



<b>BOARD of MANAGEMENT of the Cobourg DBIA</b>
REGULAR BOARD MEETING MINUTES
Tuesday, July 4 <sup>th</sup> , 2017 at 8:30 a.m. Conference Room, Victoria Hall

A regular meeting of the Board of Management of the Cobourg DBIA was held on July 4<sup>th</sup>, 2017 with the following members in attendance:

Adam Bureau  
Theresa Rickerby  
Councillor Suzanne Séguin  
Deputy Mayor John Henderson  
Paige Montgomery  
Emmy Williams  
Julie Dreyer  
Muhammad Kundan

**Regrets**

Rino Ferreri  
Claude Hardenne

**Absent**

Lou Trozzolo

**Recording Secretary**

Julie Savard

1. CALL TO ORDER

The meeting was called to order at 8:32 a.m.

2. APPROVAL / ADDITIONS TO THE AGENDA

It was moved by Deputy Mayor John Henderson that the agenda be approved with no additions.

**CARRIED**

3. DECLARATIONS OF INTEREST BY MEMBERS

No declarations of interest by members.

4. ADOPTION OF MINUTES

It was moved by Deputy Mayor John Henderson that the June 6<sup>th</sup>, 2017 minutes be adopted.

**CARRIED**

## 5. BUSINESS ARISING FROM THE MINUTES

- Adam Bureau informed the board of actions taken regarding Pride Awareness Day:
  - Pride Awareness Day date was clarified with council.
  - Letter was written to Northumberland Pride Committee stating outcome of the discussion at June 6<sup>th</sup> meeting.
  - Letter was written to council in support of Pride Awareness Day for this year and to request that the DBIA be proactively involved next year.
- Letter was written by Adam Bureau and forwarded to Randy Crossen regarding policy for working with local businesses.
- Letter was written by Adam Bureau and forwarded to Andrew Stewart regarding street closure for Girls' Night Out.
- Letter was written by Adam Bureau and forwarded to Andrew Hall regarding Coal Train Music and Blues brand.
- Contact the Town to ensure ArtWalk does not conflict with James Cockburn Day – Suzanne Séguin – See Councillor Suzanne Séguin's report 8.9.1.
- Event Committee to discuss the ArtWalk with Board Treasurer and Marketing Committee Chair – Rino Ferreri - See Councillor Suzanne Séguin's report 8.9.1.

## 6. PRESENTATIONS / DELEGATIONS

No presentations or delegations.

## 7. CORRESPONDANCE / COMMUNICATION

- Email from Carol McCann regarding Busker Festival Pedestrian Count was reviewed. It was noted that the counter placed at the front of Buttermilk Café will need to be relocated as it is capturing the movement from those utilizing the patio. It was suggested that it be moved to 52 King Street West, former Sarby's. The second pedestrian counter has been moved to Queen and Division streets from 47 King Street, to allow data to be collected for people coming from the beach to the downtown.
- OBIAA training will be held on September 6<sup>th</sup>, 2017 from 8:30 a.m. – 5:00 p.m.. Venue to be determined. At the suggestion of the chair, to invite the DBIA's from Brighton and Port Hope to the meeting. Kay Mathews will be conducting the training. Cost is \$1,000 for the training plus overnight accommodations. If the DBIAs from Brighton and Port Hope attend, they will be ask to contribute to the cost.

## **ACTION**

Adam Bureau to invite the Brighton and Port Hope DBIAs to the training session.

Adam Bureau to look into the availability of the Market Building for September 6<sup>th</sup>, 2017.

- A disgruntle citizen posted some callous comments on Facebook targeting the DBIA and its Chair. Cobourg police have been informed and are now involved.

## 8. REPORTS

### 8.1 Chair Report – Adam Bureau

- Chair has request permission from the board to pursue the installation of a pedestrian crosswalk from Henley Arcade to the CIBC bank. Board was in agreement with the request and suggested a letter be written to the Police Services Board for further investigation.

## **ACTION**

Adam Bureau to write a letter to Mayor Gil Brocanier and Councillor Debra McCarthy to be presented to the Police Services Board for consideration.

## **MOTION**

It was moved by Adam Bureau,

*“that the Downtown Business Improvement Area Board send a letter of support for the installation of a pedestrian crosswalk from Henley Arcade to the CIBC bank to Bryan Baxter, Chair of the Police Services board.”*

## **CARRIED**

- Market Building Lease Agreement – no report
- DBIA Market Building move in date  
DBIA office has now been moved to the Market Building. Telephone system is still being sorted out. Surplus items such as tables, tents and A frames have been temporarily stored in the Cobourg Buy and Sell location. Grand opening is today at 3:00 p.m.

## **ACTION**

Adam Bureau to speak to Town CAO, Stephen Peacock, to find a more accessible location to store these items.

Adam Bureau/Paige Montgomery to find out if fridge and microwave in the Market Building kitchen can be utilized by staff.

- Comments on Busker Festival – the festival was very successful.
- Update on DBIA bookkeeper – current bookkeeper has retired. Janet Richards is the new bookkeeper. It was mentioned that proper paperwork needs to be completed for a new hire outlining, but not limited to, responsibilities, tasks and wages.

## **ACTION**

Deputy Mayor John Henderson will approach the town’s human resource department to acquire a draft contract to be signed by both parties.

- Downtown Vitalization Marketing Plan – see report item 8.4
- Chair reminded committee chairs that their reports need to be submitted to him prior to meetings.
- Board members appointed to other committees was discussed. It was agreed that due to the length and frequency of some town committee meetings it would be best for board members, (if one is not already assigned), to sign up for the meeting alerts on CIVICWeb for public meetings and review agendas. If any item(s) pertain(s) to the DBIA, members can get involved and report back to the board eliminating the need for a representative.

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

- Victoria Square Phase IV and Public Art Meeting Update

8.3 Treasurer Report – Lou Trozzolo – No Report

8.4 Marketing Report – Theresa Rickerby

- Downtown Marketing Partnership Meeting Update  
The Downtown Vitalization Marketing Plan final draft has been released to Adam Bureau and Carol McCann. Adam to circulate to the board members for their review. It was mentioned that until this document is on Council agenda and is to be treated as a confidential document. Board members will review and discuss at the August 1<sup>st</sup> meeting.

## **ACTION**

Adam Bureau will circulate the Downtown Vitalization Marketing Plan to board members.

Committee Chair asked if the lighting budget will be increased for Christmas Market Event. It was relayed that this will be discussed at the September MOU to investigate cost sharing between Town of Cobourg, Lakefront Utilities and DBIA.

## **ACTION**

Theresa Rickerby to set up a meeting of all DBIA committee chairs to discuss a downtown lighting plan for the Christmas season to be then presented at the September MOU.

- The banners project has been advertised as an Expression of Interest as opposed to a Request for Proposal. Interested businesses are requested to submit examples of previous work. DBIA Coordinator is managing the submissions on a confidential basis.
- Next meeting is July 11<sup>th</sup> at the Northumberland Central Chamber of Commerce. Second half of the meeting will be dedicated to reviewing the submissions.

8.5 Special Events Report – Rino Ferreri – No Report

8.6 Beautification/Maintenance Report – Muhammad Kundan – No Report

8.7 Membership Report – Claude Harndenne – No Report

8.8 Coordinator Report – Paige Montgomery – Attachment #4

Reviewed highlights of her report.

One restaurant owner has expressed to the Board Chair his discontentment regarding the Food Truck Event. It was discussed that it is somewhat early to make any comments on the effect this event will have on businesses. Feedback from businesses will be obtained following the event.

## **ACTION**

Adam Bureau will share the restaurant owner's correspondence at the August 1<sup>st</sup> meeting.

8.9 Council Reports

8.9.1 Councilor Suzanne Séguin

A meeting was held with Suzanne Séguin, Warren McCarthy and Adam Bureau to determine a date for the Canada 150 ArtWalk event. Chosen dates are either August 26<sup>th</sup> or August 16<sup>th</sup> with a rain date to be determined. These dates will not coincide with James Cockburn Day. Local artist, musician, art displays etc. will be stationed in front of Victoria Hall. The budget is set at \$2,000.00. Events committee chair Rino Ferreri will be contributing \$1,000.00 from the committee's budget with the remaining \$1,000.00 coming from the DBIA Canada 150 budget.

## **ACTION**

Emmy Williams to start working on marketing material.

## **MOTION**

It was moved by Adam Bureau,

*“that DBIA Board of Management approve the addition of a new event called Canada 150 ArtWalk with \$1,000.00 to be taken from the Event Committee budget and the remaining \$1,000.00 coming from the DBIA's Canada 150 budget.”*

**CARRIED**

8.9.2 Deputy Mayor John Henderson

The Town solicitor, Templeman Menninga has been approached to review the DBIA's rights to the new logo. They have determined that the new DBIA logo is not protected. Letter was sent from Harold Van Winssen, partner with Templeman Menninga, informing the board that they will need to apply for a regular trademark to protect it. Cost is \$1,800.00 + HST with an additional cost of \$450.00 for CIPO fees.

**ACTION**

Adam Bureau to speak to treasurer regarding budget allocation.

**MOTION**

It was moved by Theresa Rickerby,

*“that the Board of Management of the Cobourg Business Improvement Area enter into contract with Harold Van Winssen, partner with Templeman Menninga, to draft an agreement between the DBIA and Design Republic to secure ownership of current DBIA logo at a cost of \$1,800.00 + HST with an additional cost of \$450.00 for CIPO fees.”*

**CARRIED**

9. NEW BUSINESS

Adam Bureau reported that the stereo system is up and running and awaiting a few more pieces.

10. ADJOURNMENT

It was moved by Suzanne Séguin that the meeting be adjourned at 9:35 am.

Next meeting is scheduled for August 1<sup>st</sup>, 2017.

List of Attachments

#	Attachment Description	ACTION
1	Meeting Minutes for June 6 <sup>th</sup> , 2017	APPROVED
2	Busker Festival Pedestrian Count	DISCUSSED
3	Marketing Plan	TO BE CIRCULATED BY EMAIL
4	Coordinator's Report	REPORTED