manage this situation and will protect every mother's right to feed her child.

Share this policy with all new staff members including volunteers and display the policy on our premises.

Train our staff to be breastfeeding friendly.

2017



Why Breastfeeding Matters

Until we prepare for becoming parents, many of us are unaware of the importance of breastfeeding. Understanding the difference breastfeeding makes to the health of a mother and her baby, explains why so many mothers choose to breastfeed and why **your** support matters.

Breastfeeding is the normal way to feed a baby and is:

Good for Babies

- ✓ Breast milk is the ideal food for babies, easily digested and custom-made by a mother for her own baby, changing over time to meet baby's needs.
- ✓ Breastfeeding can decrease the chances that a baby will develop asthma, chest and ear infections, obesity, diabetes and sudden infant death syndrome (SIDS).

Good for Mothers

- ✓ Breast milk is convenient, ready at a moment's notice and is always safe and fresh.
- ✓ Breastfeeding helps mothers lose weight and lowers their risk of breast and ovarian cancer, and weak bones later in life.

Good for Families and the Community

- ✓ Breastfeeding is free and takes no time to prepare, saving families time and money.
- ✓ Breastfeeding is environmentally friendly with no waste from packaging, preparation or leftovers.
- ✓ Breastfeeding contributes to the health of mothers and babies and a healthier community.

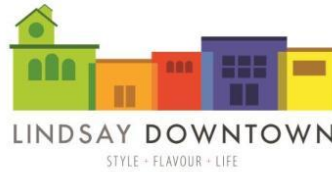
Why Breastfeeding Friendly Businesses Matter

Women often worry that feeding in public will make others feel uncomfortable. This can affect a woman's decision to breastfeed and result in mothers avoiding businesses. As a business that welcomes and supports breastfeeding families, you are creating a supportive community and helping to protect mothers and their babies from discrimination and harassment.

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Breastfeeding a child in a public area is protected by the Canadian Charter of Rights and Freedoms and the Ontario Human Rights Commission. The right specifies that no one can prevent a mother from nursing a child in a public area or ask her to move to another area that is more discreet.



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More Information Supporting Breastfeeding Friendly Businesses

Baby Friendly Initiative (BFI)

BFI is a worldwide program run by UNICEF and the World Health Organization aimed to help hospitals and community agencies adopt practices that protect, promote and support breastfeeding. Find more information about BFI at breastfeedingcanada.ca

Ontario Human Rights Commission (OHRC)

OHRC supports a breastfeeding mother's right to breastfeed a child in a public area. Website and downloadable brochure at ohrc.on.ca/en/pregnancy-and-breastfeeding-brochure.

Free Online Course about Breastfeeding

Best Start offers the *Healthy Mothers, Healthy Babies* breastfeeding web course at beststart.org/courses/login/index.php. Course can be completed at your own pace and provides a completion certificate.

HKPR District Health Unit Website

Visit our *Feeding your Baby* section of the Haliburton, Kawartha, Pine Ridge District Health Unit's website at hkpr.on.ca/InfoSet/BabiesChildren/FeedingYourBaby.aspx. The Health Unit provides telephone and clinic support for breastfeeding mothers.

La Leche League Canada (LLLCC)

LLLCC is a mother-to-mother support program providing breastfeeding information, encouragement and support to families in the community. Find more information about LLLCC at llc.ca

2017

Downtown Coalition

'Ad-hoc Buildings Improvement Committee' (ABIC)

Goal - Vibrant Downtown with no commercial vacancies and more residents.

Program to achieve - Downtown Vitalization, led by the Downtown Coalition Advisory Committee (DCAC)..

Objective - To improve those buildings which are not ready for commercial &/or residential occupation - led by ABIC .

Actions to accomplish the Objective - Incentives, Consequences & Supporting

Incentive Actions:

- CIP program
- Volunteer programs to improve building exteriors - (find the Hamilton 'architects' program that Glenn mentioned).
- Research all sources of funds re. 'Vitalize/Heritage/other' - County?, Province?, Federal?
 - Maintain regular communication with "Community Access Committee" and Pending Province regulation that might provide financial support to retrofit Historical Buildings.

Consequence Actions:

- Pro-active 'complaint volunteers' program re. building exterior issues
- Pro-active interior inspections re. Safety and building codes/standards, (Council can in parallel pursue new 'Code-&-Safety' inspections by Town staff, which includes 'basic' fire inspection) Low probability due to Bill C148

Supporting Actions:

- Business Attraction Marketing Plan
- 'Cobourg as Destination' initiatives
- Realtors Advisory Panel
- Building Owners Advisory Panel
- DBIA support re. 'Incentives-Consequences-Supportive Actions'
- Residential attraction initiatives
- ASAP abolish the vacancy '30% property tax discount' after 1 year. Does council require a recommendation motion from DCAC?

- When an inspection finds violations, what is the step-by-step process of pursuing-to-the-end compliance actions & approval?

- What/who is the 'Hamilton volunteer architects' program that was discussed @ the Coalition meeting?

Board of Directors Job Descriptions

Chairperson

The Chairperson has a strategic role to play in representing the vision and purpose of the organization. The Chairperson ensures that the management committee functions properly, that there is full participation at meetings, all relevant matters are discussed and that effective decisions are made and carried out.

Ensure the management committee functions properly

- To plan and run meetings in accordance to the governing document (*Robert's rule of order*).
- To ensure matters are dealt with in an orderly, efficient manner.
- To bring impartiality and objectivity to meetings and decision-making.
- To facilitate change and address conflict within the board.
- To review governance performance and skills.
- To plan for recruitment and renewal of the Management Committee.
- To uphold the Terms of Reference as per Town Council

Ensure the organization is managed effectively

- To liaison with the chief Directors, as appropriate, to keep an overview of the organization's affairs.
- To co-ordinate the committees to ensure responsibilities for particular aspects of management (e.g. personnel matters, financial control etc.) are met and specialist expertise is employed as required.
- To facilitate change and address conflict within the organization, liaison with the Directors to achieve this.
- Set up agendas with Secretary for all meetings

Provide support and supervision to staff

- To directly manage the general manager of the organization.
- To sit on appointed and final appeal grievance panels, as appropriate.

Represent the organization

- To communicate effectively the vision and purpose of the organization.
- To advocate for, and represent the organization at external meetings and events.
- To be aware of current issues that might affect the organization.
- Attend all grand openings of new members.

Qualities and Skills Required

- Good leadership skills.
- Good communication and interpersonal skills.
- Ability to respect confidence
- Ability to ensure decisions are taken and followed-up.
- Good time-keeping.
- Tact and diplomacy.
- Understanding of the roles/responsibilities of a management committee.
- Experience of organizational and people management.

CO-Chairperson

The CO-Chairperson has a strategic role to play in representing the vision and purpose of the organization in conjunction with to Chair. The Co-Chairperson ensures that the management committee functions properly, that there is full participation at meetings, all relevant matters are discussed and that effective decisions are made and carried out.

Ensure the management committee functions properly

- To plan and run meetings in accordance to the governing document.
- To ensure matters are dealt with in an orderly, efficient manner.
- To bring impartiality and objectivity to meetings and decision-making.
- To facilitate change and address conflict within the board.
- To review governance performance and skills.
- To plan for recruitment and renewal of the Management Committee.
- To uphold the Terms of Reference as per Town Council

Ensure the organization is managed effectively

- To liaison with the chair, as appropriate, to keep an overview of the organization's affairs.
- To co-ordinate the committees to ensure responsibilities for particular aspects of management (e.g. personnel matters, financial control etc.) are met and specialist expertise are employed as required.
- To facilitate change and address conflict within the organization, liaison with the chair to achieve this.
- Set up agendas with Secretary for all meetings.

Provide support and supervision to staff

- To directly manage the co-ordinator of the organization.
- To sit on appointed and final appeal grievance panels, as appropriate.

Represent the organization

- To communicate effectively the vision and purpose of the organization.
- To advocate for, and represent the organization at external meetings and events.
- To be aware of current issues that might affect the organization.
- Attend all grand openings of new members.

Qualities and Skills Required

- Good leadership skills.
- Good communication and interpersonal skills.
- Ability to respect confidence
- Ability to ensure decisions are taken and followed-up.
- Good time-keeping.
- Tact and diplomacy.
- Understanding of the roles/responsibilities of a Director.
- Experience of organizational and people management.

Role of the Treasurer

The Treasurer has a watchdog role over all aspects of financial management, working closely with other members of the Board to safeguard the finances of the DBIA.

It is important to note that although the Treasurer **ensures** that these responsibilities are met, much of the work may be **delegated** to a finance sub-committee and paid staff or volunteers.

In summary, the Treasurer is responsible for:

1. General financial oversight
2. Funding, fundraising and sales
3. Financial planning and budgeting
4. Financial reporting
5. Banking, book keeping and record keeping
6. Control of fixed assets

Given these responsibilities, the Treasurer typically acts as an information and reference point for the Chair and other committee members: clarifying financial implications of proposals; confirming legal requirements; outlining the current financial status; and retrieving relevant documentation.

Responsibilities of the Treasurer

1. General financial oversight

- Oversee and present budgets, accounts and financial statements to the management committee
- Liaison with designated staff about financial matters
- Ensure that appropriate financial systems and controls are in place
- Ensure that record-keeping and accounts meet the conditions of the governing bodies
- Ensure compliance with relevant legislation.

2. Funding fundraising and sales

- Advise on the DBIA fundraising strategy
- Ensure use of funds complies with conditions set by the governing bodies
- Ensure fundraising and sales complies with relevant legislation and is bound by effective financial systems and controls
- Ensure effective monitoring and reporting

3. Financial planning and budgeting

- **Prepare and present annual draft budgets**
- **Advise on financial implications of strategic and operational plans**

4. Financial reporting

- Present regular reports on the DBIA financial position
- Prepare accounts for audit and liaison with the auditor, as required
- Present accounts and budgets at the AGM
- Advise on the DBIA reserves.

5. Banking book-keeping and record-keeping

- Manage bank accounts
- Set up appropriate systems for book-keeping, payments, petty cash
- Ensure everyone handling money keeps proper records and documentation

6. Control of fixed assets

- Ensure proper records are kept
- Ensure required insurances are in place.

In all of these areas the Treasurer is responsible for ensuring that effective financial systems and procedures have been established, are being consistently followed and are in line with best practice and legal requirements.

Delegating financial responsibilities

It is **not** good practice for all tasks associated with the finance function to be performed by one person (whether a Board member or staff) without supervision from others.

Even if the Treasurer and finance sub-committee carry out much of the work, final responsibility for the organization's finances rests with the **Board as a whole**. All members are accountable.

The board should take an active role in financial management..

The finance sub group could consist of the Treasurer, 1 or 2 other members of Board, the Chair, and Co-Chair.

The financial duties undertaken by people/groups for the DBIA should reflect levels of authority and responsibility. The Board should identify:

- Which tasks need to be performed
- Who will undertake the tasks
- How will they be monitored
- It is important that these are defined in [role descriptions](#) or in the [terms of reference](#)

Directors

The Directors may appoint such sub-committees, advisory groups or working parties of their own members and other persons as they may from time to time decide necessary for the carrying out of their work, and may determine their terms of reference, duration and composition. All such sub-committees through the Director shall make regular reports on their work to the Board.

Training and development for the sub-committee members

Given the level of responsibility to a sub-committee, it is vital that every member has the skills and abilities needed to carry out their role.

Directors must ensure that all the members receive the necessary training and ongoing support needed to fulfill their duties effectively.

To maximize the benefits of training and support, the Director needs to take the time to plan how to ensure they are equipped to carry out their responsibilities. The dynamics of the role may mean that members may find it challenging to commit additional time and may be reluctant to fully commit to the project. It is therefore important to be flexible and creative in how and when training, scheduling and support are provided.

Terms of reference, should include the following information:

Name: a suitable name should be given to the sub-committee which reflects the nature of the work it carries out.

Membership: membership of the sub-committee can comprise of a mix of trustees from the DBIA membership, staff and external individuals who either have the expertise to contribute or who are committed to working on the subject area.

Purpose: it is very important that the purpose of the committee is clear, so it needs to be written down and agreed, so that everyone is working towards the same goal.

Delegated authority: the Director is ultimately responsible for any decisions taken by the sub-committee so it needs to be clear that the sub-committee is purely advisory and has no final decision-making powers, all decisions are finalized by the Board.

Frequency: the nature of the work to be carried out by the sub-committee will determine the frequency of meetings needed and the lifespan of the sub-committee for each purpose.

Duration: it may be a good idea to set a maximum length of time on the meetings.

Positions: the chairperson and the secretary/minute taker need to be identified. It is advisable to have the Director to act as the leader of the sub-committee as it is good training for future directors once documented.

Reporting procedure: the sub-committee must report through the Director to the Board for final approval on the progress of the sub-committee. A presentation of the minutes taken will help the Board to make a decision.

Beautification

Beautification Director

The role of the Beautification Director is to establish committees to plan and develop strategies to vitalize, maintain and strengthen the visible attributes and safety of the downtown core, so the public may gather shop and culturally thrive.

Financial planning and budgeting

- Attend monthly meetings as scheduled by the Board.
- Prepare and present annual draft budgets to be approved by the Board.
- Advise on the financial implications of any strategic capital projects that have been purposed.

Planning and organizing of Street scape habilitation and maintenance

- To prepare costs and contract agreements with contractors for snow removal, street and area maintenance. Confirm that all contracted agreements with contractors and public works is carried out as agreed upon to the Board.
- Consult with MOU (memorandum of understanding) meeting participants on important issues for the DBIA and report to the Board.
- Present monthly reports on any repairs or replacement of any equipment repair that is needed.
- Ensure that flags, banners, lights, flowers and trees are in good working order and are properly being taken care of.

- Consult with public works to ensure that seasonal foliage, advertising material and lights are properly installed and maintained.
- Conduct a weekly walk through of the DBIA corridor to determine the status of the street scape. Report any findings of graffiti, damaged sidewalk or any hazards that may be of danger to the general public.
- Report any visual distractions that may be a detriment to the general public during events or that may affect any retail member.
- Consult with membership from time to time to receive feedback on the performance of Beautification programs and report those findings to the Board.
- Keep membership aware of any support programs available for restoration projects to improve the appearance of the storefronts and building facade.
- Attend Community Development meetings relevant to the beautification of the DBIA corridor.
- Annually at the AGM submit a progress report of activities that were submitted the previous year.
- Attend all grand openings of new members.

Events

Events Director

The role of the events Director is to bring focus and awareness, through the sub-committees create new or enhance the existing activities, for the downtown area through entertainment and special events, to attract masses of people to shop and experience what the area has to offer in goods and services, to promote the beauty and historic nature of the area.

Financial Planning and Budgeting

- Attend all board meeting that are scheduled
- Prepare and present annual draft budgets for events to be approved by the Board.
- Advise on the financial implications and progress of any new projects that have been purposed by the committees
- Create an activity schedule and area plan for each event.

Responsibilities during events

- Take an active role in the setup and take down of any event.
- Confirm that all event equipment is return for storage and garbage has been removed after each event.

- Source out vendors for participation and the enhancement of each event, keeping in mind those local members have priority with any spots available.
- Create fundraising opportunities with each event.
- Secure all permits for street closures for events, annual membership dues that are required for entertainers.
- Confirm that all participants are complying with all regulations.
- Work closely with the Marketing Director to be sure that the events are being purposefully promoted in all media`s.
- Attend and analyse each event by conversing with the membership or participants on their reaction and response of the current event and report that information to the Board.
- Prepare analytical reports to clarify the annual events and report that information to the Board.
- Connect and consult with Tourism and any other community activity organization to possibly interact our events with theirs that would benefit the DBIA corridor.
- Create a Committee to research what other successful communities are doing with activity events, that, if adopted would benefit our area.
- Annually at the AGM submit a progress report of the event activities that were submitted the previous year.
- Attend all new grand openings of new members.

Marketing

The role of the Marketing Director is to Promote, Advise, and Create interest and informs the general public, of the events, promotions and activities that are happening throughout the DBIA corridor. Create sub-committees to keep costs within budgeted values and plan with other Board Directors a targeted campaign to promote each activity that is happening.

Through the sub-committees create a strategic advertising campaign to promote the integrity, historic and cultural values of the downtown core. Work together with the municipal tourism; cohesively connect on any advertisement that would promote the DBIA corridor.

Financial Planning and Budgeting

- Attend all scheduled Board meetings.

- Prepare and present annual draft budgets for marketing to be approved by the board
- Create an advertising schedule of the expenditures that will be used for the promotion of events; advertising materials and social media that will be used throughout the year.

Responsibilities of the Marketing Director

- Take an active role in the setup and take down of any advertisement material during any event.
- Confirm that all re-useable advertising material is returned and stored properly after each event and all unusable material is discarded properly.
- Source out any advertising program or media that may save costs and better promote any activity in the DBIA corridor.
- Connect with Beautification, Membership, and Events Directors to promote their projects so, all special activities are successful.
- Create sub-committees to explore new opportunities to promote the DBIA corridor and present to the Board for approval
- Create a timely strategic advertising plan to be followed to achieve the future goals of the DBIA, and present to the Board for final approval.
- Continually connect with the Municipal Tourism department and seamlessly work together on special projects to better the image and historical influence of the DBIA corridor.
- Advise the Board of the status of expenditures to date in relationship to the budget in a timely manner in case adjustments need to be made.
- Annually at the AGM submit a progress report of the promotional advertising campaign that was submitted the previous year.
- Attend all grand openings of new members.

Membership

The role of the Membership Director is to Advise, Create interest and take surveys of the DBIA membership of the events, promotions and activities that are happening throughout the DBIA corridor. Be the liaison person to bring member issue to the Board.

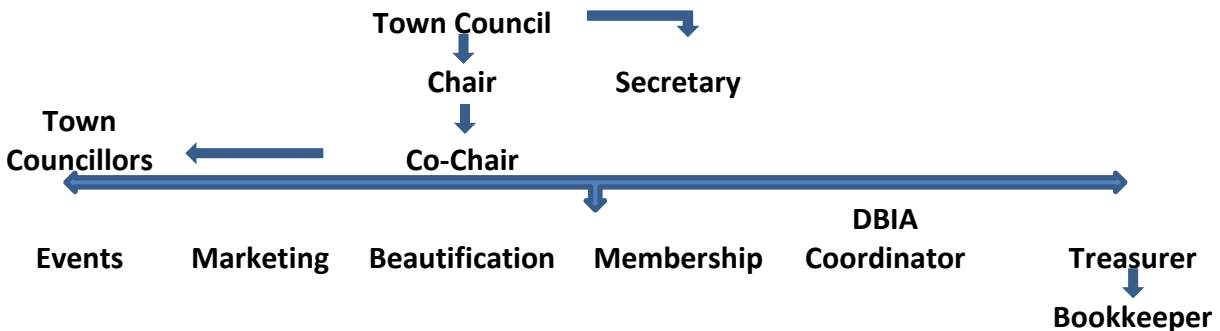
Planning and Budgeting

- Attend all scheduled board meetings

- Prepare and present annual draft budget for membership programs for approval.
- Create a membership schedule of relative information meetings to be held with committees to improve relationships and to keep members informed.

Responsibilities of the Membership Director

- Keep membership files up to date and complete with correct information.
- Advise board of any new tenants or vacancies in the area.
- Connect with the Municipal Tourism department to stay aware of all their activities and report those findings to the Board and Membership.
- Create a welcome package that can be handed to any new members that arrive to the area.
- Welcome all new members to the DBIA corridor with the information file with activities and contacts
- Distribute or send any correspondence of meetings or events that are happening in the area to the membership.
- Work closely with the Marketing, Events and Beautification Directors to stay current on what is happening in the area, and contribute any relevant information to help them improve their events.
- Annually at the AGM submit a progress report of activities that were submitted the previous year.
- Attend all grand openings of new members.





Downtown
Cobourg
—

EVENT SPONSORSHIP PROPOSAL

SUPPORT DOWNTOWN ... and have *fun* doing it.

The Cobourg Downtown Business Improvement Area (DBIA) is excited to be hosting another year of community favourite events!

The Events Committee is focusing on the following major events:

- **Busker & Art Festival**
- **Food & Music Festival**
- **50th Annual Sidewalk Sale**
- **Harvest Festival**
- **Christmas Kickoff**



Downtown
Cobourg

Read more about each event and available sponsorship packages.

There are various levels of support for our downtown community events. This is an opportunity for you to **identify your company within downtown.**

Sponsoring a downtown event provides you with the unique opportunity

- **to connect with the community**
- **to build brand awareness**
- **to show your company's support of a vibrant downtown.**

Each event reaches a different key audience segment and provides a fun, entertaining and engaging way for you to impress clients, vendors and employees. Feel good about supporting our local arts, heritage and cultural events.

Looking for the opportunity to become a part of one of the biggest events of the year? To put your company name in front of thousands of locals and visitors? Want to show your employees and investors your dedication to our community? Consider a sponsorship package for one of our upcoming downtown events!

We have a few Sponsorship Opportunities available at the **Platinum (\$5,000), Gold (\$2,500), and Silver (\$1,000)** levels. For a list of benefits provided at each level, please see **enclosed sponsorship package.** Sponsorship levels can be purchased by filling out the "Sponsorship Form" on the last page of this package.

SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Paige Wiggans, Coordinator, at dbia@downtowncobourg.ca. Please contact us with any questions.

CONTACT INFORMATION:

Company Name

Contact Person

Contact E-mail Address

Contact Phone Number

SPONSORSHIP PACKAGES:

BUSKER & ART FESTIVAL

- ___ \$5,000 Presenting Sponsor
- ___ \$2,500 Supporting Sponsor
- ___ \$1,000 Event Sponsor

FOOD & MUSIC FESTIVAL

- ___ \$5,000 Presenting Sponsor
- ___ \$2,500 Supporting Sponsor
- ___ \$1,000 Event Sponsor

50TH ANNUAL SIDEWALK SALE

- ___ \$5,000 Presenting Sponsor
- ___ \$2,500 Supporting Sponsor
- ___ \$1,000 Event Sponsor

HARVEST FESTIVAL

- ___ \$5,000 Presenting Sponsor
- ___ \$2,500 Supporting Sponsor
- ___ \$1,000 Event Sponsor

CHRISTMAS KICKOFF

- ___ \$5,000 Presenting Sponsor
- ___ \$2,500 Supporting Sponsor
- ___ \$1,000 Event Sponsor

PAYMENT INFORMATION:

___ Please send me an invoice

___ I have enclosed a cheque made payable to the Cobourg DBIA

Business/Tax Receipt to be issued to:

(Business/Tax Receipt will be issued in accordance with CRA Guidelines.)

Completion of this agreement form is confirmation of your support as a sponsor of the event, as set out above. Once we receive your completed sponsorship form, the Cobourg DBIA Coordinator will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos to dbia@downtowncobourg.ca. All materials will be sent for your approval before going to print.

The sponsor is to make payment to the Cobourg DBIA within 30 days prior to the event. Please note that sponsorships are non-refundable.

\$ _____
Total Sponsorship Cost Signature Date

Downtown Cobourg 2018 Event Sponsorship Opportunities

Sponsorship Levels

Please review the various sponsorship levels as outlined on the following pages and let us know how you would like to support our 2018 downtown events. We appreciate your time and interest and look forward to discussing sponsorship possibilities with you.

Presenting Sponsor (\$5,000)

Your corporate logo and/or name will be featured on:

- Event title
- Prominent sponsor recognition on all event-related marketing & promotional collateral
- Company name mentioned in all media advertising: print, online and radio
- Sponsor recognition and link from the event page and our website
- Verbal recognition at the event
- The opportunity to address the audience at the event
- Sponsor listing on all at-event signage
- Plaque with sponsorship level
- Mentions in our live broadcasting from the event
- Public thank you in the media
- Recognition in our membership and subscribers event email



Supporting Sponsor (\$2,500)

Your corporate logo and/or name will be featured on:

- Prominent sponsor recognition on all event-related marketing & promotional collateral
- Company name mentioned in all media advertising: print, online and radio
- Verbal recognition at the event
- Sponsor listing on all at-event signage
- Plaque with sponsorship level
- Mentions in our live broadcasting from the event
- Public thank you in the media
- Recognition in our membership and subscribers event email

Event Sponsor (\$1,000)

Your corporate logo and/or name will be featured on:

- Sponsor recognition on all event-related marketing & promotional collateral
- Company name mentioned in all media advertising: print, online and radio
- Sponsor listing on all at-event signage
- Plaque with sponsorship level
- Public thank you in the media
- Recognition in our membership and subscribers event email

Each sponsor should provide a high-quality color and black-and white logo to the Cobourg DBIA with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print.





About the Events

Busker & Art Festival – Saturday, June 9, 2018
(Approx. attendance 6,000)

Sponsoring the Busker and Art Festival shows your company's support of an important cause: the arts!

Join us downtown for international busker performances, local artists and talent, shopping, and dining! We've got arts of all kinds - caricatures, henna, pottery, rug hooking, tai chi, jujitsu, poetry, face painting, chalk art, and live graffiti!

Witness buskers from around the world (and here in town!) such as acrobats, jugglers, magicians, dancers, musicians, hoola hoopers, singers, and crystal ball magic!

Come be amazed as the streets come alive with Buskers & Art!



Food & Music Festival – Saturday, July 7, 2018
(Approx. attendance 4,000)

A celebration of good food, great drinks and our outstanding cultural community.

In its first year, thousands of food enthusiasts ate, drank and mingled at the event while enjoying local sounds.

Get ready to sing and snack again! Popular food trucks and favourite local restaurants will be serving up good food!

Live music will be played all day by different musicians with a variety of styles.

Come down to King St. to experience the #soundbites.



**50th Annual Sidewalk Sale – Thursday,
August 2 to Sunday, August 5, 2018**
(Approx. attendance 20,000)

The four day shopping experience of the summer hosts blocks of extended storefronts and street vendors. Each day brings new vendors, activities and entertainment to downtown for all ages to enjoy!

We've got delicious eats from funnel cakes to fine dining, Latin music to the best of Canadian Rock, and a 24 foot tall cross-fit tower! As always, your favourite local businesses are bringing their best downtown deals for locals and visitors.

The event which has taken place for 5 decades is downtown's longest running festival, and heavily supported by its member and community. People come from near and far to join downtown at this four day shopping extravaganza. Celebration festivities will take place over the four day event including a commemorative cake!





Harvest Festival – Saturday, September 29, 2018

(Approx. attendance 4,000)

Come downtown to celebrate the beauty and bounty of fall at the Harvest Festival. Enjoy a bite to eat or explore the extended storefronts and seasonal vendors.

Celebrate fresh, local produce with the Farmer's Market and surrounding farms. Why not bring the family down for pony rides and a petting zoo! From axe throwing to a live wood carving demonstration, you'll certainly fall in love with this event.



Downtown
Cobourg



Christmas Kick Off – Friday, November 23 and Saturday, November 24, 2018

(Approx. attendance 3,000)

It's time to countdown to Christmas in downtown!
Kick off the holiday season downtown Friday and
Saturday. Rediscover how good Christmas feels in
Cobourg. From festive window displays to a holiday
passport program, experience holiday magic in your
own hometown.

The event weekend will feature carriage rides, festive
music, our downtown graffiti mural, and Santa!
Downtown will be a one stop shop for your stocking
stuffers, gifts, and Secret Santa presents, with our local
merchants and pop-up shop.

Come downtown before Christmas Magic to shop for
that perfect holiday gift, and celebrate with friends and
family at our wonderful restaurants. Stay late on the
Friday as businesses will be open after the Christmas
Magic lighting event and it is the best time to see the
holiday window decorating business entries.

Witness downtown decorated and lit,
ready for you to enjoy holiday season.



Downtown
Cobourg

**Thank you for your
consideration of
sponsorship for the
2018 Downtown Events.**

Please return form and payment to:
Paige Wiggins, Coordinator

Phone: 905-377-8024
Email: dbia@downtowncobourg.ca
Website: downtowncobourg.ca

201 Second Street, Cobourg, ON, K9A 3N7



Downtown
Cobourg
—

CANADA FLAGS

On Behalf Of Mike Buckle

Sent: 28-Feb-18 11:49 AM

To: DBIA

Subject: Re: Spring Street Clinic

Good morning Paige,

The flags at Spring Street have been removed and stored for you. I have also taken a walk about and counted and noted the condition of all flags throughout the boundaries of the Cobourg DBIA and participants of the flag program. I am pleased to be sending along the quote you have requested which includes the removal of and detaching of old flags and reattach new flags and reinstall.

Please note that as the flag program has grown to 151 flags from the initial start 4 years ago of approximately 50 flags. I have reduced my labour cost from \$12.50 per flag to \$ 10 on this quote to try to keep the cost down inasmuch as I can. As well, I will continue to offer the Flags at my cost.

Although I am extremely pleased with the quality of the flags, keep in mind that most flags have been flying now for approximately 10 months. That is exceptional! However, my recommendation is to replace or remove the flags as soon as possible as the condition of some flags are way beyond acceptable under flag protocol. I have included several pictures as examples of this.

If you have any questions regarding this quote, please let me know.

Best wishes and regards,

Mike Buckle

Canada Patriot

On Tue, Feb 27, 2018 at 1:24 PM, DBIA <dbia@downtowncobourg.ca> wrote:

Hi Mike,

A flag needs to be fixed at Spring Street Clinic, located at 271 Spring Street. Claire is the contact at the business.

If you fix that flag, would you be able to take a browse on the flags that need fixing or replacing in town and quote us before the weekend on the price moving forward with the flag program

Thank you!





253 Division Street, Suite #103, Cobourg, ON K9A-3P9
Phone: 613.614.5035

*We sell, install and maintain flags and flag poles, and an assortment of **Canada Patriot** branded clothing and souvenirs.*

To find out more please contact michaelbuckle@canadapatriot.ca or visit www.canadapatriot.ca

DATE: February, 28, 2018

PREPARED FOR: Downtown Cobourg DBIA

PRODUCT	QUANTITY	PRICE	TOTAL AMOUNT
REMOVE CANADIAN FLAGS AND POLES , DETATCH OLD FLAGS AND ATTACH NEW FLAGS	151	\$ 14	\$ 2114
CANADIAN FLAGS 27X54	151	\$ 13	\$ 1963
REINSTALL FLAGS AND POLES	151	\$ 10	\$ 1510
FLAG POLES	8	\$ 10	\$ 80
SUBTOTAL:			\$ 5667
HST: (13%)			\$ 736.71
TAL:			\$ 6403.71

HST # 824194757RT0001

Thank you for your business! Please pay upon receipt.

Authorizing Signature: _____

Marketing Notes:

Our radio creative/framework for our 89.7 agreement. Have decided on the following:
“I am (Name) from (business). I work in (retail) but I regularly shop at (downtown business). Have you been downtown lately? Downtown Cobourg. 8 Blocks of Awesome.”

“I am Adam Bureau from Cobourg’s Buy and Sell. I’ve worked in downtown for 10 years and I regularly buy my morning coffee from Pat and Rob’s across the street. Have you been downtown lately? Downtown Cobourg. 8 Blocks of Awesome.

Girls Night Out – Red Carpet Crosswalk

Have two Cobourg Police stationed at two red carpet crosswalks mid-way through each block. That way although the road is not closed, it is better for pedestrian crossing.

Website Discussion

Verbiage around our wish list for the site.

First quote from a downtown member.

Action item: set up a meeting with Ashley Purdy

N’Take Reusable Bags

Sponsorship letter for banks about multi bag sponsors.

New quote with logos on gusset of bags

Holiday Passport Proposal

Two letters: one for RBC and one for Carlson Wagonlit

Asking if they are interested in joining our holiday program.

Our meeting lasted one hour from 10AM to 11AM on the 27th. In attendance was Theresa, Teresa, Jay, Kevin and Paige.

Events Report February 2018

- Our first event of the year – Downtown Pub Crawl was held February 24th. It was a big success with large crowds and our membership being very pleased. Paige and I have agreed to tentatively add a summer version on the Saturday of Sidewalk Sale. This idea will be discussed further at our committee meeting in early March. Its looking like we will come in well under budget for this event
- Girls night out and Buskerfest are well underway and nicely within budget.
- Food and music festival acts are booked with a few tweaks
- Paige has booked entertainment for the 50th Annual Sidewalk Sale which will include a Dunk Tank and Climbing wall.
- We also have a sponsor for Sidewalk Sale – Scotia Bank

Coordinator Report:

COORDINATOR REPORT – Tuesday, March 6, 2018

Events

Pub Crawl Update

Pub passes to be collected on Friday, March 2 – numbers will be reported at meeting

Taxi chits to be paid for on Thursday, March 1 – numbers will be reported at meeting

Feedback to date from participating locations:

Cat and Fiddle: I think I can speak for all business owners when I said that you did a fantastic job. It was a learning experience for all of us, as we were understaffed. We'll be in for another event. Perhaps the town would be interested in chipping in for door security as well. There were several times we were over capacity and had to throw one of our cooks on the door.

Rustic Bean: Expected to have a slower night and serve maybe 40, while actuals numbers were closer to 70/80 in two and a half hours.

Gathering feedback and numbers from the bars for Jackie to hopefully get funding for this event again. Is interested in joining for a summer event as well with the remainder of funds leftover from this pub crawl.

Upcoming events and tasks

May 11, 2018 – Girl's Night Out – 5PM to 9PM

-Contract for balloon towers

-Approach Cobourg Police Service about red carpet crossing and dressing up again

-Quotes for treats

-Organize inside of Market Building for vendors market (now available for us to use starting at 11AM)

Marketing tasks

Spring Passport Program – March 19 to April 30, 2018

-Poster and passport to be distributed to participating members

-Press release to be sent

-Boost event page and begin scheduled posts (including list of passport members)

Girl's Night Out – May 11, 2018

-Event page scheduled to be published

-Distribute poster to participating businesses

-Collect prizes and certificates for hourly raffles

-Looking into branded shopping bags for the event

-Gather list of in-store promotions

Website

- Website wish list (verbiage)
- Website EOI/RFP/ quotes
- Website Pros and Cons list

Social Media Seminar

- EOI to host free seminar members
- lots of interest from BIA membership to attend

Monthly Membership email

Attached agenda & minutes pdf
follow up on next initiative

Treasurer tasks

- Complete 2017 audit (one file remains and letter from bank)
- Email to pick up files

General Correspondence

- Garbage rentals completed for summer festivals (Jason Johns)
- Shannon Linton – pop up choir event at downtown restaurants
- Max’s Big Ride June 13, 2018
- Garth, Executive Director of Oshawa BIA, cross promotion and meeting
- Sara Meaney, set up new coop student for this semester: Shannon Couch, 12:00-2:30PM
- Nicole Beatty, art walk and kids battle meeting
- Farmer’s Market Meeting with Tracey

Action Items

Application for Busker Festival and Food Festival to Jackie Chapman
RBC Proposal – Holiday Passport Program
Design Busker and Food Festival Poster
Finish rack card distribution

Costs for upcoming events

Busker Festival

- Hannah Cryle – German Wheel (\$600)
- Andy Giroux (\$1500.00 and food and accommodations)

Replacement options:

Debbie Balloons (walking balloon creations) - \$750

Incendius Motus (\$1400)

Jean Francois Robitaille - \$900

Julia Laflamme – German Wheel - \$900

Justin Weber – Yo-yo

Herciniarts

Free busker addition:

Kyle Juggler

Asking to approve moving forward with a replacement from above for both Hannah and Andy. Within the last approved budget from the Special Meeting.

Still to do:

book rooms

long and mcquade rental for pitches
town hall/security fees
market building rental – requested fee waived
garbage bin rental -\$150
ESA fee

Food and Music Bands

- AC/DC - \$2500
- MaxMouse and the Gorillas (\$750)
- Storm the Palace (\$700)
- Nurse Joy (\$400)
- Backyard Riot (\$150)

Asking to approve the above bands lineup costs. Within the approved event budget.

Backup: Cleopatrck

Fees:

ESA

Stage and tent rental

light and PA equipment

sound technician

Garbage \$190/haulage plus \$85/metric tonne for disposal

Bathrooms

Harvest Festival

- Axe Throwing
1 Day = \$625 + HST for Harvest Festival

- Mechanical Bull
\$1195 for 5 hours
Delivery Setup and removal to Cobourg is \$250 dollars.
Free 20ft tall attention grabber.

- Pony Rides (free of charge)
- Wood Carving (\$750)
- Entertainment
 - o Tapscott Trio
 - o Hip Hop Violinist (\$750)
 - o Cale Crow (\$250)
 - o Naya Liviah (\$250)

Backup Band: The Ireland Band

One band location: no stage just a pitch area or 4 separate locations along the event path
Fees:
ESA
Long and Mcquade equipment rental
Garbage - \$150

Asking to approve list of activities and cost (within the approved event budget).

Sidewalk Sale

Schedule:

- 24ft climbing tower on the Friday
- two inflatables Friday and Saturday
- Dunk tank Saturday
- Sandcastle Saturday and Sunday (free)
- Entertainment Sunday
- Giant cake for 50th anniversary Thursday
- Balloon arch both entrances
- Zipline and Jacobs ladder (Saturday)
- Photobooth (logo on photos unlimited)

- Inflatables
Slide and obstacle course – 7 hours is \$1000 with 2 attendants (2 days would be \$2000)

- Dunk tank - \$400 plus tax for day (Saturday)
- Sandcastle box (free)

- Amazon Zip Line – estimate coming
- Jacobs Ladder (Jitterbugs – Brooklyn, Ontario) – estimate coming (approx. \$450)
- Photobooth – unlimited photos and takeaways – with logo

Garbage \$190/haulage plus \$85/metric tonne for disposal

Overnight Security – 3 nights

Approval of activities (within the approved event budget).

Country Wild

Cross promotion opportunity between the concert and downtown. Would like us to host the following:

Country Wild Windows – Purple and White window contest. Grand Prize would be a stage sponsor at the concert for the winner.

Play country music through the speaker system on the Friday and Saturday.

If tickets are shown to downtown businesses, receive a small bonus or incentive (discount etc. up to merchants' choice).

Country Wild after party: Concert ends at 10:30PM and concert goes last year went out in downtown. Host an event similar to the pub crawl with country bands, late hours (all participating locations open until 1AM).

Downtown Cobourg would be mentioned on stage at the festival and signage at the event, sharing of each other's social media platforms and our logo on the website etc. Please see ticket sales and demographics attached. Hotels were fully booked last year for this weekend.

EMAIL FROM COUNTRY WILD

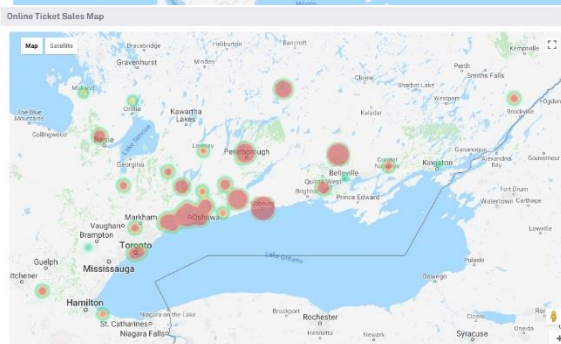
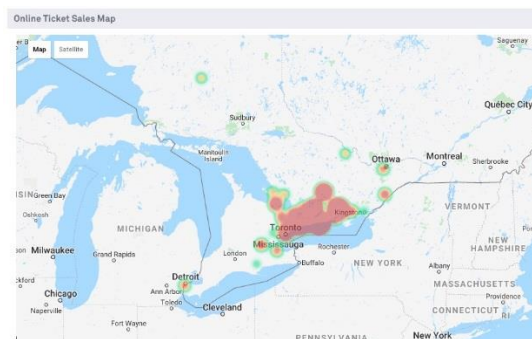
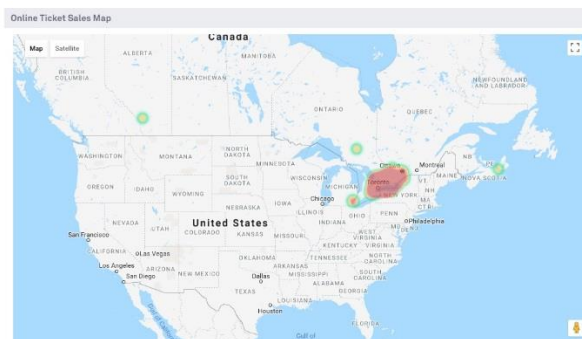
Hi Paige,

Great to finally meet you yesterday and we look forward to increasing the Downtown Cobourg stamp on Country Wild this year.

I've attached some demographic maps of where our 1,073 ticket sales came from last year. 61% of our ticket sales came from out of town. All of Cobourg's hotels were sold out on Saturday June 3rd as well.

Cheers and if you need any more information - please let us know.

Matt



Wi-Fi

Met with Ted de Vos and Jim Campbell regarding Wi-Fi in downtown and discussed maintenance and running of the system, after towers and devices are installed. Putting together a proposal with estimated costs and timeline to implement.

Idea of routers at the top of lampposts (similar setup to the sound system).

Proposal will be included in next month's agenda

Sound System

There are components missing from system to allow for online access from the office or phone. An online component would let us log into the system to be able to turn it on switch playlists etc. Any board member with the login or password could start the system.

We need to contact the original supplier, not Town Hall staff, to see what we would need to purchase in order for access from a website or app. The system is currently not functioning as supposed to. We can only turn it on and off from the outside of Town Hall, and that is if it works. We do not have the ability to change playlists or albums from outside.

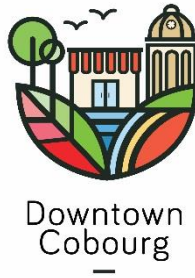
If we want to select a playlist, or guarantee it to play, we need access to the basement. Able to from Monday to Friday with staff, but no access on weekends. Regularly in the morning need to get a member of maintenance to let me in, or have they turn it on.

Printer – XEROX

Our lease agreement with the printer goes until January 2020, with the last payment being December 2019. We are trying to receive a clear copy of the lease from Client Services in order to read the fine print. The XEROX is no longer in our possession. If we do not return the printer at the end of our agreement in 2020, we continue to pay its monthly bill.

Looking into lost and/or damaged machines.

March 6, 2018
News Release
For Immediate Release



Shop to Win in Downtown Cobourg

COBOURG, ON – The Spring Passport Program is back with more places to shop for more chances to win! Pick up a passport at one of the participating locations and start collecting stamps for every \$10 spent in downtown between Monday, March 19 and Sunday, April 30. Each passport serves as an invitation to shop local and explore Downtown Cobourg. With over # participating locations, there are many chances for you to fill your passport and enter it in for a chance to win.

“We are very excited to bring this initiative back,” says Paige Wiggins, Events and Communications Coordinator. “Last year we had 5,000 passports entered and we look forward to more entries this year with more locations to shop to win!”

Shoppers get over 40 days to collect stamps for a chance to win one of five gift certificates of \$100 Downtown Dollars. Passports can be collected at any of the # participating locations.

Program Details:

- To participate, make a purchase at any of the participating businesses from March 19 to April 30, and have your passport stamped once for every \$10 spent.
- When you have received 10 stamps, the passport is can be entered to win!
- Participants fill in their contact information and return the full passport to any participating business or the Cobourg DBIA office during the program.
- There is no limit on the number of passports a person can enter!
- Completed passports enter participants in a draw happening at Girl’s Night Out on Friday, May 11.
- There will be five \$100 gift certificates of Downtown Dollars which can be redeemed at any participating locations.

For more information, and a complete list of the 2018 Calendar of Events in Downtown Cobourg, visit www.downtowncobourg.ca.

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For more information, please contact:

Paige Montgomery, Event & Communications Coordinator
Cobourg Downtown Business Improvement Area
dbia@downtowncobourg.ca | (905)-377-8024

February 28, 2018
News Release
For Immediate Release



Girl's Night Out

COBOURG, ON – It's time to shop, sip and socialize! Girl's Night Out is back on Friday, May 11 in Downtown Cobourg.

Grab your gals and get ready for a night on the town. An amazing evening of fabulous shopping, delicious dining, pampering and fun awaits! The party starts at 5PM and goes 'til 9PM at your favourite downtown businesses. Shop at the stores you know and love, and discover new gems who are serving up sweet one-night savings, promotions and giveaways! Plus, there will be hourly draws for prizes and certificates from participating stores and restaurants.

"This annual event is always fun to attend," says Paige Wiggans, Events and Communications Coordinator. "Everyone is enjoying themselves shopping and dining in downtown. It really is a night out on the town to socialize with the ladies you love."

With lots in store for the event, trust us this is one night you will not want to miss! As well, a special thank you to our generous downtown businesses who contributed towards our raffle prizes. Now let's shop, sip, and socialize, and get down to business!

Event Details:

- Winners of the Spring Passport Program will be announced
- Market Building open with more vendors and merchants
- Replenish Massage Therapy in Market Building offering free 15 minute massages
- Malibu Salon in Market Building offering quick hair styling
- Free treats provided by (TBA) and handed out by the Cobourg Police Service
- A few members of the Cobourg Police Service will be dressed up in tuxedos and helping cater to attendees
- Red carpet crossing set up between blocks to help attendees move safely from one side of the street to the other
- A full list of participating businesses and their in-store promotions will be online
- Regular updates can be found on the Girl's Night Out Facebook event page

For a complete list of the 2018 Calendar of Events in Downtown Cobourg, visit www.downtowncobourg.ca.

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For more information, please contact:

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