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| **BOARD of MANAGEMENT of the Cobourg DBIA** |
| REGULAR BOARD MEETING  AGENDA |
| Tuesday, October 3rd , 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 October 3rd, 2017 with the following members in attendance:

Adam Bureau

Theresa Rickerby  
Lou Trozzolo

Councillor Suzanne Séguin

Deputy Mayor John Henderson

Paige Montgomery

Rino Ferreri

Julie Dreyer

**Regrets**   
Muhammad Kundan  
Claude Hardenne

Julie Savard

**Recording Secretary**

Melissa Graham

1. CALL TO ORDER

Meeting was called to order at 8:33am

1. APPROVAL / ADDITIONS TO THE AGENDA

It was moved by Adam Bureau that the agenda be approved with additions of Bylaw Letters, Media Release, and school art windows. Teresa Rickerby would like to add special business for banners.   
**CARRIED**

1. DECLARATIONS OF INTEREST BY MEMBERS

No declarations of interest

1. ADOPTION OF MINUTES

It was moved by Lou Trozzolo that the September 5th, 2017 minutes be adopted.  
**CARRIED**

1. BUSINESS ARISING FROM PREVIOUS MINUTES  
   1. Adam Bureau to discuss with Town CAO, Stephen Peacock, to find a more accessible location to store DBIA items - TABLED – to be discussed at next MOU meeting - This item was tabled at August 1st meeting from an action item from July 4th meeting.

5.2 Theresa Rickerby to set up meeting of all DBIA committee chairs to discuss a downtown lighting plan for the Christmas season to be then presented at the September MOU – TABLED - This item was tabled at August 1st meeting from an action item from July 4th meeting

* 1. Adam Bureau to provide board with MJ’s last name.

**ACTION COMPLETED:**

5.4 Paige Montgomery to meet with Rino Ferreri and Theresa Rickerby individually to discuss Marketing and Special Events budget for 2018  
**ACTION COMPLETED:**

5.5 Lou Trozzolo, Julie Dreyer and Adam Bureau to meet for budgets for 2018

and have reports ready for October's Board meeting.

**ACTION COMPLETED:** refer to 8.3.1 Proposed Budget

5.6 Deputy Mayor John Henderson to advise Adam Bureau of the upcoming By-Law Committee meeting and to add him to the agenda for presentation to the

committee.

**ACTION COMPLETED:** Attended Meeting

5.7 Adam Bureau to ask at the next MOU if the fall decorations can be left up for

most of October. He is to ensure that they are taken down prior to Halloween due to some vandalism in the past.

**ACTION COMPLETED:** Take down for Halloween but after Fall DBIA Halloween Event

5.8 Rino has reached out to the Town of Cobourg’s Event Coordinator to meet

and discuss Christmas Market and Christmas Magic. No response yet. It was

suggested that he make arrangements through the Directory of Recreation

and Culture. It was also suggested that Rino attend the next Coordinator’s

meeting on September 21st to present.

5.9 Rino Ferreri to contact Dean Hustwick, Director of Recreation and Culture, to

set up a meeting with Town of Cobourg’s Event Coordinator.

5.10 Rino Ferreri to attend a Coordinator’s meeting on September 21st to present.

5.11Paige Montgomery to research the price of t-shirts for the Butter Tart Taste

**ACTION COMPLETED:** Not enough turnaround time for Millstone, but took brochures to competition.

1. PRESENTATIONS / DELEGATIONS  
   Banner Design by Jay from Project Lola
2. CORRESPONDANCE / COMMUNICATION  
   No correspondence
3. REPORTS

8.1Chair Report – Adam Bureau – Attachment 2

* + 1. **ACTION:** Adam to speak to Downtown Coalition regarding Closed Caption video cameras in the Downtown area.
    2. **ACTION:** Adam to speak to Downtown Coalition regarding list of Opening and Closing list
    3. **ACTION:** Date for Annual General Meeting set for December 7th, 2017 at 7:00pm located at Market Building. Acknowledgement of Business to be discussed with Membership Chair.
    4. **TABLED –** Request to contact Cobourg LCBO to be part of the 150 LCBO stores to sell recreational Marijuana
  1. Vice-Chair/Governance Report – Julie Dreyer   
     8.2.1 Procedure for late arrival of Board Members

**ACTION:** Discretion of the chair.Only penalty for members who are absents. Board to adapt the policy for board members to send their regrets if unable to attend meetings.  
8.2.2 2018 meeting schedule for Regular Board Meetings and Committee

Meetings – Attachment 3  
**ACTION:** Board Meeting dates already set.   
8.2.3 Approval of Downtown Vitalization 2017/2018 Market Analysis &

Business Attraction Marketing Plan – Attachment 4

* 1. Treasurer Report – Lou Trozzolo

8.3.1 2018 Proposed Budget - Attachment 5 – **TABLED**

* 1. Marketing Report – Theresa Rickerby   
     **ACTION:** Theresa to search for two new members.   
     Expression of Interest – **TABLED** for proposed Special Meeting

* 1. Special Events Report – Rino Ferreri - Verbal Report  
     Rino gave a verbal report regarding the events over the past year. All events this year have been extremely successful.
  2. Beautification/Maintenance Report – Muhammad Kundan – No Report
  3. Membership Report – Claude Harndenne – Attachment 6
  4. Coordinator Report – Paige Montgomery – Attachment 7
  5. Council Reports  
     8.9.1 Councilor Suzanne Séguin  
     8.9.2 Deputy Mayor John Henderson

1. NEW BUSINESS

**MOTION**

It was moved by Theresa Rickerby,

*“that the Board accept the design concept done by Project Lola for the downtown banners to move forward”***CARRIED**

It was moved by Suzanne Seguin,

“the final Downtown Vitalization 2017/2018 Market Analysis & Business Attraction Marketing Plan for September 26th, 2017”

**CARRIED**

1. ADJOURNMENT

Next meeting is scheduled for November 7th , 2017

List of Attachments

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| **#** | **Attachment Description** | **ACTION** |
| 1 | Minutes – September 5th, 2017 | Approved |
| 2 | Chair Report | Presented |
| 3 | 2018 Meeting Schedule | Presented |
| 4 | Downtown Vitalization 2017/2018 Market Analysis & Business Attraction Marketing Plan | Approved |
| 5 | 2018 Proposed Budget | Presented |
| 6 | Membership Chair Report |  |
| 7 | Coordinator Report |  |