



Downtown
Cobourg
—

BOARD of MANAGEMENT of the Cobourg DBIA

DBIA Board of Management

AGENDA

Tuesday August 7, 2018 at 8:30 AM Conference Room

1 CALL TO ORDER

2 APPROVAL / ADDITIONS TO THE AGENDA

2.1. Approval of agenda

Action Recommended: THAT the DBIA Board of Management approve the agenda as presented.

3 DECLARATIONS OF INTEREST BY MEMBERS

4 ADOPTION OF MINUTES

4.1. Adoption of the regular DBIA Board Minutes from July 3rd, 2018

4 - 8

Action Recommended: THAT the DBIA Board of Management adopt the regular board meeting minutes dated July 3rd, 2018 as presented.

5 BUSINESS ARISING FROM THE MINUTES

5.1. Adam will write a letter to clerks department regarding the banner policy during the "winter light" season.

5.2. Councillor Suzanne Seguin will reach out to Local Food for Local Good organizer to discuss consideration of changing proposed dates that conflict with existing DBIA events with the new Courtyard Summer Series event.

5.3. Paige will share the slides from DBIA Safe and Inclusive Street Strategy: Opioid Crisis seminar with the DBIA board of members and membership.

5.4. Marketing committee to investigate the use of gift cards/cost.

5.5. Theresa and Rino to reach out to other board members/membership to discuss municipal candidate questions in partnership with Northumberland Central Chamber of Commerce.

6 PRESENTATIONS / DELEGATIONS

7 COMMUNICATIONS / CORRESPONDENCE

7.1. DBIA Correspondence

9 - 34

1. Accessible Main Street workshops
2. Cobourg Grand Prix
3. Tourism surveys/bike rentals
4. W.Keeler regarding Cobourg sign:
5. Save the date for Explore the Core
6. King street closure to extend past division street:
7. Food and music festival feedback:
8. Free shuttle service for events
9. Courtyard summer series
10. Start here campaign (most to least recent)
11. Health and safety training
12. List of food vendors at food festival
13. Free marketing tool
14. Axe throwing league
15. Busker festival/town involvement
16. Spring passport request
17. Financial – sage accounting
18. Busker festival/town involvement
19. Summer pub crawl
20. Sidewalk sale closure
21. Gift cards/certificates

8 REPORTS

8.1. Chairperson Report - Adam Bureau

1. Downtown Coalition Strategic Planning Session

8.2. Vice Chair Report - Julie Dreyer - No report

8.3. Treasurer Report - Lou Trozzolo - No report

8.4. Marketing Report - Theresa Rickerby

35 - 36

- 50th Annual Sidewalk Sale
- Downtown Cobourg - Home for the Holidays 2018
- Policy & Procedures

8.5. Special Events Report - Rino Ferreri

- Harvest Festival Request

8.6. Beautification/Maintenance - No report -

8.7. Membership - No report

8.8. Coordinator Report - Paige Wiggans

8.9. Police Liaison Report - Deputy Chief Paul Vandegraaf

- 8.10. Council Report 37 - 38
1. Councillor Suzanne Seguin
 2. Deputy Mayor John Henderson

9 NEW BUSINESS

- 9.1. DBIA Election Procedures 39 - 40
- 9.2. DBIA Boundaries 41
- 9.3. Collaboration with Town for event support request
- 9.4. Port Hope request for Memorandum of Understanding between the DBIA and the Town of Cobourg
- 9.5. Open Board Positions
- 9.6. Policies/Procedures - Refer to Marketing Report
- 9.7. Sidewalk Sale Confirmations/Setups

10 CLOSED SESSION


- 10.1. 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) Contract negotiations

11 UNFINISHED BUSINESS

- 11.1. 07/03/2018: Accessibility in Downtown (Presentation)
- 11.2. Grand opening dates to be determined:
- Golden Dragon - August 25th, 2018, 11:30AM
 - Best Wishes in a Basket (August 8 at 1:30pm)
 - The Painted Tree (August 8 at 2pm)
 - The Royal Spa (August 17 at 2:30pm)
 - Raw 101 - August 25th, 2018, 12:00pm
 - Royal Spa and Thermal Circuit - August 17th, 2018, 2:30pm
 - Best Wishes in a Basket - August 8th, 2018 - 1:30pm
 - The Painted Tree (10 year) August 8th, 2018 - 2:00pm
 - Bourbon Street (August)

12 ADJOURNMENT

- 12.1. Next meeting September 4th, 2018 at 8:30am.

 <p>Downtown Cobourg</p>	BOARD of MANAGEMENT of the Cobourg DBIA	
	REGULAR MEETING MINUTES	
	Date: July 3, 2018	Meeting Location: Conference Room

A regular meeting of the DBIA Board of Management Committee was held on July 3rd, 2018 with the following members in attendance:

DBIA Board Members:

Adam Bureau
Julie Dreyer
Rino Ferreri
Theresa Rickerby
Paige Montgomery

Council Appointees to the DBIA Board:

Deputy Mayor John Henderson
Councillor Suzanne Séguin

Recording Secretary:

Melissa Graham – Secretary

REGRETS:

Lou Trozzolo

ABSENT:

David Oberholtzer
Paul VandeGraaf – Police Services Liaison

1. CALL TO ORDER

The meeting was called to order by Chairperson Adam Bureau at 8:40am.

2. APPROVAL / ADDITIONS TO THE AGENDA

2.1. Approve the agenda as presented.

With the additions of business arising from the minutes and DBIA gift certificates.

Moved by Deputy Mayor John Henderson THAT the agenda be approved as amended.

Carried

3. DECLARATIONS OF INTEREST BY MEMBERS

There were no declarations of interest by members.

4. ADOPTION OF MINUTES

4.1. June 5th, 2018 board meeting minutes

Moved by Rino Ferreri THAT the Downtown Business Improvement Area approve the minutes dated June 5th, 2018 as presented.

Carried

5. BUSINESS ARISING FROM THE MINUTES

5.1. Adam will speak to clerks' department regarding the policy for banners in the "winter light" season.

Adam was unable to speak with the clerks department but will write a letter by August 1st, 2018.

ACTION: Adam will write a letter to clerks department regarding the banners during the "winter light" season.

- 5.2. Adam will speak to Marie Dressler Foundation to seek further information on the placement of the 150th Birthday banner for Marie Dressler.

REFERRED: Adam will reach out to Marie Dressler Foundation to seek information on the placement of the 150th Birthday Banners.

- 5.3. Deputy Mayor John Henderson will review town policies regarding milestone celebrations.

Deputy Mayor Henderson will be adding this to government services for the Town to create their own policy. Recommends that the DBIA create a policy for milestone celebrations.

6. PRESENTATIONS / DELEGATIONS

- 6.1. Accessibility in the Downtown

This item was referred until further noticed. Item will be listed under unfinished business until Accessibility Committee is available for their presentation.

- 6.2. Project Lola - Website Proposal

Jay Robinson from Project Lola provided the board of members the hosting clarification package and proposed rates.

Moved by Adam Bureau THAT the Downtown Business Improvement Area accept the June 29th, 2018 hosting synopsis package as presented.

Carried

Moved by Theresa Rickerby THAT the Downtown Business Improvement Area approve the downtowncobourg.ca website hosting costs with Project Lola - Jay Robinson for \$373.00 plus HST for the first year

Carried

Moved by Theresa Rickerby THAT the Downtown Business Improvement Area approve submission #1 from Project Lola - Jay Robinson for the creation and implementation of a website for Downtown Cobourg for the cost of \$4865 plus HST with a launch date of October 1st, 2018.

Carried

[DBIA Website April2018_HOSTING CLARIFICATION](#)

7. COMMUNICATIONS / CORRESPONDENCE

- 7.1. Following email correspondence to DBIA Coordinator

The DBIA Coordinator provided correspondence to the board members for their review.

Key highlights included:

- ACDC tribute band being headline show for Waterfront Festival, which DBIA scheduled ACDC tribute for the week following.
- Tourism Event map printing with the wrong event dates.
- Local Food for Local Good - Courtyard Summer Series - requesting partnership with DBIA.

- Chairperson Bureau had a meeting with CAO and Director of Recreation and Culture to go over the conflicts that DBIA is having with the events/tourism departments. In this meeting there was a decision made that DBIA Chairperson, Coordinator, DBIA Special Events Chair, Director of Recreation and Culture, Jodi Ware Simpson, Jackie Chapman Davis and Councillor Seguin would meet monthly to review upcoming events. Each September, there will be a larger meeting scheduled to review events for the following year with other partners such as the Chamber, Lions Club, and Rotary.
- **ACTION:** Councillor Suzanne Seguin will reach out to Local Food for Local Good organizer to discuss consideration of changing proposed dates that conflict with existing DBIA events with the new Courtyard Summer Series event.
- Downtown Music being left on after Max's Big Ride.
 - DBIA issued a public apology as well as provided all town staff an apology. DBIA Chairperson reached out to Compton Security to investigate cost in moving stereo system to Market Building to provide DBIA 24/7 access. Once information has been provided chairperson will provide to board.
- Dumpster on Covert Street
 - Dumpster was placed in Covert Street parking lot for Busker Festival Event garbage. It was locked to ensure that DBIA was not paying for garbage that was not there, thus resulting in garbage from others.

8. REPORTS

8.1. Chairperson Report

8.1.1. Northumberland Central Chamber of Commerce

- Chairperson Bureau provided update to Northumberland Central Chamber of Commerce regarding the upcoming Food & Music Festival.
- **MOTION:** Moved by Adam Bureau that the Downtown Business Improvement Area create a subcommittee with the Northumberland Central Chamber of Commerce to create questions for the municipal candidates.

8.1.2. Downtown Coalition

- Start Here Campaign Launch - Refer to email correspondence

8.1.3. Courtyard Summer Series - Refer to email correspondence

8.1.4. Max's Big Ride

- Max and his father came through again this year. There was a great turnout, with Adam and the Mayor giving speeches. Police Services also had a big role in the escorting of Max and his father into downtown area.

8.1.5. Opioid Crisis

- The DBIA Safe and Inclusive Street Strategy provided an opioid crisis presentation to approximately 30 people. There was a good turnout, with media covering the issue in Northumberland County. Const. Jay Salisbury, Const. Caitlin Bauer, Acting Staff Sgt. Brent Allison provided the presentation for the participants. It was further recommended that the presentation be provided to high schools.

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- **ACTION:** Paige to share the slides with the DBIA board of members and membership.

- **8.1.6.** Partnership between DBIA & Tourism Department
- Refer to correspondence

- **8.1.7.** Agenda Preparation
- Chairperson Bureau opened the agenda preparation to the board members if they wanted to participate and learn the process with the secretary.

- **8.1.8.** Reserve fund policy
- There is currently not a reserve fun policy. According to the OBIAA, it is up to the board to decide the use of the reserve funds with a motion in order to do so.

- **8.1.9.** Experience Cobourg Launch
- The Chairperson and coordinator attended the Experience Cobourg Launch. With the continuing issues regarding dates on printed materials it was decided that the event rack cards which were printed by the Town of Cobourg would be corrected and reprinted.

8.2. Vice Chairperson Report - Julie Dreyer - No Report

8.3. Treasurer Report - Lou Trozzolo - No Report

8.4. Marketing Report - Theresa Rickerby

Moved by Theresa Rickerby THAT the Downtown Business Improvement Area accept and send the letter addressed to the CAO for the Town of Cobourg, and Cobourg Council as presented.

Carried

8.5. Special Events Report - Rino Ferreri -
A verbal update was given to board members. All event planning are running on schedule.

8.6. Beautification/Maintenance Report - No report

8.7. Membership Report - Dave Oberholtzer - No report

8.8. Coordinator Report
DBIA Coordinator provided a written report of ongoing tasks, with event planning running on schedule. There was a membership inquiry regarding Downtown Gift Certificates/Cards.

ACTION: Marketing committee to investigate the use of gift cards/cost.

8.9. Police Liaison Report - Deputy Chief Paul VandeGraaf - No report

DBIA Board of Management Meeting Minutes

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8.10. Council Report

8.10.1. Councillor Suzanne Seguin - No report

8.10.2. Deputy Mayor John Henderson - No report

9. UNFINISHED BUSINESS

9.1. Adding items to the unfinished business section.

There was a recommendation from board members to place grand opening list and accessibility report to unfinished business.

10. NEW BUSINESS

10.1. Municipal Election Candidate questions in collaboration with the NCCofC. Refer to chairperson report, and creation of subcommittee with Chamber.

11. ADJOURNMENT

The meeting was adjourned at 10:10am by Chairperson Adam Bureau.
Next scheduled board meeting is August 7th, 2018 at 8:30am

CORRESPONDENCE JUNE 27TH – AUGUST 2ND

ACCESSIBLE MAIN STREET WORKSHOPS

Accessible Main Street Project:

The Main Street Accessibility Project aims to identify the built environment accessibility challenges experienced by OBIAA's 300 BIAs and their 60,000 business members and to offer a range of possible solutions - from high cost, to low cost, to no cost.

OBIAA will work with Ontario's BIAs (their business and property owner members) to isolate the specific aspects of the Accessibility Standard for the Design of Public Spaces that BIAs have influence over, create a handbook and disseminate the information through a series of workshops, webinars and newsletters.

As a deliverable of the project, Ontario BIA Association will be holding four (4) workshops to gather ideas on, and challenges to, how BIAs and businesses can influence the accessibility of their communities. Areas explored during the workshops will include built environment accessibility, invisible barriers to accessibility, leveraging the benefits of accessibility, and the ways businesses and BIAs can work with their municipalities to influence greater accessibility.

According to the project deliverables, the target of the workshops will be BIA staff and Board of Directors, as well as Main Street businesses and building owners. The workshops were originally scheduled to happen between April and June, in a range of community types (large/small, urban/rural) and the discussions will inform and direct the contents of the "Accessible Main Streets Handbook".

If your community is interested in hosting a workshop, please review the attached, fill out the application and send it back to OBIAA by July 13, 2018.

Sincerely,

Kay

TOURISM SURVEYS/BIKE RENTALS

Hi Dean,

Reaching out as we are wondering when the Town of Cobourg will be releasing information regarding surveys and bike rentals. It sparked our curiosity when we visited the beach and noticed the bike rental sign wasn't out. And when we hosted our Food Festival we noticed that none of the tourism ambassadors were present except the employee located in Victoria Hall when he was on break.

Our events would be a great time to conduct surveys, especially the food festival as many enjoying the event are sitting at picnic tables eating food, or sitting listening to music. We realize that the Sandcastle Festival will have the ambassadors there, but the other days of the Sidewalk Sale there will be a few activities with lineups that would be great opportunities for surveys.

Please let us know if you will be releasing survey numbers and bike rental numbers quarterly (at the end of summer) or at the end of the year.

Thank you,

Adam Bureau

W.KEELER REGARDING COBOURG SIGN:

From: Wally Keeler [<mailto:poetician1@gmail.com>]

Sent: 30-Jun-18 5:11 PM

To: DBIA

Subject: Re: Art Windows (August 25)

Hi Paige;

Hope you don't mind me throwing an idea your way. This url contains info about foam letters cut to any size and font. <https://www.nonstopsigns.com/shop/foam-letters/>

So I think: C O B O U R G - But each letter is impaled on a wood/plastic doweling.

This is good for parades, and special events, example, the bike race, in which 7 individuals for 7 letters can walk the circuit while GoPro cams on the bikes transmit the event. Social media video.

I don't know the expense and you have the budget, but this is just to buzz in your ear.

All good things

Wally

SAVE THE DATE FOR EXPLORE THE CORE:

As one of our business partners, we are excited that you have agreed to participate in our “Explore The Core” event by showcasing your programs and/or services at the event. Please hold **Wednesday September 12th, 2018 from 10:00 am to 11:30 am** in your calendars for this event.

We recently kicked off our Downtown Cobourg, Business Attraction ad campaign “Start Here” with the unveiling of our first window display and signage at 52 King Street West.



A lot of work has been going on behind the scenes to implement our campaign designed to attract businesses, within specific sectors, to Cobourg’s Downtown. We are now depending on our partners to work with us in promoting the event to potential businesses that may consider a downtown location. This will mean sharing our social media posts on your networks and in newsletters and talking up the event to your clients. We will also require your attendance at the event to give a short 10 minute presentation featuring your services in order to highlight the great incentives, programs and services our community has to offer to assist businesses to grow and prosper.

Watch for more information to follow soon with our itinerary and your role in the event. If you have any questions, do not hesitate to contact either Melissa Graham or myself.

Wendy Gibson

KING STREET CLOSURE TO EXTEND PAST DIVISION STREET:

From: joan@littleunderground.ca [<mailto:joan@littleunderground.ca>]

Sent: 29-Jun-18 11:59 AM

To: Downtown Cobourg

Subject: Requesting King Street closures to extend east of Division St

Please consider this a formal request to investigate and resolve the issue of street closures ending at Division St. We are requesting closures continue east from Division to McGill Street. This extension should encourage foot traffic east of Division during the closures. The current scenario visually indicates that downtown shopping ends at Division St. Let us know what other information you might need to help push this forward.

Regards,

Joan

Little Underground

FOOD AND MUSIC FESTIVAL FEEDBACK:

From: Anne Burnham [<mailto:anne.burnham@sympatico.ca>]

Sent: 19-Jul-18 10:50 PM

To: 'DBIA'

Cc: 'Katie Burnham'

Subject: RE: Food and Music Fest - Thank you

Hi Paige,

Thanks for reaching out for feedback. Organizationally everything went well for us at the festival. Although we couldn't find marked numbers for the vendor spots having the map beforehand enabled us to simply slip in between the other listed vendors who had already arrived. Really over all the festival was well attended and I personally enjoyed the musical acts and the atmosphere, but truthfully we did have much lower numbers of sales than anticipated and it seemed as though others felt similarly. The crowd was there but didn't seem too interested in making purchases. I think being a well-known local business already meant that I had a lot of people talking to me but saying "I was just at the store" or "I just bought from your sister at Farmer's Market" or similar comments. This being said I don't think we would be interested in doing this festival again, nothing against the festival itself, simply because it doesn't suit our business, especially as we were also very close by at Farmer's Market that same day. I did have quite a few locals confused as to what the festival was and thinking that the set up stalls were the Farmer's market vendors up on the main street for the day. Perhaps incorporating farmers market is something you might consider in the future, as I sold more peas than butter tarts. I wondered too if the fact that the waterfront festival was only a week before and it also had a focus on butter tarts could have hurt sales.

I'm sorry I don't want to leave with negative feelings, as again, I do feel the festival was well run and attended, I just don't feel it was a good fit for our business which is already well supported by our wonderful community.

Katie Burnham

Hello!

Following up to say thank you for attending our Food and Music Festival this past Saturday and being a part of our newest addition – Treat Central! We hope you had a successful day and enjoyed being in downtown Cobourg. If you could provide us with any feedback on your experience at the event that would be greatly appreciated. Please let us know if you would be interested in returning to this event and/or attending another one of our annual festivals.

We look forward to hopefully working with you again in the future! Thank you for your support at this event. We hope you enjoyed the rest of your weekend.

Sincerely,
Paige Wiggans

FOOD & MUSIC FESTIVAL FEEDBACK

From: Peterborough - Beth McClelland [<mailto:bmcclelland@long-mcquade.com>]

Sent: 11-Jul-18 3:22 PM

To: dbia@downtowncobourg.ca (DBIA)

Cc: 'Adam Bureau'

Subject: Re: Food and Music Festival - Thank You

Hi Paige,

Thanks for your email and for having us at the festival! We got some really positive feedback from families trying out instruments and a lot of lesson centre inquiries too!

While there were some pretty slow periods throughout the day, I think overall the number of interactions/youth exposure to instruments was definitely worth our time and that we'd love to be considered for the festival again next year or be involved in events.

Our location was really great because we were far enough from the mainstage area that I don't think our "noise" interfered, so great call there!

The only thing that would have been a bit more helpful for me was for there to be a bit of staff/volunteer presence in the AM during setup - I left some of our gear that's pretty valuable for unattended to make a second trip to my vehicle which isn't ideal and had a bit of hard time locating my vendor location not being super familiar with the area! That said, I know you mentioned dealing with a power issue first thing in the AM and not having anyone to direct was by no means a big issue!! :)

All in all awesome job on organizing and thanks again for having us!!!! I hope you heard some positive feedback on our being there as well!

Beth McClelland

Educational Services Consultant



Long & McQuade Musical Instruments

129 Aylmer St. North • Peterborough ON • K9J 3J7

Store: 705-742-5332

Cell: 705-740-3021

FREE SHUTTLE SERVICE FOR EVENTS

Good afternoon Paige,

The Town does not offer free shuttle service for events in the Town of Cobourg.

Due to the amount of parking lot closures, road closures and the excessive volume of vehicles that Canada Day weekend historically attracted, the Town of Cobourg under the guidance of the Community Events Committee which includes Town Staff, Fire and Police budgeted for a shuttle to improve access to Victoria Park and surrounding areas for emergency services and to alleviate some of the traffic/parking congestion by encouraging individuals to leave their vehicles elsewhere.

If you are interested in contacting our transportation provider for information/costs for the DBIA booking shuttles for any of your events, please let me know and I would be happy to provide you with a contact name and number.

Thank you,
Renee

Renee Champagne
Engineering and Public Transit Administrator
Public Works Division

740 Division St Bldg 7
Cobourg, ON K9A 0H6
Email: rchampagne@cobourg.ca
Tel: (905) 372-4555 | Fax: (905) 372-0009

From: DBIA [<mailto:dbia@downtowncobourg.ca>]
Sent: Wednesday, July 4, 2018 4:45 PM
To: Renee Champagne <rchampagne@cobourg.ca>
Cc: 'Adam Bureau' <cobourgbuyandsell@hotmail.com>
Subject: FW: Free Shuttle Service for Events
Importance: High

Hi Renee,

Following up on the email below I sent a couple of weeks ago. We are really interested in learning about the free shuttle service offered by the Town of Cobourg. I've read it in a few places and wanted to learn more. Figured it would be best to contact you directly!

Thank you,
Paige Wiggans

COURTYARD SUMMER SERIES

From: Suzanne Séguin [<mailto:ssequin@cobourg.ca>]
Sent: 3-Jul-18 11:57 AM
To: 'Adam Bureau'; Paige Wiggans
Subject: FW: DBIA / Courtyard Summer Series meeting

Hi Adam and Paige,

Below is the reply from Nicole Beatty regarding any possibility of date changes. Looks like we will have to work together as best as we can to manage both events because everything is locked in at their end. I will work harder in the future with Jackie to prevent any more overlaps.

Suzanne

From: Nicole Beatty CFRE [<mailto:nicole.e.beatty@gmail.com>]
Sent: July 3, 2018 10:50 AM
To: Suzanne Séguin <ssequin@cobourg.ca>
Subject: Re: DBIA / Courtyard Summer Series meeting

Hi Suzanne,

Thanks for your note. Unfortunately, our dates are locked in. These are the dates we've secured our permits, SOP, staffing, suppliers, etc. for. We've also invested heavily in marketing collateral, which has been printed and distributed. I'm sorry to hear there's a perceived conflict. I think it's great that there are so many amazing experiences and events happening to leverage the assets of our community. I know our team would love to collaborate and cross promote with the DBIA in any way possible.

I look forward to hearing from you!

START HERE CAMPAIGN (MOST TO LEAST RECENT)

From: Ashley Purdy [<mailto:apurdy@cobourg.ca>]

Sent: 18-Jul-18 10:33 AM

To: Undisclosed recipients:

Subject: Start Here Downtown Business Attraction Marketing Campaign - THANK YOU

Hi Everyone,

I want to send out a big **THANK YOU** for participating and playing a huge role in our *Start Here* Business Attraction Marketing campaign.

Your video testimonial on why you decided to set up shop and work in Downtown Cobourg was a huge success. It's not just about fancy words on a pretty website – what really resonates with the audience we are reaching out to is YOUR voice. You are the ones working, living and breathing the Downtown business and entrepreneurial lifestyle. So thank you for coming together and helping us build a stronger, healthier and more resilient Downtown core.

Exciting News – The Start Here Campaign is Working!

As soon as this campaign launched our Economic Development Department has started to receive calls from interested individuals who cited the campaign was why they were calling. We are seeing results already and we've just begun.

Your Video – Access and Social Media Promotion

As a thanks for all your hard work we'd be happy to send you your testimonial for use across your own social media platforms and marketing needs. We ask that you please kindly reference the Start Here campaign in a variety of ways:

- Tagging The Town of Cobourg on Facebook, Twitter and Instagram.
- Using the hashtag #startherecobourg #starthere #downtowncobourg
- Always redirecting back to our website www.startherecobourg.ca

Start Here Campaign – Next Steps

All of your video testimonials are complete and we are now just sourcing the interview Q&A portion that accompanies the video.

Each week, starting this week, we will be promoting one video and Q&A for the campaign online (Facebook, website, Twitter, etc.). If you haven't already done so, please kindly get back to Toni Galea with those completed questions so we can begin our social media promotions. They create a really nice complete package together.

Thank you all again for participating and supporting the Start Here campaign. If you have any questions please reach out I am more than happy to keep in touch and support you!

Ashley Purdy, CMP

Communications Manager

From: Ashley Purdy [<mailto:apurdy@cobourg.ca>]

Sent: 17-Jul-18 4:03 PM

To: DBIA

Cc: 'Adam Bureau'

Subject: RE: Start Here Footage

Hi Paige,

Thanks for this – I am going to send out an email to all our Downtown Business video participants tomorrow with a breakdown of the public relation efforts and how their video testimonials will be used. I will also be asking each of them to help push the word out by cross promoting across their own social media platforms. Why not double the audience and create a bigger connection right?

If the YouTube video does not play right away I will definitely be uploading per each platform. That is not user friendly if we do it the other way around. I am going to be tagging Downtown Cobourg in all the videos as well and don't have to ask – but please help promote as well.

I actually have some great news too – we are getting calls in based SOLELY because said individual saw the Start Here campaign! Excellent news.

[Ashley Purdy, CMP](#)

Communications Manager

From: DBIA [<mailto:dbia@downtowncobourg.ca>]

Sent: Tuesday, July 17, 2018 10:55 AM

To: Ashley Purdy <apurdy@cobourg.ca>

Cc: 'Adam Bureau' <cobourgbuyandsell@hotmail.com>

Subject: RE: Start Here Footage

Hi Ashley,

When you are releasing the footage weekly, will you be uploading it organically into each social media platform for them to share (example Facebook)? Or will you be posting YouTube links for visitors to click? If you want more engagement (shares and views) with these Start Here videos, I recommend uploading them directly onto each social platform and monitoring their metrics separately instead of trying to funnel to YouTube. That way as well, you will know if you have more traffic via your YouTube page or your Facebook page. As if they are clicking the YouTube videos, it likely means they are coming from the Start Here Website. It would be beneficial as well to direct them to your Facebook as you post most of your messaging on that platform!

The participating businesses would be happy to cross promote these Start Here videos as they are proud of their involvement in the campaign. Please let them know you are seeking their help and let them know when you have their interviews back. I believe the businesses were under the impression that you were giving them their raw footage and their produced video content, not sending them links to their videos. Please update them on this information.

Hope you had a great vacation! - Paige Wiggans

From: Ashley Purdy [<mailto:apurdy@cobourg.ca>]

Sent: 5-Jul-18 3:32 PM

To: DBIA

Cc: Adam Bureau

Subject: Re: Start Here Footage

Hi Paige,

Last email before vacation! As part of the campaign we are releasing the footage on social every week in the summer and would like to tag in and ask each business owner to then cross promote with us as part of the Start Here campaign. That will begin week of July 16th once we have all the interviews gathered back.

I would like to reach out and ask them to help us cross promote once we begin the social media campaign...does this sound like something you can organize on behalf of the campaign? We can chat more when I return on July 16th about it! Thanks Paige!

Ashley

Sent from my iPhone

On Jul 5, 2018, at 3:18 PM, DBIA <dbia@downtowncobourg.ca> wrote:

Hi Ashley,

Our businesses have been reaching out to us to obtain the footage and their complete video (mov. files) from the Start Here Campaign. Are you able to zip file or Dropbox them to us to distribute?

Thank you,

Paige Wiggans

HEALTH AND SAFETY TRAINING

From: Mike Dupuis [<mailto:mike@cobourgaccounting.ca>]
Sent: 6-Jul-18 1:02 PM
To: Cobourg DBIA
Cc: Adam Bureau
Subject: Proposal

Hi Paige,

I recently received a solicitation for training employees using online courses with respect to health and safety, violence/harassment in the workplace and accessibility standards. I understand that training staff on these issues is required, no matter how small the business. I'm not thrilled with online courses but they are cheap and even if they don't get the job done at least you get a check mark on the to do list.

Instead, I thought that there might be an opportunity to pool resources for interactive training sessions. The Canadian Federation of Independent Business has a great summary of posting and training requirements:

<https://www.cfib-fcei.ca/en/tools-resources/workplace-mandatory-posting-and-training-requirements-0>

I would see two "what you need to know" sessions, one for owner/managers and the other for employees. At each session there could be a trainer and/or resource people from WSIB and/or the Ontario government. There could be a fee for each session depending on costs (perhaps \$20 for owners and \$10 for employees).

I understand that this doesn't exactly fit with the mandate of the Cobourg DBIA to improve and promote the downtown business area. However, it would be a good opportunity to have networking time for business owners if coupled with a meet and greet and a business card exchange. The health and safety components don't really speak to the Cobourg DBIA's mandate but the accessibility service standards do. We want all businesses to welcome people with special needs. Also, such sessions would be a key opportunity for service providers to participate since the overwhelming majority of events and promotions sponsored by the Cobourg DBIA are in support of retail businesses. It could also be scheduled in October when there are typically no events scheduled because of the high risk of rain but before Christmas activities start up.

Let me know your thoughts.

Mike

Mike Dupuis, MBA, PFP, CFP, CPA, CMA
Cobourg Tax and Accounting
1 Queen Street, Suite 102
Cobourg ON K9A 1M8

(T) 905-372-3535 | (F) 905-372-5074

LIST OF FOOD VENDORS AT FOOD FESTIVAL

From: kim fergusson [<mailto:fergussonkim4@hotmail.com>]

Sent: 11-Jul-18 9:23 AM

To: DBIA

Subject: Re: list of food vendors at Food Festival

Hi Paige,

I work for Prosperity Foods, a food distributor in Richmond Hill. The reason I wanted to attend is to speak with the food vendors, mostly bakers, as that is the food that we supply.

I thought it would be a great opportunity to make contacts, unfortunately I could not attend that day,

I hope this helps,

Thanks Paige,

From: DBIA <dbia@downtowncobourg.ca>

Sent: July 11, 2018 1:13 PM

To: 'kim fergusson'

Cc: 'Adam Bureau'

Subject: RE: list of food vendors at Food Festival

Hi Kim,

Just want to clarify a few things before sending the list. On the phone you mentioned you were supposed to attend the Food Festival. May we ask in which capacity? Just for my Coordinator report before I send you the names of the food trucks it is helpful to know who I am corresponding with for my notes and the reason for this request.

Much appreciated!

Thank you,

Paige Wiggans

FOOD & MUSIC FESTIVAL FEEDBACK

From: Peterborough - Beth McClelland [<mailto:bmcclelland@long-mcquade.com>]

Sent: 11-Jul-18 3:22 PM

To: dbia@downtowncobourg.ca (DBIA)

Cc: 'Adam Bureau'

Subject: Re: Food and Music Festival - Thank You

Hi Paige,

Thanks for your email and for having us at the festival! We got some really positive feedback from families trying out instruments and a lot of lesson centre inquiries too!

While there were some pretty slow periods throughout the day, I think overall the number of interactions/youth exposure to instruments was definitely worth our time and that we'd love to be considered for the festival again next year or be involved in events.

Our location was really great because we were far enough from the mainstage area that I don't think our "noise" interfered, so great call there!

The only thing that would have been a bit more helpful for me was for there to be a bit of staff/volunteer presence in the AM during setup - I left some of our gear that's pretty valuable for unattended to make a second trip to my vehicle which isn't ideal and had a bit of hard time locating my vendor location not being super familiar with the area! That said, I know you mentioned dealing with a power issue first thing in the AM and not having anyone to direct was by no means a big issue!! :)

All in all awesome job on organizing and thanks again for having us!!!! I hope you heard some positive feedback on our being there as well!

Beth McClelland
Educational Services Consultant



Long & McQuade Musical Instruments
129 Aylmer St. North • Peterborough ON • K9J 3J7
Store: 705-742-5332

Cell: 705-740-3021

FREE MARKETING TOOL

From: Wendy Gibson [<mailto:wgibson@cobourg.ca>]

Sent: 13-Jul-18 10:59 AM

To: Paige Montgomery

Cc: Melissa Graham; Ecdev Student

Subject: Free Marketing Tool

Hello Paige: Just a free marketing tip that you may wish to pass onto the DBIA members..

If your business is located within the Town of Cobourg, you are entitled to a free listing in the Town of Cobourg Business Directory. This is a great marketing tool with the ability to include photos, a company logo, links to social media pages, key words to ensure the business comes up in searches, a description of the business and contact information. Any business already listed may request a password to have full access to their information to update or make changes at any time. Businesses not currently listed may register on-line and create their own profile or call our office and we will enter it on their behalf.

To review a current listing or create a new one go to: www.investcobourg.ca and click on the business directory. Businesses may also call the Town of Cobourg, Economic Development office at 905.372.5481 x 303.

Thanks,

Wendy

AXE THROWING LEAGUE

From: Jackie Chapman Davis [<mailto:jchapmandavis@cobourg.ca>]

Sent: 23-Jul-18 9:49 AM

To: DBIA

Cc: 'Adam Bureau'

Subject: RE: Axe Throwing League

Hi Paige – The best way would be for him to fill out the special event application with his choice of location and dates. This way it can get circulated to the internal departments that need to sign this off.

<https://www.cobourg.ca/en/town-hall/Municipal-Event-Application.aspx>

If he has any other questions he can give me a call.

Thank you,

Jackie

From: DBIA [<mailto:dbia@downtowncobourg.ca>]

Sent: 17-Jul-18 1:19 PM

To: Jackie Chapman Davis <jchapmandavis@cobourg.ca> (jchapmandavis@cobourg.ca)

Cc: 'Adam Bureau (cobourgbuyandsell@hotmail.com)'

Subject: FW: Axe Throwing League

Importance: High

Hi Jackie,

Ian LeBlanc from Upper Canada Axe Throwing would like to host an 8 week (1 day a week) tournament of 32 people in Cobourg. He is using this as a trial run to gauge audience interest before looking further into opening a second location in Cobourg. Cobourg is his first choice for this business, but wants to run the league this summer and then work with Economic Development on possible locations.

I've spoken with Wendy and Melissa who suggested we apply for a Special Event permit for a park to host this league. The trailer which is completely enclosed (same as Harvest and Waterfront) would be stationary for the 8 weeks but only in use for the tournament day once a week. What do you think is the best way to get this up and running this summer?

Thank you,
Paige Wiggans

From: Ian Le Blanc [<mailto:ianleblanc@rogers.com>]
Sent: 16-Jul-18 3:39 PM
To: DBIA
Subject: Re: Axe Throwing League

Hi Paige,

Thank you very much for your initiative. and my apologies for the delayed response. I am very excited to work with Cobourg and hope we're able to figure something out.

Warm regards

Ian Le Blanc

On Jul 9, 2018, at 16:38, DBIA <dbia@downtowncobourg.ca> wrote:

Hi Ian,

I spoke with Economic Development about getting the Axe League up and running. Their suggestion was to apply for a special event permit for a park to host this league. Unfortunately, timing was not on my side as the Events Coordinator for the town has gone on vacation until July 23. I have pinned it until she returns and am hoping we can get it approved by council before August.

Just wanted to keep you posted that I am working on it and am trying to go through a different avenue.

Thank you,
Paige Wiggans

BUSKER FESTIVAL/TOWN INVOLVEMENT

From: DBIA [<mailto:dbia@downtowncobourg.ca>]

Sent: 10-Jul-18 4:56 PM

To: Jackie Chapman Davis <jchapmandavis@cobourg.ca> (jchapmandavis@cobourg.ca)

Cc: 'Adam Bureau'

Subject: Busker Festival 2019

Hi Jackie,

The Board is going to review and approve the festivals for 2019 at the September meeting. One festival that may be hanging in the balance is the Busker Festival because it is the most costly event on our lineup. I wanted to see the possibility of the Town of Cobourg partnering on this festival in the future. And take that information to the Events Chair when we discuss the lineup. If we decide to drop the festival you will be the first to know, but thought this could be done similarly to the Winter Brews event if the Town is onboard.

Please let me know your thoughts on this.

Either way, the information will be coming to you in the next couple of months.

Thank you and I hope you are enjoying your vacation time!

Paige

SPRING PASSPORT REQUEST

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

From: DBIA [<mailto:dbia@downtowncobourg.ca>]

Sent: 17-Jul-18 9:56 AM

To: 'Marie Fisher'

Subject: RE: Spring Passport Winner

Hi Marie,

Sorry about the delayed response! I will have to run this by the Board of Management to see if they approve extending the expiration date. We typically give nearly two months on our certificates as we must track and reimbursement each business individually, and do not want past unused gift cards to be redeemed at any time.

If it does get approved, there will be a condition that it cannot be used during the Sidewalk Sale.

The Spring Passport Program is to encourage shopping in our businesses slow season and not during the peak of summer.

I will get back to you with their decision as soon as possible!

Thank you,
Paige Wiggans

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

From: Marie Fisher [<mailto:mfisher@centrefordermatology.com>]

Sent: 30-Jun-18 2:00 PM

To: dbia@downtowncobourg.ca

Subject: Spring Passport Winner

Hi,

I won a spring passport prize worth \$100.

Unfortunately, I have been out for business trips and before I knew it, it expired June 29, 2018.

Is there any way I can extend this expiration date?

Thanks and I apologize for the inconvenience.

Marie Fisher

FINANCIAL – SAGE ACCOUNTING

From: Chan, Echo [<mailto:echochan@kpmg.ca>]

Sent: 18-Jul-18 10:37 AM

To: DBIA

Cc: 'Adam Bureau'; lou@cheslershoes.com; lou@trozzolo.com

Subject: RE:

Hi Paige,

I had a look, and to clear those cheques out, you can increase cash, and reduce expenses. The reason being that we are essentially reversing the effect of the cheques because they were never cashed by the recipient. It doesn't make a big difference in which account the expenses are reduced, but it looks like the majority of the cheques relate to special events, so I would suggest reducing expenses in an account that rolls up to the "Special Events" financial statement caption. The entry you could make is:

DR. 1055 - Operating General Account	1,474.38
CR. 5735 - Entertainment	(1,474.38)

Please let me know if you have any further questions!

Best,
Echo Chan
Staff Accountant, Audit
KPMG LLP

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

From: DBIA [<mailto:dbia@downtowncobourg.ca>]

Sent: Tuesday, July 17, 2018 17:07

To: Chan, Echo <echochan@kpmg.ca>

Cc: 'Adam Bureau' <cobourgbuyandsell@hotmail.com>; lou@cheslershoes.com; lou@trozzolo.com

Subject: FW:

Hi Echo,

Mary-Jane has asked me to see if you would please send a journal entry to clear these historical cheques in our Sage accounting system. I've attached the images that includes the outstanding withdrawals for your review. They are from November 8, 2013 until Jul 29, 2016.

Thank you and we look forward to hearing from you.

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

SUMMER PUB CRAWL (MOST RECENT TO LEAST RECENT)

From: DBIA [<mailto:dbia@downtowncobourg.ca>]

Sent: 1-Aug-18 10:56 AM

To: dave@thealehouse.ca; toddo@eagle.ca; georgeandorange@gmail.com; teresa@therusticbean.ca; ryan@therusticbean.ca; amanda.leng@gmail.com; 'oasis@eagle.ca'; oaiscobourg@gmail.com

Cc: 'Adam Bureau'

Subject: Summer Pub Crawl Meeting

Hello participating Pub Crawl members!

I have secured a meeting with the Deputy Chief on Thursday, August 23 at noon to review the AGCO regulations (public events, liquor licence, recognizing intoxication/over serving, and occupancy limits). Afterwards, I would like to meet with each of you individually to review and make sure we are prepared for the pub crawl happening that Saturday, August 25. There will be a police presence downtown again for safety and officers whose main concerns are capacity and over serving.

These were the two issues at the last pub crawl. There will be a need for front door security/staff in order to not risk overcrowding/exceeding capacity. Managing front door will be your responsibility and we are looking into ways to assist, but this does fall on each owner.

Again, we also recommend having extra bar staff for the evening and to be versed in recognizing intoxication/over serving, as these patrons are attending multiple locations. But extra staff is at your discretion.

Please let me know a time on **Thursday, August 23 or Friday, August 24** we can meet to review these regulations to ensure a successful summer pub crawl!

Thank you,
Paige Wiggans

From: DBIA [<mailto:dbia@downtowncobourg.ca>]

Sent: 17-Jul-18 11:57 AM

To: 'Christine Zealand'

Cc: 'Adam Bureau (cobourgbuyandsell@hotmail.com)'

Subject: FW: Summer Pub Crawl

Hi Christine,

We are hoping to begin booking one on one meetings with the below locations so they know the necessary rules and regulations to run a successful pub crawl. The Deputy Chief had suggested one on one meetings to review the AGCO regulations. He unfortunately was not present at our last board meeting and I have not received a response from a follow up email sent out mid-June. I am hoping with your help we can get these meetings coordinated between Paul VandeGraaf and each bar owner.

If we can give them two dates that work for Paul to choose from and have it as a mandatory meeting, that would be ideal. Likely the best time is morning, as most restaurants open afternoon to evening. I would like to set the meetings for this month or the start of August.

The Summer Pub Crawl is on Saturday, August 25.

I have let the restaurants know they need to hire door staff and have extra hands on during the event, but am hoping this can be reiterated in the meetings under capacity rules and serving.

Thank you and I look forward to hearing from you.

Sincerely,

Paige Wiggans

From: DBIA [<mailto:dbia@downtowncobourg.ca>]

Sent: 7-Jun-18 11:58 AM

To: 'Paul VandeGraaf'

Cc: 'Adam Bureau'

Subject: Summer Pub Crawl

Hi Paul,

El Camino, Cat and Fiddle, George and Orange, The Ale House, Bourbon Street and The Rustic Bean have confirmed their participation in the newly scheduled summer Pub Crawl. Awaiting a response from Kelly's, Oasis, but as the majority has said yes, in previously emails they know that their locations will be affected by higher attendance.

So, are we able to begin booking one on one meetings with all above locations so they know the necessary rules and regulations to run a successful event?

I look forward to getting this underway and will have the application in for the pub crawl this afternoon.

Thank you,

Paige Wiggans

SIDEWALK SALE:

From: DBIA [<mailto:dbia@downtowncobourg.ca>]

Sent: 25-Jul-18 10:41 AM

To: Jackie Chapman Davis <jchapmandavis@cobourg.ca> (jchapmandavis@cobourg.ca)

Cc: 'Adam Bureau'

Subject: Sidewalk Sale Road Closure

Hi Jackie,

Just confirming the dates and times of our road closure for the Sidewalk Sale.

King Street closes Thursday, August 2 at 6AM, and reopens on Sunday, August 5 at 9PM.

Second Street closes Wednesday, August 1 for picnic tables to be dropped off at the top of Second Street (closest to King).

Confirming 14 picnic tables for the event delivered on Wednesday.

And with the now confirmed food vendors, could we please reduce the number of garbage cans from 8 (previously requested) to 4?

We have spoken with Sally about water access from the East Side of Victoria Hall for the sandcastle sculptors. And that we need power to the panel and lampposts on in Victoria Hall. She knows we need no additional security and for the Saturday and Sunday, only open during the Art Gallery hours.

Thank you for help!

REPRINTING EVENT MAP

From: DBIA [<mailto:dbia@downtowncobourg.ca>]

Sent: 30-Jul-18 10:11 AM

To: Bryan Mercer <bjm13@sympatico.ca> (bjm13@sympatico.ca); 'Dean Hustwick'

Cc: 'cobourgbuyandsell@hotmail.com'

Subject: Reprinted Event Map and Guide

Hi Bryan,

Wondering if you have received the reprinted event map and guide? Just hoping to put the new ones out in the Market Building!

Thank you,

Paige Wiggans

EVENTS UPDATE FOR MPP DAVID PICCINI

From: DBIA [<mailto:dbia@downtowncobourg.ca>]

Sent: 27-Jul-18 1:59 PM

To: 'Piccinico, David'

Cc: 'ralph.kerr@pc.ola.org'

Subject: RE: Five Grand Openings (August 8, August 17 and August 25) Update Time for The Royal Spa Grand Open

Hi Ralph,

Here are the events I can confirm besides the Grand Openings in August.

1. Cobourg Gran Prix – Saturday, August 11 starting at 9AM
2. 50th Annual Downtown Cobourg Sidewalk Sale – Thursday, August 2 to Sunday, August 5
3. Downtown Cobourg Art Walk – Saturday, August 25 starting at 10AM until 2PM
4. Explore the Core – Town of Cobourg event – Wednesday, September 12
5. Downtown Cobourg Harvest Festival – Saturday, September 29 starting at 10AM until 5PM
6. Trick or Treat on King Street (Downtown Cobourg)- Saturday, October 27
7. Armistice '18 – Town of Cobourg event – September 21 to November 11, 2018
8. Cobourg Santa Claus Parade (Downtown Cobourg and Lions Club) – Sunday, November 18
9. Christmas Magic (Town of Cobourg and Downtown Cobourg) – Friday, November 23

Thank you,

Paige

GIFT CARDS/CERTIFICATES

From: DBIA [<mailto:dbia@downtowncobourg.ca>]
Sent: 1-Aug-18 11:12 AM
To: 'Twice As Nice Consignment Shop'
Cc: 'Adam Bureau'
Subject: RE: Gift Card/Certificate

Hi Gill and Stephanie,

Received your message about the Silent Auction on September 8. I've seen your event online and will definitely schedule to share it. Just with the Sidewalk Sale, Gran Prix and Grand Openings next week, we will share the events in consecutive order. Please send us any details you would like us to include!

As for the gift certificates, we typically only do those for the Spring Passport Program or contests run by Downtown Cobourg. We are currently researching gift cards through Moneris. We have added gift certificates under new business for the agenda, as it does take a lot of tracking typically to reimburse if multiple go out, so we are seeing what the rules should be around them. May I ask what you would like a gift certificate for?

Thank you,

Paige Wiggans

From: Twice As Nice Consignment Shop [<mailto:twiceasniccobourg@hotmail.com>]
Sent: 1-Aug-18 5:58 AM
To: Downtown Cobourg
Subject: Gift Card/Certificate

Hey Paige,

Is there such a thing as a Downtown Cobourg Gift Certificate or Gift Card? If so, how does it work?

Thanks

Gill



MARKETING REPORT:

- Marketing initiatives are moving along as planned. There has been some feedback from the members regarding the “renaming” of the sidewalk sale due to the sponsorship by Scotia Bank. The concern is about losing the history of the Downtown Cobourg Sidewalk Sale. I do agree that this is something to be cognizant about in the future when dealing with Sponsorships. Inclusion in policy and procedures under marketing? Or should we make a motion The DBIA board acknowledges the importance of maintaining the branding and naming rights for events within the Downtown Core that are created and implemented by the DBIA board. When dealing with corporate sponsors the DBIA should retain the majority of branding placements including largest logo, logo placement and name of Event. I.e: Downtown Cobourg Sidewalk Sale in partnership with Scotiabank.
- Downtown Cobourg - Home for the Holidays 2018
This year’s holiday postcard marketing initiative is a play on the successful passport program. We will be designing a postcard that can be used as an entry into the contest to bring home a loved one to Cobourg for the holidays. The postcard can also be used to send holiday wishes to loved ones for those not wishing to participate in the promotion.

This promotion focuses on local, community and the importance of being together for the holidays.

- Promotion – November 1st to November 30 – Kick off Holiday purchases in Downtown
Receive a Downtown Cobourg postcard with every \$50 purchase at participating businesses * purchase is \$50 before tax
Enter to Win a return flight for a loved one from anywhere in Canada. In order to be entered to win participant must write on the postcard who they want to bring home and why. Postcards can be dropped off at Town Hall in our Red Holiday Mail box for the month of November. Winner will be announced on Monday December 3rd live on our social media feeds.
Winner receives one return flight from anywhere in Canada, pick up at the airport and return transportation as well, a welcome home swag bag from Downtown Businesses
Promotion for this event will be on levels of media including; printed posters, social media, radio and television. (CBC, Chex, Global)

Cost – 45,000 Avion points plus \$300 in taxes and fees, \$500 in transportation costs plus \$1200 for incidentals and additional promotion and reach throughout Northumberland and beyond.

Motion: the DBIA board approves the use of up to 45,000 Avion points to secure a Canadian flight for the winner of the Home for the Holidays 2018 marketing promotion and an additional \$2000.00 from our reserve funds to fund airline ticket taxes, fees, transportation costs and additional promotion of this campaign.

- Policy and Procedures Discussion – After reviewing the updated policy and procedures for board members I feel that requiring a marketing chair to write a marketing plan for the DBIA to be beyond the scope of a volunteer position. A proper marketing plan for an organization with over 200 members is something that the DBIA should consider investing in. These types of documents depending on their scope would range between \$2,000 and \$7,000. Properly marketing and promotion of Downtown Cobourg is essential to its success and should not be limited to spending the majority of the budget on event promotion. Effective Marketing and Promotion supports all members throughout all four seasons and has a far reach and as Marketing Chair it would be reasonable to implement a strategy that has been developed and approved by the board, or by a board approved independent consultant.

TOURISM SURVEY

Please find below the July update from the Tourism survey that we launched this past June. Here is a snap shot of highlighted findings from the data collected up to this point:

- 326 Tourism and 195 Recreation surveys have been collected to date.
- The majority of visitors have been from the GTA with notable mention of Ireland, Barbados, Philippines, England, Germany and Australia.
- We have seen a large number of families visiting this summer with the 50+ age bracket a close second.
- 88.3% of visitors arrive via personal vehicle, 5.3% by boat, and 2.8% by train.
- 64% of visitors stayed for the day, 10.3% overnight and 19.5% for multiple nights- it can be noted that those staying overnight in Cobourg are typically staying for **more** than 1 night.
- 91.1% visited the beach.
- 51.1% participated in a cultural activity while visiting.
- 54.8% shopped while in Cobourg- **17.6%** spend in between **\$1-\$60**, **19.3%** spent in between **\$61-\$100** and **11.9%** spent in between **\$101-\$200**
- 67.6% visited a local food establishment in Cobourg- notable mentions of Corfu Grill, Buttermilk, Sakura Sushi, Millstone and the Oasis numerous times.
- 97.4% would recommend a visit to Cobourg.
- 50% visited for the beach, 28% for an event and 32.2% to visit friends/family- it can be noted that the biggest attraction is to our beach.

We have received close to 100 comments with 99% of them being positive. Here is a sampling of the comments we have received:

It's gorgeous here!

Music at the beach more often would also be great.

Lovely Town. Very Friendly People

Glad it's kept so clean

Saw this very funny billboard in downtown Kingston. A kid on the beach. Went to the web and saw City hall and the beach and decided to do a day trip. Plan to come back and spend more time this fall.

Gorgeous beach and helpful staff

Gorgeous and clean beach that looks like beaches in California

Love the coffee in the morning!

Thank you for asking what we think

Great recommendations from the Tourism staff

Beautiful Victoria Hall building with lots of history!

Normally go to sandbanks, but found Cobourg and much prefer it as it is closer and has a very nice beach.

Very nice town; love the beach and downtown. Thinking about moving here for, Bancroft

List local restaurants in experience guide and event map, instead of franchise restaurants. Support your local business for goodness sakes. No one wants to drive when they can walk somewhere.

Make a specific survey for locals

		May 18 - June 10	June 11 - June 17	June 18 - June 24	June 25 - July 01	July 02 - July 08	July 09 - July 15	July 16 - July 22	July 23 - July 29	July 30 - August 05	August 06 - August 12	August 13 - August 19	August 20 - August 26	August 27 - September 03	SEASONAL TOTALS
MARKET BUILDING & VICTORIA HALL	Monday		10	15	13	67	71	40	14						230
	Tuesday		5	11	N/A	40	40	50	25						171
	Wednesday		5	8	47	43	31	50	25						209
	Thursday		9	13	21	30	15	56	33						177
	Friday		14	36	26	54	26	60	29						245
	Saturday		12	41	52	94	47	40	34						320
	Sunday		9	18	206	6	89	28	31						387
	WEEKLY TOTALS	175	64	142	365	334	319	324	191	0	0	0	0	0	1914
BEACH KIOSK	Monday		14	11	31	185	15	10	10						276
	Tuesday		21	8	N/A	46	10	15	12						112
	Wednesday		7	15	0	9	16	20	10						77
	Thursday		24	18	25	27	8	51	17						170
	Friday		26	38	57	40	30	47	42						280
	Saturday		43	2	215	36	33	63	60						452
	Sunday		50	20	350	75	100	3	120						718
	WEEKLY TOTALS	420	185	112	678	418	212	209	271	0	0	0	0	0	2505

NOTES

- 1 May 18 - June 10 numbers are estimated for this 3.5 week period as tracking had not commenced yet
- 2 Friday June 22 - Tourism information desk moved into Victoria Hall from the Market Building
- 3 Significant weather events (cold temps, rain or storms)

NOTICE
To All Landlords and Business Operators
DOWNTOWN BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT
2018 ELECTION

Election Day is Monday November 17, 2014

Offices to be elected: 8 Directors

The Downtown Cobourg Business Improvement Area Management Board consists of 9 Directors: seven elected members and two appointed by the Town of Cobourg Council.

Once appointed by Town Council, the directors will serve a four (4) year term which expires on November 30, 2022.

Who is eligible to run and vote?

All members of the Downtown Cobourg Business Improvement Area.

From the Municipal Act, 2001: "Members of an improvement area consist of persons who are assessed, on the last returned assessment roll, with respect to rateable property in the area that is in a prescribed business property class and tenants of such property. 2001, c. 25, s. 204 (4)"

During the Nomination period the office will be preparing the official Voters' List. Please verify you are on the Voters' List. Please note* if your property is listed under your name you will be automatically on the Voters' List. If you are the owner of a business or a property listed or managed by a corporation you must fill out the BIA Tenancy Determination form and provide ID linking you to the property/business. Please refer to Appendix A for list of acceptable forms of ID.

Important Dates

- Monday September 15, 2014 - Nominations open at 9:00 a.m.
- Monday, October 20, 2014 - Nominations close at 5:00 p.m.
 - Ballots will be mailed out or hand delivered to all members
 - The vote is conducted using a "vote by mail" ballot.
 - Please contact the office and be sure you are registered.
- Monday, November 17, 2014 - Voting Day 9:00 a.m. to 5:00 p.m.
 - All ballots MUST be received before 5:00 p.m. on Voting Day.

For more information or questions contact the
Downtown Business Improvement Area office:
905.377.8024 or dbia@downtowncobourg.ca



Downtown
Cobourg



905-377-8024



201 Second St.
Cobourg, ON
K9A 3N7



dbia@downtowncobourg.ca

www.downtowncobourg.ca

NOMINATION CONSENT

We encourage all eligible members of the Business Improvement Area to give consideration to allowing their name to stand for Director. The Election will be held for seven (7) positions as Directors of the Downtown Management Board for the four (4) year term expiring **November 30, 2022**. All eligible Business Improvement Area members who are willing to stand for election must complete and return this form to the Downtown Cobourg Business Improvement Area office prior to the closing of Nomination **at 5:00 pm, Monday, October 20, 2018**.

Please return this signed consent form to:

Downtown Business Improvement Area Office,
201 Second Street, Cobourg, ON, K9A 3N7

I, _____ hereby consent to the placement of my name on the ballot for the Election of Directors to the Downtown Management Board of the Downtown Orillia Business Improvement Area, for the four year term expiring on **November 30, 2022**.

Name: (please print) _____

Business/Property: _____

Address: _____

Telephone: _____

Email: _____

I certify that I am an eligible member of the designated Business Improvement Area as an:

- Assessed property owner
- Business Tenant
- Nominee of assessed owner/business/corporation.
(A written nomination letter from the owner/business/corporation is required)

Signature

Date



Downtown
Cobourg



905-377-8024



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