



BOARD of MANAGEMENT of the Cobourg DBIA

REGULAR BOARD MEETING MINUTES

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

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

DBIA Board Members:

Adam Bureau
Julie Dreyer
Lou Trozzolo
Rino Ferreri
Paige Montgomery
Paul VandeGraaf – Police Services Liaison
Theresa Rickerby

Council Appointees to the DBIA Board:

Deputy Mayor John Henderson
Councillor Suzanne Séguin

Recording Secretary:

Melissa Graham – Secretary

Absent:

David Oberholtzer
Muhammad Kundan

1. CALL TO ORDER

The meeting was called to order by Chairperson Adam Bureau at 8:32am

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 Julie Dreyer that the February 6th, 2018 minutes be adopted as amended.
Carried.

Chairperson Adam Bureau struck off meeting dated February 16th, 2018, as no meeting occurred due to lack of quorum.

5. BUSINESS ARISING FROM PREVIOUS MINUTES

6. PRESENTATIONS / DELEGATIONS

No presentations or delegations

7. CORRESPONDANCE / COMMUNICATION

Northumberland Breastfeeding Coalition Correspondence

REFERRED TO NEXT MEETING: Deputy Mayor Henderson will speak with Mayor Brocanier to gather more information on the Northumberland Breastfeeding Coalition.

8. REPORTS

8.1 Chair Report – Adam Bureau

8.1.1 Downtown Coalition

- DBIA have deferred conversations until confirmation of Ad Hoc Committee. DBIA does support some aspects of Building Improvement Committee such as;
 - Business Attraction Marketing Plan
 - Property Tax Discount
 - CIP Program
- Northumberland County will be hosting a public meeting regarding eliminating the vacancy tax rebate. This meeting will be held on March 21st, at 4:00pm until 7:00pm.

8.1.2 Strategic Plan

REFERRED: To review previous minutes to determine execution deadline

8.1.3 DBIA Job Descriptions Review

REFERRED: Will revisit job description at next scheduled meeting as Deputy Mayor John Henderson will review verbiage on the new Council Advisory Committee role descriptions to assist in the creation of the DBIA Board of Management Job Descriptions for Chair, Vice Chair and Treasurer.

8.1.4 2018 Tourism Guide

- **ACTION:** Adam will bring the 2019 Tourism Guide partnership to the CAO for discussion at the MOU meeting scheduled on March 7th, 2018.

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

- Meeting has been deferred to March 14th, 2018 at 8:30am.

8.1.6 Event Sponsorship Proposal

8.1.7 Crosswalk presentation to Council

- **ACTION:** Adam will resubmit letter to Deputy Chief Paul VandeGraaf whom will present letter for crosswalks to the Police Services Board.

8.1.8 Canada Flags

- **ACTION:** Adam will bring to MOU meeting to discuss Town involvement with Canada Flags in the downtown core.
- **ACTION:** Special Constables will go to DBIA membership to inquire the numbers of companies interested in purchasing new Canada Flags.
- **ACTION:** Mike at Canada Patriot will take down the flags that are in major disarray while discussions are had regarding Town involvement.

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

8.3 Treasurer Report – Lou Trozzolo – No Report

8.4 Marketing Report – Theresa Rickerby

- Marketing Committee present at the next meeting regarding their vision of new DBIA website.
- Adam, Theresa and Paige will set up a meeting with Ashley Purdy regarding website concerns that have been created by the marketing committee.
- Theresa will bring recommendation of two Cobourg Police stationed at two “red carpet” crosswalks mid-way through each block for the Girl’s Night Out event to Rino and Special Events committee.
- Radio ad have been created to engage membership and create buzz downtown.

- Positive feedback has been received regarding the tent cards that were used as marketing tools for the Winter Brews Pub Crawl.

8.5 Special Events Report – Rino Ferreri

- **ACTION:** Adam will contact AVshops.com to review the missing piece to allow music to be played on weekend.
- Vision of Sidewalk Sale banner that would be hung across King Street will need to review new Banner Policy which is currently being completed.
- **ACTION:** Rino will send recommendations regarding King Street “Drop off zones” (4 parking spots) to Deputy Mayor John Henderson to discuss at MOU.
- Scotia Bank will be the 50th Sidewalk Sale sponsor.
- Most restaurant membership would like a summer version of the Winter Brews Pub Crawl. This will be discussed further at upcoming special event committee meetings, to determine date and budget requirements.

8.6 Beautification/Maintenance Report – No report

8.7 Membership Report – Dave Oberholtzer – No report

8.8 Coordinator Report – Paige Montgomery

- Winter Brews Pub Crawl was a huge success, Paige is continuing to gather feedback and numbers for Jackie (Event Coordinator from Town of Cobourg)
- There is an interest in having a summer event also with the remainder of funds leftover.
- Girl’s Night Out is the next scheduled event with the Market building is now available for the Vendor’s Market as of 11AM on May 11th, 2018
 - Posters and passport packages will be distributed to participating members.
 - Press release to be approved and sent to social media outlets and paper.
- **MOTION:** Moved by Adam Bureau THAT the DBIA Board of Management approve the proposed Press Releases for Girl’s Night Out and Shop to Win Spring Passport Program.

Carried.

8.9 Police Liaison Report – Deputy Chief Paul VandeGraaf

8.9.1 DBIA Safe and Inclusive Street Strategy and Presentation

- The DBIA Safe and Inclusive Street Strategy is being created to give membership and the public a “safe environment for those who live, work, play, visit and explore here.”
- Inaugural activity will include monthly information sessions aimed at enhancing knowledge around several issues, such as personal safety, injury prevention, and crime prevention. These will be scheduled every 3rd Tuesday of the month, minus July and August and will be held in the Market Building
- **ACTION:** Marketing Committee to discuss options to engage membership and customers in DBIA Safe and Inclusive Street Strategy.

8.10 Council Reports

8.10.1 Councilor Suzanne Séguin

- Suzanne will be attending OBIAA Conference on April 15 – April 18 in Collingwood, Ontario.
- **MOTION:** It was moved by Theresa Rickerby THAT the DBIA Board of Management approve the \$750 plus HST for the registration fee for the DBIA Coordinator to attend the OBIAA Conference schedule on April 15 – April 18 in Collingwood, Ontario.

Carried.

8.10.2 Deputy Mayor John Henderson – No report

9. NEW BUSINESS

9.1 Ontario Cycling Association Cobourg Grand Prix

- Full details have not been confirmed, however the tentative date is August 11th or August 12th.

9.2 Time Capsule

- Time capsule is full, however there will be a ceremony schedule in April to place the capsule in the vault under the floral clock. The capsule is slated to be opened in 50 years on Canada's 200th birthday, July 1, 2067.

10. UNFINISHED BUSINESS

11. GOVERNANCE

11.1 OBIAA Governance Overview

Deputy Mayor John Henderson provided the Cobourg DBIA the OBIAA governance overview to start building a governance binder for the DBIA Office and the Board Members.

12. ADJOURNMENT

Moved by Adam Bureau that the meeting be adjourned at 10:45am

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

List of Attachments

#	Attachment Description	Page
1	February 6th, 2018 Meeting Minutes	Adopted
2	Special Meeting Minutes February 16th, 2018	Strike off
3	Northumberland Breastfeeding Coalition	Referred until next meeting
4	Downtown Coalition	Presented
5	DBIA Job Descriptions	Referred until next meeting
6	Event Sponsorship Proposal	Presented
7	Canada Flags	Presented
8	Marketing Notes	Presented
9	Special Events Report	Presented
10	Coordinator Report	Presented
11	Police Liaison Report	Presented