



<b>BOARD of MANAGEMENT of the Cobourg DBIA</b>
REGULAR BOARD MEETING AGENDA
Tuesday, April 3 <sup>rd</sup> , 2018 at 8:30 AM Conference Room, Victoria Hall

1. **CALL TO ORDER**

2. **APPROVAL / ADDITIONS TO THE AGENDA**

3. **ADOPTION OF MINUTES**

3.1 Adoption of the regular DBIA Board Minutes.

[March 6<sup>th</sup>, 2018](#)

Action Recommended: THAT the DBIA Board of Management adopt the meeting minutes from March 6<sup>th</sup>, 2018

4. **DECLARATIONS OF INTEREST BY MEMBERS**

5. **BUSINESS ARISING FROM PREVIOUS MINUTES**

5.1 John Henderson will speak to Mayor regarding Northumberland Breastfeeding Coalition to gather more information for the DBIA Board of Management

5.2 John Henderson will review verbiage from the new Council Advisory Committee role descriptions to advise Board on Job descriptions:  
[\(Refer to 8.1.9 – Job Descriptions\)](#)

5.3 Adam will bring the 2019 Tourism Guide partnership to the CAO for discussion at the MOU meeting scheduled for March 7<sup>th</sup>, 2018

5.4 Adam will resubmit pedestrian crosswalk letter to Deputy Chief Paul VandeGraaf whom will present letter to the Police Services Board

5.5 Special Constables will go to the DBIA membership to inquire the numbers of companies interested in purchasing new Canada Flags.

5.6 Adam will bring Canada Flag issue to MOU meeting to discuss Town involvement in the Downtown Core.

5.7 Marketing committee will discuss options to engage membership and customers in the DBIA Safe and Inclusive Street Strategy.

5.8 Rino will send recommendations regarding King Street “Drop off zones” to the Deputy Mayor to discuss at MOU meeting.

5.9 Adam will contact AVshops.com to review the missing piece to allow music to be controlled over the weekend hours.

## **6. PRESENTATIONS / DELEGATIONS**

6.1 Theresa Rickerby & Paige Wiggans - Website Site Presentation

## **7. CORRESPONDANCE / COMMUNICATION**

7.1 Tannery District Sustainable Master Plan

7.2 [Toastmasters](#)

## **8. REPORTS**

8.1 Chair Report – Adam Bureau

8.1.1 Northumberland Central Chamber of Commerce

8.1.2 [Concrete Storage Units](#)

8.1.3 Downtown Coalition

8.1.3.1 Downtown Vitalization/ Business Attraction Ad Campaign

8.1.4 Ontario Municipal Board – Pre-hearing DePalma Developments

8.1.4.1 [Participant speech](#)

8.1.5 [Cobourg Museum Foundation](#)

8.1.6 Open Board Position

8.1.7 20 Year anniversary for Cobourg Health Shoppe

8.1.8 Experience Card from Tourism Ambassadors

8.1.9 [Job Descriptions](#)

8.2 Vice-Chair/Governance Report – Julie Dreyer

8.3 Treasurer Report – Lou Trozzolo

8.4 [Marketing Report](#) – Theresa Rickerby

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

8.6 Beautification/Maintenance Report -

8.7 [Membership Report](#) – Dave Oberholtzer

8.8 [Coordinator Report](#) – Paige Montgomery

8.9 [Police Liaison Report](#) – Deputy Chief Paul VandeGraaf

8.10 Council Reports

8.9.1 Councilor Suzanne Séguin -

8.9.2 Deputy Mayor John Henderson -

## **9. NEW BUSINESS**

## **10. UNFINISHED BUSINESS**

10.1 [Board Member Job descriptions](#)

## **11. GOVERNANCE**

11.1 OABIA Governance Overview

## **12. ADJOURNMENT**

Next meeting scheduled will be the DBIA Board of Management on May 1<sup>st</sup>, 2018 at 8:30am.

### List of Attachments

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## Attachment 1



<b>BOARD of MANAGEMENT of the Cobourg DBIA</b>
REGULAR BOARD MEETING MINUTES
Tuesday, March 6 <sup>th</sup> , 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 6<sup>th</sup>, 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 6<sup>th</sup>, 2018 minutes be adopted as amended.  
**Carried.**

Chairperson Adam Bureau struck off meeting dated February 16<sup>th</sup>, 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 21<sup>st</sup>, 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 7<sup>th</sup>, 2018.

#### 8.1.5 Farmers Market Meeting on March 8<sup>th</sup>, 8:30am

- Meeting has been deferred to March 14<sup>th</sup>, 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 50<sup>th</sup> 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 11<sup>th</sup>, 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 3<sup>rd</sup> 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 11<sup>th</sup> or August 12<sup>th</sup>.

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 200<sup>th</sup> 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 3<sup>rd</sup>, 2018 at 8:30am.

# Tannery Sustainable Master Plan

## THE CORPORATION OF THE TOWN OF COBOURG SUSTAINABLE NEIGHBOURHOOD MASTER PLAN FOR THE TANNERY DISTRICT NOTICE OF OPEN HOUSE/INTERACTIVE WORKSHOP



The Town of Cobourg Planning & Development Services Division would like to update key stakeholders and interested parties of the Sustainable Neighbourhood Master Plan project for the Tannery District (see Primary Study Area map below) and advise of an upcoming public input session.

### About the Study

The objective of the Sustainable Neighbourhood Master Plan project is to develop a comprehensive plan to achieve a healthy, vibrant and sustainable neighbourhood in the Tannery District. The Sustainable Neighbourhood Master Plan will build on the goals of the Official Plan to establish a vision for the Tannery District and provide the policy, governance and implementation framework to guide future development and decision-making. In addition, building on the Tannery District Community Improvement Plan (CIP) and design charrette process undertaken in 2009, this project aims to develop a long range Sustainable Neighbourhood Master Plan for the Tannery District which is on the "cutting edge" of sustainability.

### The Consultant Team

The Town of Cobourg has retained a consulting team led by Fotenn Planning + Design ([www.fotenn.com](http://www.fotenn.com)) and Urban Equation ([www.urbanequation.ca](http://www.urbanequation.ca)) to prepare the Sustainable Neighbourhood Master Plan. Fotenn is an award-winning urban design, planning, and landscape architecture firm with offices in Toronto, Ottawa, and Kingston. Urban Equation is a sustainability-focused consulting practice providing business advisory and technical services with offices in Ottawa and Toronto.

### The Process

The Sustainable Neighbourhood Master Plan commenced in April, 2017, with completion anticipated for June, 2018. The study will be completed in three phases, including:

- Phase 1 - Data Collection & Background Review, with Open House/Workshop (May 2017 to November 2017)
- Phase 2 - Policy Formulation, with Open House/Workshop (December 2017 to April 2018)
- Phase 3 - The Sustainable Neighbourhood Master Plan, with Council Public Meeting (May 2018 to June 2018)

The implementation of this project is made possible in part through funding from the *Federation of Canadian Municipalities Green Municipal Fund*.

### How Can You Participate?

The Town of Cobourg invites key stakeholders and interested parties to attend an **Open House/Interactive Workshop** and help shape the long term transformation of the Tannery District into a model sustainable neighbourhood.

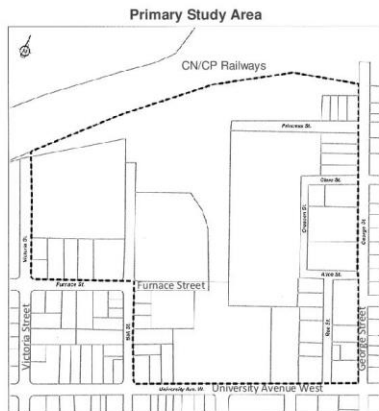
**When: Wednesday, March 28, 2018**

**6:00 pm – Open House**

**6:30 pm – Presentation**

**7:00 pm – Workshop**

**Where: Columbus Community Centre  
232 Spencer Street East, Cobourg**



Please join us for an update to the project process and an opportunity to actively participate and provide your ideas for the future of the Tannery site.

### Updates

A special municipal website has been developed for the Tannery District Sustainable Neighbourhood Master Plan project – see <https://www.cobourg.ca/en/business-and-development/Tannery-District.aspx>.

Interested parties may also contact the following person for further details.

Glenn J. McGlashon, MCIP, RPP  
Director of Planning & Development  
Planning & Development Division  
Victoria Hall -- 55 King Street West  
Cobourg, Ontario, K9A 2M2  
e. [gmcglashon@cobourg.ca](mailto:gmcglashon@cobourg.ca)  
t. 905.372.1005

**FOTENN** Planning + Design

**URBAN  
EQUATION**



**FCM**





## SUSTAINABLE NEIGHBOURHOOD MASTER PLAN FOR THE TANNERY DISTRICT STAKEHOLDERS LIST

The Planning & Development Services Division in collaboration with the Planning & Sustainability Advisory Committee (PSAC) has prepared the following list of community organizations and stakeholders to be invited to the public open house/workshop on **March 28, 2018**, whereby one (1) representative from each organization should be designated to attend on their behalf:

1. Cobourg Division Directors (All)
2. Cobourg Planning & Sustainability Advisory Committee/Project Steering Committee (All)
3. Cobourg Accessibility Advisory Committee - Chair
4. Cobourg Development Review Team (DRT) (ALL)
5. Cobourg Ecology Garden
6. Cobourg Economic Development Advisory Committee - Chair
7. Cobourg Environmental & Active Transportation Committee - Chair
8. Cobourg Heritage Advisory Committee - Chair
9. Cobourg Parks & Recreation Advisory Committee - Chair
10. Downtown Business Improvement Association (DBIA) – Adam Bureau, Chair  
[cobourgbuyandsell@hotmail.com](mailto:cobourgbuyandsell@hotmail.com)
11. Downtown Coalition Advisory Committee, c/o Carol McCann, Chair,  
[carol.mccann5@gmail.com](mailto:carol.mccann5@gmail.com)
12. Federation of Canadian Municipalities (FCM), c/o Nathalie LaPointe, [nlapointe@fcm.ca](mailto:nlapointe@fcm.ca)
13. Kawartha Haliburton Pine Ridge District Health Unit
14. Kawartha Pine Ridge District Public School Board, c/o Christina Coulter
15. Peterborough Victoria Newcastle Separate Catholic School Board
16. French Catholic District School Board
17. Ministry of Municipal Affairs – Kingston, c/o John MacDonald,  
[John.Macdonald@ontario.ca](mailto:John.Macdonald@ontario.ca)
18. Ministry of Housing – Kingston
19. Northumberland Central Chamber of Commerce, c/o Kevin Ward,  
[nccoafc@eagle.ca](mailto:nccoafc@eagle.ca)
20. Willow Beach Field Naturalists
21. Tannery District Citizen's Group, c/o Rich Tyssen, [rich.minnie@sympatico.ca](mailto:rich.minnie@sympatico.ca)
22. Northumberland Power Co-op, c/o Rich Tyssen, [rich.minnie@sympatico.ca](mailto:rich.minnie@sympatico.ca)

23. Sustainable Cobourg, c/o GiGi Ludorf-  
Weaver, [gudrun.ludorf@gmail.com](mailto:gudrun.ludorf@gmail.com)

24. Canadian National Railway

25. Canadian Pacific Railway, c/o Josie Tomei

26. VIA Rail

27. Canada Post, c/o Steve McGraw

28. Cogeco, c/o Kevin Wood

29. Bell Canada

30. Union Gas, c/o Brian Alexander  
[BWalexander@uniongas.com](mailto:BWalexander@uniongas.com)

31. Landowners within Primary Study Area (PSA)  
and those within 120 m of PSA

32. Persons requesting notification:

1297062 Ontario Limited  
41 Brenden Lane  
RR # 4  
Tweed, Ontario  
K0K 3J0

Jackie Tinson  
[jackietinson@gmail.com](mailto:jackietinson@gmail.com)

Susan Nakamichi  
[nakamichi.sm@gmail.com](mailto:nakamichi.sm@gmail.com)

Habitat for Humanity  
c/o Meaghan MacDonald  
[mmacdonald@habitatnorthumberland.ca](mailto:mmacdonald@habitatnorthumberland.ca)

Joyce Matthys/Stephen Clancy  
[matthys3joyce@gmail.com](mailto:matthys3joyce@gmail.com)

Patricia Sinnott  
[sinnottganarask@gmail.com](mailto:sinnottganarask@gmail.com)

Stew & Kasie Taylor  
[j63tavlo@hotmail.com](mailto:j63tavlo@hotmail.com)

Keith Oliver  
[oliver.symons@sympatico.ca](mailto:oliver.symons@sympatico.ca)  
Rae & Ella MacCulloch  
[remac@eagle.ca](mailto:remac@eagle.ca)

Bill Verner  
[bill@verner.ca](mailto:bill@verner.ca)

Marilyn  
[Marilyn@barefootbrainstorming.com](mailto:Marilyn@barefootbrainstorming.com)

Toastmasters

Hi Paige

Thank you so much for reaching out to our club. We would welcome Adam and anyone else that would like to send to our meetings. Having rotating roles, including acting as the chair, give them a great experience in addition to learning tips for speaking and presentations.

We meet at the boardroom of the County of Northumberland building at 600 William Street, on the north side of the building. We meet the first and second Tuesday of each month at this location, and if there is a fifth Tuesday we might have a less formal meeting offsite for some other type of event, or at this location for something else, like a speech contest. Our meetings run from 7:00 until approximately 9:00. When you enter the building the meeting room is the first door on the right.

Anyone is more than welcome to attend any of the meetings as a guest, and they can decide from those if they would like to join....or they can join right away. We have a member that looks after them and the required paperwork.

You can just show up at any of the meetings, but if you let me know if someone is coming, I can tell you if I'll be there and will greet them, or I can arrange for another member to know that someone is coming.

Our new membership is just starting at the beginning of April for the next 6 month cycle. Renewals are every 6 months and the cost is \$96.00 per cycle. A portion of this goes to Toastmasters International and the remainder is for the local club. This also includes the membership to the online Toastmasters website and this is where you obtain all of the information needed for the various levels and paths to the International Toastmaster's teaching of various lessons to be learned...called Pathways. We would demonstrate this for new members as well.

Here is a schedule of our meetings for the remainder of this year. When the person booked the April meeting she mistakenly booked the 2<sup>nd</sup> Tuesday by accident. And we have one meeting in April in a room at the CCC. Sorry for any confusion.

If you have any other questions, please don't hesitate to contact me.

Thank you again for recommending us to your chair of the board. We look forward to meeting Adam.

Regards,

Barb

## **Toastmasters Club 368 - 2018 Schedule**

<b><u>Date</u></b>	<b><u>Location</u></b>
April 10th	600 William Street
April 24th	CCC
May 1st	600 William Street
May 8th	600 William Street
May 29th	600 William Street
June 5th	600 William Street
June 12th	600 William Street
July 3rd	600 William Street
July 10th	600 William Street
July 31st	600 William Street
August 7th	600 William Street
August 14th	600 William Street
September 4th	600 William Street
September 11th	600 William Street
October 2nd	600 William Street
October 9th	600 William Street
October 30th	600 William Street
November 6th	600 William Street
November 13th	600 William Street
December 4th	600 William Street
December 11th	600 William Street

# CONCRETE STORAGE UNITS



Our Quotation # 032128

03/30/2018

To :  
**Town Of Cobourg**  
**55 King St. West**  
**Cobourg ON K9A 2M2**

Quotation Valid Thru : 03/30/2018

NET 30

Customer Contact Ted Sokay

Phone (905) 372-4301

Fax (905) 372-1538

Ref Name: RediCast Buildings

We are pleased to quote your requirements as shown below.

Item	Item	Description	Unit	Qty	Unit Price	Extended Price
S001	<b>DOUBLE DOOR REDI 10</b>					\$ 12,373.40 Can\$
	M00911S	Redicast 10 - 10'x10'x8'4 W/Aggregate Finish & Double Door		1		
	P00521	-Site must be clear for a 50 tonne crane and flatbed truck to drive next to shed location -Signed waiver required absolving Anchor and sub-contracted crane company of any liability of damage to the site -Quote only valid if location approved by sub-contracted crane company, if special equipment required, additional charges will apply -Delays in offloading may result in additional cost due to additional crane charges		1		
	P00275	Delivery - Flat Bed		1		
S002	<b>REDI 8</b>					\$ 7,635.50 Can\$
	M00596S	Redicast 8 - 8'x6'6x8'4 W/Aggregate Finish		1		
	P00275	Delivery - Boom Truck		1		
S003	<b>SINGLE DOOR REDI 10</b>					\$ 12,373.40 Can\$
	M00701S	Redicast 10 - 10'x10'x8'4 W/Aggregate Finish & Single Door		1		
	P00521	-Site must be clear for a 50 tonne crane and flatbed truck to drive next to shed location -Signed waiver required absolving Anchor and sub-contracted crane company of any liability of damage to the site -Quote only valid if location approved by sub-contracted crane company, if special equipment required, additional charges will apply -Delays in offloading may result in additional cost due to additional crane charges		1		
	P00275	Delivery - Flat Bed		1		

CUSTOMER ASSUMES LIABILITY FROM THE CURB IN OWNERSHIP OF ABOVE GOODS REMAINS WITH ANCHOR CONCRETE PRODUCTS LIMITED UNTIL PAID IN FULL. SERVICE CHARGE OF 2% PER MONTH (24% PER ANNUM) CHARGED ON ALL PAST DUE AMOUNTS.

Customer  
 HST # 10020 0369 RT0001

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Authorized Signature



**Anchor Concrete Products Limited**  
 1445 Sydenham Rd. Kingston, ON K7L 4V4  
 Phone: (613) 546.8683 Fax: (613) 546.1546  
 TOLL FREE: 1.800.223.0012  
 www.anchorconcrete.com

**Our Quotation # 032128**

03/30/2018

To:

**Town Of Cobourg**  
**55 King St. West**  
**Cobourg ON K9A 2M2**

Quotation Status : Open

Quotation Valid Thru : 03/30/2018

NET 30

Customer Contact

Item	Item	Description	U/M	ea	Qty	Unit Price	Extended Price
<b>Quotation Total, All Items</b>							<b>\$ 32,382.30 Can\$</b>
HST 13%							4,209.70 Can\$
<b>Grand Total</b>							<b>\$ 36,592.00 Can\$</b>

CUSTOMER ASSUMES LIABILITY FROM THE CURB IN. OWNERSHIP OF ABOVE GOODS REMAINS WITH ANCHOR CONCRETE PRODUCTS LIMITED UNTIL PAID IN FULL. SERVICE CHARGE OF 2% PER MONTH (24% PER ANNUM) CHARGED ON ALL PAST DUE AMOUNTS.

Customer

HST # 10020 0369 RT0001

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Authorized Signature





**Anchor Concrete Products Limited**  
 1445 Sydenham Rd, Kingston, ON K7L 4V4  
 Phone: (613) 546-6683 Fax: (613) 546-4540  
 TOLL FREE: 1-800-223-0012  
 www.anchorconcrete.com

**Our Quotation # 032128**

03/30/2018

To :

**Town Of Cobourg  
 55 King St. West  
 Cobourg ON K9A 2M2**

Quotation Status : Open

Quotation Valid Thru : 03/30/2018

NET 30

**Customer Contact**

Item	Item	Description	U/M	sa	Qty	Unit Price	Extended Price
<p><i>Notes:</i>            **Delivery of product between March 1 and April 30 may incur additional cost due to 1/2 load restrictions. If delivery is planned between these dates please contact your sales representative for updated delivery costs. **</p> <p><i>Prices excludes: epoxy reinforcement, waterproofing membrane, geotextiles, joint connectors, concrete base, and concrete sealer. Unless noted as line item on quote, price excludes Engineered Stamp Design and QVE. Unless noted as line item on quote, for Box Culverts, price excludes apron wall, head well and wing wall. Unless noted as line item on quote, price excludes miscellaneous metals and section connectors.</i></p> <ol style="list-style-type: none"> <li>1. Harmonized Sales Tax extra at 13%.</li> <li>2. Prices are FOB our plant. Contractor to off-load.</li> <li>3. All precast sections are supplied with Swift Lift lifting anchors installed. Swift Lift hardware, if required, is extra.</li> <li>4. 2016 Price List - Standard Terms &amp; Conditions apply. If you require a copy, please contact us.</li> <li>5. No hold backs will apply.</li> <li>6. Rates for trucking are only valid for loads delivered within 30 days of placing an order, due to rapidly changing fuel costs. As such fuel surcharges may apply at time of delivery.</li> <li>7. Quality Verification Engineering is excluded on all orders unless otherwise stated.</li> <li>8. Additional charges will apply after 1 hour delay. Trucks are chargeable at a minimum of 3 hours.</li> <li>9. This product has been test fitted to ensure proper fit at the joints. Waterproofing and sealing of any and all joints is the responsibility of the contractor. Installation guidelines can be provided upon request.</li> <li>10. The Purchaser will inspect Anchor products and other goods purchased at the time of delivery. Anchor Concrete will not accept any back charges or short payments of its invoices for any Purchaser claims for costs unless advised, in writing, regarding such claims within 7 days of receiving the product(s) in question. No additional warranty will be provided for product replacement or repair.</li> <li>11. Maximum storage on Anchor property is 4 months from date of production. A monthly storage fee equal to 2% of the value of the product will be charged for all structures that remain on Anchor property after 4 months.</li> </ol> <p><i>Thank you for the opportunity to quote you on the above products.</i></p> <p><i>Regards,</i></p> <p><i>The Sales Team:            (613) 546-6683            1-800-223-0012</i></p> <p><i>Mike Paquette X 240            Diane Cooke X 250</i></p>							

CUSTOMER ASSUMES LIABILITY FROM THE CURB IN. OWNERSHIP OF ABOVE GOODS REMAINS WITH ANCHOR CONCRETE PRODUCTS LIMITED UNTIL PAID IN FULL. SERVICE CHARGE OF 2% PER MONTH (24% PER ANNUM) CHARGED ON ALL PAST DUE AMOUNTS.

**Customer**

HST # 10020 0369 RT0001

Page # 3

Authorized Signature





Storage Unit > Model 50 - Precast Concrete Utility/Storage Unit



Over 50 sq. ft. (over 315 Cubic feet)

Unit weight of 12000Lbs (5365Kg)

108" long x 81" wide x 84" high

No footing or Foundation Required



 [Click Here to Download Drawing](#)

### Precast Concrete Utility/Storage Unit

#### Description

##### FEATURES AND BENEFITS:

- No footing or foundation requirements - can be placed in many environments with a minimum of site preparation.
- Water-proofed construction - joint is sealed to withstand extreme weather conditions.
- Reinforced precast concrete construction requires no external/internal maintenance, however may be painted or stained to suit.
- Vandal resistant - steel plate access door with weather protected dead-bolt lock and tamper-proof hinges.
- Spill-proof - door barrier available for chemicals and sprays.

##### APPLICATIONS:

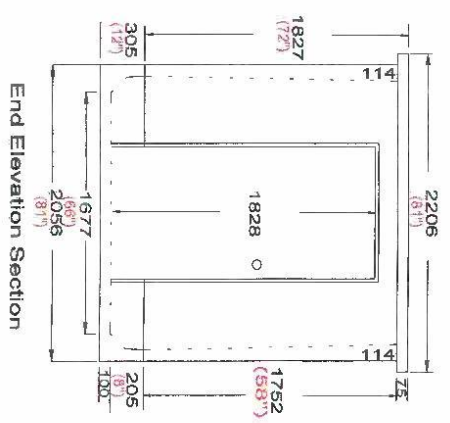
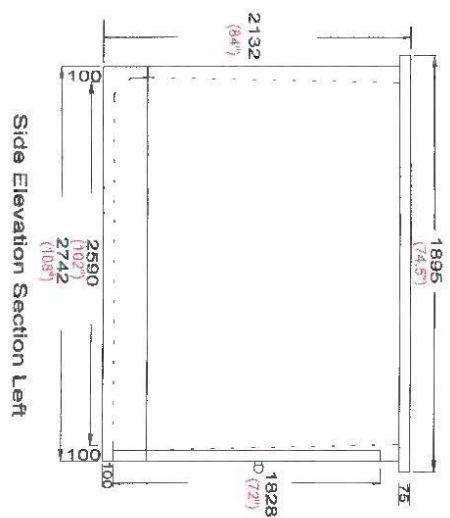
- Agriculture / Industrial / Construction - storage of hazardous chemicals, fertilizers, paints, explosives, tools and equipment.
- Hydro/Telephone - provides remote security for relay stations, sub-stations, lighting / power facilities plus miscellaneous storage for materials and equipment.
- Public Facilities - ideal storage space for lawn mowers, environmentally hazardous chemicals. Can be used at schools, public /private parks, marinas, golf courses and other recreational facilities.
- Residential - storage space for garden tools and equipment. Ideal for pool shed / change room.

**NEWMARKET PRE-CAST CONCRETE PRODUCTS LTD.**  
 Telephone: 905-852-6111 ; Toll Free 1-800-263-1297  
**Model 50 - Precast Concrete Utility Vault/Storage Vault**

- FEATURES & BENEFITS:**
- No footing or foundation required
  - can be placed in many environments with minimal site preparation
  - Water-proof construction
  - joint is sealed to withstand extreme weather conditions
  - Reinforced precast concrete construction
  - requires no external/internal maintenance
  - Vandal Resistant
  - steel access door(s) with dead-bolt lock and tamper-proof hinges

Total Weight.....5443kg (12 000Lb)

- APPLICATIONS:**
- Agricultural/Industrial/Construction
    - Storage of hazardous chemicals, fertilizers, paints, explosives, tools and equipment
  - Hydro/T/Telephone
    - Provides remote security for relay stations, sub-stations, lighting/power facilities plus miscellaneous storage for material and equipment
  - Public Facilities
    - Ideal storage space for lawn mowers and environmentally hazardous chemicals.
    - Can be used at schools, public/private parks, marinas, golf courses and other recreational facilities
  - Residential
    - Storage space for garden tools and equipment, ideal for pool shed/change room



Vault cast with 35 MPA strength concrete at 7 days with 5-7% air  
 Steel reinforced with 10m rebar spaced at 400mm both directions  
 20m rebar over doorway, rebar cover is 25mm  
 Vaults are delivered and set in place providing location is level and prepared in advance and accessible by our truck


Storage Unit > Model 90 - Precast Concrete Utility/Storage Unit



Precast Concrete Utility/Storage Unit

**FEATURES AND BENEFITS:**

No footing or foundation requirements  
- can be placed in many environments with a minimum of site preparation.  
Water-proofed construction - joint is sealed to withstand extreme weather conditions.  
Reinforced precast concrete construction requires no external/internal maintenance, however may be painted or stained to suit.  
Vandal resistant - steel plate access door with weather protected dead-bolt lock and tamper-proof hinges.  
Spill-proof - door barrier available for chemicals and sprays.

 [Click Here to Download Drawing](#)

**Description**

**APPLICATIONS:**

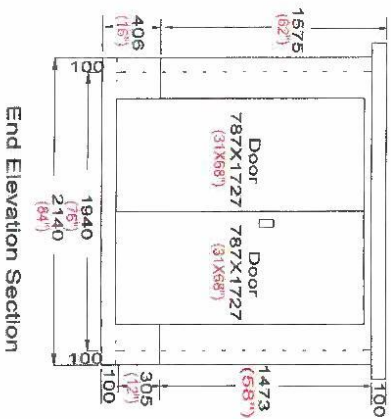
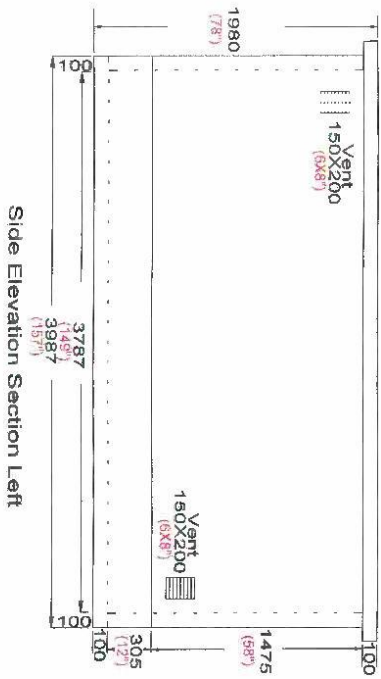
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Residential - storage space for garden tools and equipment. Ideal for pool shed / change room.

**NEWMARKET PRE-CAST CONCRETE PRODUCTS LTD.**  
 Telephone: 905-852-6111 ; Toll Free 1-800-263-1297  
**Model 90 - Precast Concrete Utility Vault/Storage Vault**

- FEATURES & BENEFITS:**
- No footing or foundation required
  - can be placed in many environments with minimal site preparation
  - Water-proof construction
  - joint is sealed to withstand extreme weather conditions
  - Reinforced precast concrete construction
  - requires no external/Internal Maintenance
  - Vandal Resistant
  - steel access door(s) with dead-bolt lock and tamper-proof hinges

Total Weight:.....9525kg (21,000Lb)

- APPLICATIONS:**
- Agriculture/Industrial/Construction
  - Storage of hazardous chemicals, fertilizers, paints, explosives, tools and equipment
  - Hydrant telephone
  - Provides remote security for relay stations, sub-stations, lighting/power facilities plus miscellaneous storage for material and equipment
  - Public Facilities
  - Ideal storage space for lawn mowers and environmentally hazardous chemicals.
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## Big Box Presentation for OMB Hearing –

I am Adam Bureau, Chair of the Board of Management for the Cobourg Downtown Business Improvement Area. I am here on behalf of the Board to request Participant status at the full hearing in May.

The Cobourg DBIA office is in the Market Building behind Victoria Hall. The DBIA is responsible for advocating for the 250 businesses in our boundaries. All property owners and businesses operating within the DBIA boundaries are members.

Founded in 1974, we work to promote and improve the downtown through marketing, events and beautification. We focus on attracting more people to live, shop, work and gather in downtown's vibrant and healthy commercial, retail, residential and cultural 8 blocks.

Look around downtown and you'll discover unique small businesses, and have the opportunity to support local. By doing business locally, you get a personal service and help strengthen our community and economy.

Downtown Cobourg is a unique place to open a business. Located within the Commercial Core Heritage Conservation District, its architecture, anchored by Victoria Hall and the stunning beach and harbour, provide a beautiful streetscape for a business to locate. The variety of retail stores, restaurants, banks, small businesses, and cultural events attract both the local community and visitors.

The Cobourg DBIA encourages business owners considering locating downtown to access the many local services available to ensure success. We work closely with Economic Development to bring new business to downtown. We work closely with tourism to promote events, attractions, shops and services in our downtown. We work closely with the Cobourg Police Department to promote a Safe and Inclusive Street. We work closely with the Town of Cobourg on cross promotion and downtown revitalization.

The Cobourg DBIA is interested in the proceedings as bringing in more "big box stores" may have an impact on downtown business and on stores located within Cobourg. Efforts to protect and enliven the downtown matters. If the proceedings move forward, we need to plan how to fortify our downtown from the potential harms by focusing on enhancing downtown vitality by supporting a wide variety of activities and promoting the experiential aspects of shopping downtown.

**Draft For Discussion Purposes  
COUPON PROPOSAL**

**TO: CMF BOARD MEMBERS  
DBIA EXECUTIVE**

*As part of the CMF's fundraising efforts, I am proposing some form of a "Joint Venture" between the DBIA and the Cobourg Museum Foundation which operates the Sifton-Cook Heritage Museum.*

*This initiative involves the distribution of a shopper-friendly Coupon and is being developed around the growing popularity of Coupons in retailing, and the lucky draw attraction used for fundraising by service clubs and agencies. This Coupon has no cash value, but a participating merchant is free to offer an incentive.*

*(A) We are proposing that a unique, 2-sided Coupon and its operating system be drafted for joint approval. It's main purpose is to be mutually beneficial, by being given to downtown shoppers by participating merchants and service organizations. The Coupon invites the holder to shop downtown to support the Couponing merchant, and make a donation to the Cobourg Museum Foundation. The donor simply encloses the donation amount and the completed Coupon, into a sealed envelope for delivery to our downtown draw agent ADAM, c/o Cobourg Buy and Sell, 47 King St. West. The Coupon will be placed in our LUCKY DRAW DRUM. Every \$20.00 in donations will generate a draw Coupon, duplicated for you by our volunteers.*

*(B) The Coupons will also be enclosed in our membership renewal letters informing the recipient that for every \$20.00 in donations a Coupon will be entered for them in the season-end draw container located at 47 King St. West. A \$40.00 donation will yield 2 draw Coupons. Donors are to return their membership renewal in the usual manner.*

*(C) The downtown merchants who distribute the Coupons to their customers will also benefit by having their customers return to purchase "Coupon specials" that the merchants may offer, and become known as a "history friendly" place to shop.*

*(D) Our main draw prize is a framed COBOURG-PETERBOROUGH RAIROAD BOND & INTEREST VOUCHERS. It bears a historical value of some \$750.00. Your comments, edits and approval would be appreciated. Donations of \$20.00 or higher tax receiptable.*

**Al Matthews  
Feb. 10/18**

**DRAW COUPON**

**COBOURG'S HISTORY MUSEUM NEEDS YOUR FINANCIAL OR ARTICLE DONATION!**

SPRING CLEANING?  
DOWNSIZING?  
MOVING?

YOU CAN HELP US RAISE FUNDS IN SUPPORT OF...

OUR 1810 SH-ION-COOK HERITAGE MUSEUM, AND OUR HISTORIC ORE CAR DISPLAY.





**"Bringing Our History Back To Life"**

BY DONATING YOUR ARTICLE(S), OR BY ADOPTING OUR "MONTHLY GIVING PLAN"

We will gladly accept small medium sized household items in good condition, year-round for our Annual Outdoor Community Fundraisers and Silent Auctions. SEE OVER >

PLEASE NOTE: NO ENCYCLOPEDIAS, CLOTHING, ELECTRONICS OR LARGE FURNITURE ITEMS.

VENDOR

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VENDOR








**THANK YOU FOR SHOPPING DOWNTOWN COBOURG**

**THE SIFTON-COOK HERITAGE MUSEUM INVITES YOU TO WATCH  
FOR OUR DOWNTOWN SIDEWALK SALE FUNDRAISERS THIS  
SUMMER.**

PLEASE DONATE SOON. THANK YOU  
**THE COBOURG MUSEUM FOUNDATION**  
 c/o VICTORIA HALL 55 KING ST. W.  
 (SEASONAL - 141 ORR ST. COBOURG)

WE CAN ARRANGE FOR PICK UP YEAR ROUND  
 JUST CALL 905-372-1000  
*Any and all donations gratefully received  
 You may qualify for a tax receipt.*

**CO-SPONSORED BY THE DOWNTOWN BUSINESS  
IMPROVEMENT AREA**

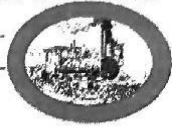
**As a " THANK YOU " for your DBIA SUPPORT, donation, or gift, bring  
this completed coupon back to your vendor for deposit into our prize -  
winning draw, to take place at our Annual Wine and Cheese Meet and  
Greet Mixer, Fall 2018.**

NAME:-----

ADDRESS:-----

PHONE #:-----

**WINNERS WILL BE NOTIFIED**



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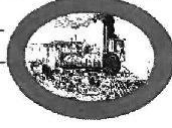
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NAME:-----

ADDRESS:-----

PHONE #:-----

**WINNERS WILL BE NOTIFIED**





## 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.*

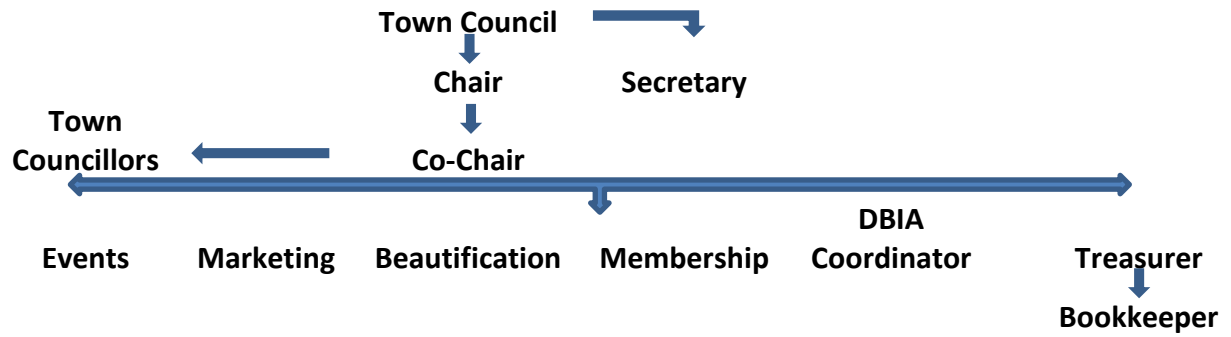
## **Planning and Budgeting**

- 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.



## Marketing Notes for April 3<sup>rd</sup> Meeting

There was no subcommittee meeting for the month of March. Committee is continuing with action items from February.

- First set of radio ads have been recorded and sound great...second set are in the process of being organized.
- RBC Home for the Holidays partnership proposal has been sent to branch manager Dawn Davis, waiting to hear back
- Spring Passport is in full swing and going well there is a lot of participation already.
- Met with Ashley Purdy regarding our concerns with the website. She understood our issues with the limitations within the town's framework. She can offer us a redesigned micro site for \$7500 + hst. This would **still** not allow us to change our logo size, location, etc. She will support us no matter what we decide...a hyper link from the town's site to an independent downtown site is agreeable. Ashley also confirmed that we will not be required to pay \$2000/year for hosting once we have our own site. We do have an additional quote for hosting for \$500/year. That's a savings of \$1500/year!! – Presentation will be given to Board members at April 3<sup>rd</sup> Meeting
- Met with Andrew Hall and Matt Williams from Country Wild about cross promotion for the upcoming event. The DBIA will promote the event by hosting a window decorating contest leading up to the concert. Winner will receive tickets to the show. Country Wild will also consider sponsoring the Mechanical Bull for Harvest Festival. An additional contest geared towards tickets holders will also take place...winner gets \$100 Downtown Dollars. 60% if all attendees are from out of town.
- Downtown Business Attraction Ad Campaign. Creative thinking Meeting was facilitated by Alison Sprayson of Bright Ideas. We discussed a "start here" campaign that included a website, window wraps for empty store fronts and printed support material. Recently received information that the request for quote on this project went out and only one quote was received. This single bid was accepted. I have some concerns regarding this process. It is my understanding that the town requires three quotes in order to proceed and I am concerned that it was not an inclusive bid, meaning DBIA members were not included in the email that went out requesting quotes. I'd like to discuss this with the board as a whole at the meeting.

Next Marketing Subcommittee meeting is scheduled for Tuesday April 17.



## BOARD of MANAGEMENT of the Cobourg DBIA

### SPECIAL EVENTS SUB COMMITTEE NOTES

Thursday, March 8<sup>th</sup>, 2017 at 8:30 am  
Market Building

A marketing sub-committee meeting of the Board of Management of the Cobourg DBIA was held on March 8<sup>th</sup>, 2018 with the following members in attendance:

#### **DBIA Board Members:**

Rino Ferreri  
Paige Wiggans (Montgomery)  
Heather Robin  
Jillian Berridge

#### **Recording Secretary:**

Melissa Graham – Secretary

#### **1. CALL TO ORDER**

The meeting was called to order by Special Events Chairperson Rino Ferreri at 8:41am

#### **2. SPECIAL EVENTS MEETING NOTES**

**Pub Crawl Review** – The event was a huge success, and well under budget. Redeemed taxi chits were totaled at \$235. Committee agreed that there should be an additional Summer Pub Crawl event either on July 21, 2018 or August 18, 2018. Once decision on date marketing committee will need to discuss Marketing collateral.

**Girls Night Out** – Committee agree that permit will be needed to close the street to create a centre point for event. Due to wedding and volunteer appreciation the Town Hall is limited in space. Recommendations of DBIA tent to use the corner of Town Hall area.

Market building is going to open for vendors, members and hourly prizes

**ACTION:** Paige to review options from Royal Rug Rental for red carpet quote to decorate the entire street.

**Busker Festival** – Committee have signed on acts at no additional cost. Event progress is moving along and further concrete details will become available in the coming months.

**Food Festival** – Vendors have been contacted, with hopes that everyone who intends on going will actually show up. A recommendation that there be a deposit from food vendors, however this may not be a feasible solution. By-law issues are also a concern to entice food vendors to Cobourg. Other recommendations include beverage area, butter tart vendor, with invitations to the DBIA membership to encourage involvement. Further discussion to determine feasibility of special event recommendations will occur at next scheduled meeting.

**ACTION:** Paige to locate Butter Tart vendor for food festival.

**Christmas Event** – Main event will be on the Saturday, Stage set up half way down Second Street, grandstand and vendors at the top of Second Street, trees on king with lights, Friday night will be the same with the partnership of the Town. Committee will bring further ideas at next meeting

#### **3. ADJOURNMENT**

Meeting was adjourned by the Special Events Chairperson Rino Ferreri at 9:45am.

## Membership Report

- Met with DBIA Chair and The Deputy Chief to discuss the new Downtown safety program
- There were 6 Business anniversaries
- Expansion of The Little Underground

## Coordinator Report – April 3, 2018

### Costs to be approved for upcoming events

- Motion to approve \$500 for The Spirits (Shaun Savoy) for the Food and Music Festival
- Motion to approve \$1000 for sound and equipment by Mike Kelly for the Food and Music Festival (sound technician for all events last year)
- Motion to approve \$2000 for tent, stage (16' x 28' at 24" height), stairs, risers for Food and Music Festival (Encore Tents)
- Motion to approve artist cost (\$600) for the Sandcastle at the Sidewalk Sale
- Motion to approve \$625 + HST for enclosed axe throwing at the Harvest Festival
- Motion to approve \$2,200 for Mechanical Bull at the Harvest Festival
- Motion to approve purchasing of treats from the 3 locations for Girl's Night Out (\$465)

### Events

#### Girl's Night Out Update

- Facebook event to go live on April 9 and scheduled posts to begin
- Press Release sent out on same day (approved last meeting)
- Posters created and will be sent to print
- Posters available for businesses, and will be sent online to all local vendors
- Market Building booked for DBIA members
- Action: rent two storefronts for local vendors (Friday night)
- Action: rent storefront to create balloon towers (Wednesday to Friday night)
- Cookies: 200 free cookies from The Buttermilk
  - champagne cake pops - the cost would be \$1.00 each (\$150 – Dutch Oven)
  - cookie variety (\$0.75/150 cookie) - the cost would be (\$115 - the Rustic Bean)
  - chef's choice of assorted desserts (\$2/100 piece) - the cost would be (\$200 – Craft Food House)

These were all the quotes returned on our request for treats for Girl's Night Out. This way all downtown businesses that were interested in participating are represented.

- Cobourg Police Services participating and helping with our red carpet crossings
- 6 red carpets ordered for the event (and to help with all year events covering wires) -\$390
- Balloon towers ordered (56) for every lamppost in downtown, as well as at the Market Building and Town Hall
- Action: Pink and black window email to be sent to the membership
- Action: Request for donations for hourly prizes to be run beside the live entertainment at the corner of Town Hall
- Action: Email to ask membership of in-store promotions, sales, and giveaways for Girl's Night Out to share in event page
- Action: Radio script to be created from the press release
- Jazz band (TimeOut) booked for two hours - \$250
- Action: create site map and schedule for the event
- Winners of the Spring Passport Program announced at the Art Gallery
- Art Gallery to host a cocktail event
- **Estimated budget by the end of the event: \$4,000/\$7,000**

#### Spring Passport Program Update

- Event up and running (March 19 to April 30)
- All posters, passports and stamps (materials) delivered
- Collecting completed/filled passports every two weeks until Wednesday, May 2

- Delivering materials when emails or calls are received
- Passports will be counted and checked the week leading up to Girl's Night Out for the winners to be announced
- Daily posts in the event page

### **Sidewalk Sale Update**

Ideas to celebrate the 50<sup>th</sup> anniversary:

- Balloon towers (56) like the ones at Girl's Night Out (colours TBD)
  - Balloon arches (2) at either entrance of King Street
  - Sandcastle (sand free, artist roughly \$600) (Saturday and Sunday)
  - Climbing Tower (Friday) approved
  - Escape room (Cobourg Escape (free), backup \$500 for 3 hours) – Thursday
  - Review: Dunk tank (Saturday) – \$500 for dunk tank for 4 hours– Delivery fee \$750 or more, depending on if we ordered any inflatables
  - Cake cutting ceremony (Thursday) quotes from downtown businesses requested
  - Inflatables (2) approved for Friday and Saturday
  - Superheroes (3) approved for Sunday (Superhero Savings)
  - Jacobs Ladder (Jitterbugs – Brooklyn, Ontario) – estimate (approx. \$600)
  - Photobooth (Sunday) with Scotiabank and Downtown logo - \$600
  - Quote on overnight security (3 days)
- Recommend no live entertainment/music because of limited stage location with vendors

### **Harvest Update**

Ideas for the festival:

- Petting zoo (quotes requested)
- Enclosed axe throwing
- Mechanical bull (TSSA approved and attendants supplied)- Checkers Note: quote requested from Superior to bundle with inflatables below
- Wood carver (\$750)
- Archery (Far Shot – quote requested)
- Live entertainment
  - Tapscott Trio
  - Hip Hop Violinist (\$750)
  - Cale Crow (\$250)
  - Naya Liviah (\$250)

Entertainment location: no stage just a pitch area or 4 separate locations along the event path

- Inflatables (cow bouncer and corn maze) – Superior events – quote requested Note: corn maze is wheelchair and stroller accessible.
- Country Wild – to sell merchandise and promote tickets for 2019
- Note: To date no funds have been spent on the Harvest Festival

Mechanical	\$	
Bull	1,195.00	
3 additional hours	\$	450.00
Bull Attention Grabber (\$195 value) requires tie down straps	FREE	
Delivery Setup and Removal	\$	250.00
	subtotal	\$ 1,895.00
	HST	\$ 246.35
	Total	\$ 2,141.35

**Food and Music Update**

- Band lineup: Backyard Riot, Honey Soul (two local high school bands)
- Lineup continued: Nurse Joy and The Spirits (well-known around town)
- Lineup continued: Max Mouse and the Gorillas, and Storm the Palace (high energy favourites)
- Headliner: AC/DC Tribute Who Made Who
- Reached out to butter tart vendors. Would like to secure 10 for in front of town hall.
- Food trucks: secured 5 to date, looking for 15 to separate on each block
- Book tent, stage and sound upon approval

**Art Walk Update**

- Concept: Classes on King
- Art Walk (windows)
- Art competition (youth and adult)

**Christmas Event Update**

- Booked King Street Brass for Friday Night
- Costumed characters (3) – gingerbread man, elf
- Santa for Friday Night
- Vendors on street (back up storefronts)
- Trees and lights for all lampposts (56)
- Food drive/habitat for humanity
- Saturday: Christmas Concert in downtown. All day Christmas performances

**Marketing**

**Website**

- Updated pages, headers and content to simplify use
- New categories: Downtown Cobourg, Members, Media, Directory and Events
- Website wish list, pros and cons was discussed with Ashley Purdy

**Radio Commercials**

- Have you been downtown lately? Commercials
- First round recorded in March. Second Round on April 12 (5 different businesses)
- Coop student to film video to match commercials for Facebook/Instagram

**Membership**

- Send out Agenda and Minutes when received



- Girl's Night Out information
- Busker Festival introduction

#### **Treasurer tasks**

- 2017 Audit prepared for KPMG
- Printer working wirelessly for bookkeeper
- Action: Shredding files from 2007/2008
- Action: List of assets in the office
- Bank statements to have both file number and explanation
  - Need list of files from Lou to keep at desk

#### **Canada Flags Update**

List from Cobourg Police, phone calls and emails to the office were put into a yes list, and a no list. To discuss:

How do we go about collecting payment from all the 'yes' businesses? Does Canada Patriot receive the list and as flags are installed, collects money from the business?

For the list of 'no' businesses, do we leave the flags (if they are currently in good condition) and give them Canada Patriots contact to replace in the future?

Are flags that are removed because of damage, does that bill come to the DBIA?

#### **Country Wild Cross Promotion**

- Window contest: purple/white (some value to the window winner – pair of tickets)
- Country music (Thursday, Friday, Saturday)
- Hand out 12 x 18 posters / signage in stores
- Ticket holders contest: In collaboration with Downtown Cobourg, automatically entered to win Downtown Dollars to be used on the Country Wild Weekend
- Requested: out of town numbers for merchants
- Asking restaurants to stay open until 1AM on the Saturday (list sent to concert goers)
- Asking shops to open Sunday hours on this weekend (for both those visiting from out of town and the winner of the Downtown Dollars contest)
- Share, like and comment (Country Wild and Downtown Cobourg) social media contest
- Country Wild kick off Friday – country music/bands, swag contest, open late
- Mannequins – swag to go in window displays on mannequins
- Merchant/Business owners to dress up

#### **Tourism Guide and Experience Card**

- Reviewed the tourism guide (comments and improvements)
- Discussed an experience card that tourism would hand out during June – August , discount card at participating locations to track traffic from the beach to downtown

#### **Farmers Market**

- Possible location change of the market
- Discussed working together and how to improve our working relationship (picnic tables)
- Aiming to have some of the market attend our event on Second or in front of Town Hall

#### **Correspondence**

- Cycling Event – August 11 in downtown Cobourg
- Rick Miller – banner discussion for Marie Dressler
- Know Northumberland interview
- Security Cameras for downtown – Safe and Inclusive Street inquiry

- Arts N Tarts discussion with Sarah Kerr from Kawartha Northumberland RTO8
- Tourism Guide and Experience Card
- Farmers Market Meeting
- Helped Economic Development on a window wrap project (photos)
- Red carpet proposal sent to members
- OMB prehearing
- Attending town summer staff training to speak about the DBIA role and responsibilities (May 11)
- Market building protocol discussion with the Town of Cobourg about the senior activities
- Attended police announcement
- Attended discussion on Local News
- Art Gallery meeting about using space for announcements/hosting
- Lou Rinaldi announcement on funds to support downtowns
- Town of Tilsonburg reached out about façade programs
- Dundas BIA started following Downtown Cobourg
- First anniversaries/Grand Openings and will select members for a visit (monthly) to celebrate successes
- Toastmasters offer letter to the DBIA to register

#### **Action Items**

- Application for Sidewalk Sale, Art Walk and Harvest (submit during the month of April)
- Preparation for Max's Big Ride (June – press release, plans, poster)
- Preparation for Country Wild Weekend
- Complete Busker posters and begin Food Festival
- Downtown Sign – permit (permit fee, site map and drawing to submit)
- Letter to Council – Location of picnic table drop off for events
- Rent two storefronts for local vendors (Friday night)
- Rent storefront to create balloon towers (Wednesday to Friday night)
- Pink and black window email to be sent to the membership (Girls Night)
- Request for donations for hourly prizes to be run beside the live entertainment at the corner of Town Hall (Girls Night)
- Email to ask membership of in-store promotions, sales, and giveaways for Girl's Night Out to share in event page
- Radio script to be created from the press release (Girls Night, Busker and Food – April 25 recording date)
- Create site map and schedule for the event (Girl's Night Out, Busker Festival, Food Festival)
- Food addendum and refreshment documents for Busker and Food Festival (See Festival Documents Checklist)
- Write Press Release on partnership with the Art Gallery of Northumberland
- Shredding files from 2007/2008
- List of assets in the office
- Review OBIAA conference schedule before registration

#### **Coordinator Out of Office Dates**

- Wednesday, April 4 to Friday, April 6. Returning to work Monday, April 9, 2018.
- Monday, April 16 to Wednesday, April 18. Returning to work Thursday, April 19, 2018.



ADDRESS ALL CORRESPONDENCE TO THE CHIEF OF POLICE

# Cobourg Police Service

Kai Liu  
Chief of Police

**Report:**

**In Camera Session: NO**

Date of report: March 27, 2018

Date of meeting: April 03, 2018

Members of the  
Cobourg DBIA – Board of Management

**Subject: Monthly Police report on Downtown**

**Background:**

The purpose of this report is to bring awareness to the police activity specific to the Downtown area. This report will reflect the previous month's calls for service, proactive initiatives and other issues of concern.

**Report:**

The month of March 2018 had a total of 619 Occurrences. Calls specific to the Downtown area are outlined in the attached table.

In addition to the calls for service, the police have been involved in assisting the town of Cobourg in finalizing the details for a bike race coming to the Downtown. The Cobourg Gran Prix is coming August 11, 2018 and will be another great event for downtown.

Respectfully Submitted,

Deputy Chief P. VandeGraaf  
Deputy Chief of Police

## DBIA area in the Town of Cobourg

(In between Spring/Hibernia Street and College/McGill Street and in between Orange/Covert Street and Albert/Queen Street)

Address*	Reportable	
Spring Street	4	<b>Reportable:</b> Theft, Trespass to Property
Albert Street	8	<b>Reportable:</b> LLA, Person wellbeing check, Trespass to Property, Police Assistance, Theft, Mischief, Property Related
Second Street	1	<b>Reportable:</b> 911 call/hang up
George Street	3	<b>Reportable:</b> Domestic Dispute, Police Assistance and Suspicious Person
Covert Street	2	<b>Reportable:</b> Theft, Trespass to Property
Division	1	<b>Reportable:</b> Traffic Complaint
Swayne Street	11	<b>Reportable:</b> All from Cornerstone. Police Assistance, Police Information, Missing Person located, Unwanted Person, Suspicious Person
College Street	1	<b>Reportable:</b> Police Assistance
King Street West	13	<b>Reportable:</b> Alarm, LLA, Alarm, Domestic Dispute, Noise complaint, Prevent Breach of the Peace, Suspicious Person, Trespass to Property
King Street East	6	<b>Reportable:</b> Theft, Unwanted Person, Police Assistance, Phone Calls, Alarms, Domestic Dispute
Queen Street	2	<b>Reportable:</b> Traffic Complaint, Alarm
<b>Total</b>	<b>52</b>	