



BOARD of MANAGEMENT of the Cobourg DBIA

**REGULAR BOARD MEETING
AGENDA**

Tuesday, May 1st, 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.

[April 3rd, 2018](#)

Action Recommended: THAT the DBIA Board of Management adopt the meeting minutes from April 3rd, 2018 as presented.

4. DECLARATIONS OF INTEREST BY MEMBERS

5. BUSINESS ARISING FROM PREVIOUS MINUTES

5.1 **REFERRED FROM LAST MONTH:** John Henderson will speak to Mayor regarding Northumberland Breastfeeding Coalition to gather more information for the DBIA Board of Management

5.2 **REFERRED FROM LAST MONTH:** 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 **REFERRED FROM LAST MONTH:** Adam will bring the 2019 Tourism Guide partnership to the CAO for discussion at the MOU meeting.

5.4 **REFERRED FROM LAST MONTH:** Adam will contact AVshops.com to review the missing piece to allow music to be controlled over the weekend hours.

5.5 Chairperson Adam Bureau will write letter to lead staff for the Start Here campaign and bring issue up at the next MOU meeting.

5.6 Chairperson Adam and Marketing Director Theresa will review presentation for the OMB Hearing with the direction of Glenn McGlashon – Director of Planning and Development.

5.7 DBIA Board Secretary and Chairperson Adam will review the policies and procedures of the Local Boards of Council and submit letter to the Clerks Department within the Town of Cobourg.

6. PRESENTATIONS / DELEGATIONS

7. CORRESPONDANCE / COMMUNICATION

8. REPORTS

- 8.1 Chair Report – Adam Bureau
 - 8.1.1 Northumberland Central Chamber of Commerce
 - 8.1.1.1 [Welcome Package Attachment](#)
 - 8.1.2 Downtown Coalition
 - 8.1.2.1 [Infrastructure for Innovation](#)
 - 8.1.3 Ontario Municipal Board – Pre-hearing DePalma Developments
 - 8.1.4 Jail & Bail
 - 8.1.5 Walk a Mile
 - 8.1.6 Safe & Inclusive Street Strategy
 - 8.1.6.1 [Ambassador Initiative Attachment](#)
 - 8.1.7 Experience Cobourg Website
 - 8.1.8 [Letters to Clerks Department and Public Works](#)
 - 8.1.9 [Job Descriptions](#)
- 8.2 Vice-Chair/Governance Report – Julie Dreyer
- 8.3 Treasurer Report – Lou Trozzolo - No Report
- 8.4 [Marketing Report](#) – Theresa Rickerby
 - 8.4.1 [MOA](#)
 - 8.4.2 [Letter to W.Gibson](#)
- 8.5 [Special Events Report](#) – Rino Ferreri
- 8.6 Beautification/Maintenance Report - No Report
- 8.7 Membership Report – Dave Oberholtzer - No Report
- 8.8 Coordinator Report – Paige Montgomery
 - 8.8.1 Canada Day Parade
- 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 1st, 2018 at 8:30am.

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Attachment 1



BOARD of MANAGEMENT of the Cobourg DBIA
REGULAR BOARD MEETING MINUTES
Tuesday, April 3 rd , 2018 at 8:30 AM Conference Room, Victoria Hall

A regular meeting of the Board of Management of the Cobourg DBIA was held on April 3, 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
David Oberholtzer

Council Appointees to the DBIA Board:

Deputy Mayor John Henderson
Councillor Suzanne Séguin

Recording Secretary:

Melissa Graham – Secretary

Absent:

Muhammad Kundan

1. CALL TO ORDER

The meeting was called to order by Chairperson Adam Bureau at 8:34am

2. APPROVAL / ADDITIONS TO THE AGENDA

It was moved by Theresa Rickerby that the agenda be approved with the additions of the Town of Cobourg Public Works Staff Report and the 2018 Quarter Income Statement of the DBIA.

Carried.

3. ADOPTION OF MINUTES

3.1 Adoption of the regular DBIA Board Minutes.

[March 6th, 2018](#)

Moved by Lou Trozzolo THAT the DBIA Board of Management adopt the meeting minutes from March 6th, 2018.

Carried.

4. DECLARATIONS OF INTEREST BY MEMBERS

There were no declarations of interest.

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.
REFERRED: Until next month's scheduled meeting on May 1st, 2018.
- 5.2 John Henderson will review verbiage from the new Council Advisory Committee role descriptions to advise Board on Job descriptions:
[\(Refer to 8.1.9 – Job Descriptions\)](#)
REFERRED: Until next month's scheduled meeting on May 1st, 2018.
- 5.3 Adam will bring the 2019 Tourism Guide partnership to the CAO for discussion at the MOU meeting scheduled for March 7th, 2018.
REFERRED: With Tourism staff being newly hired and still learning the process of the Tourism Guide; Adam will discuss this option for the 2019 Tourism Guide at the next MOU meeting scheduled in April.
- 5.4 Adam will resubmit pedestrian crosswalk letter to Deputy Chief Paul VandeGraaf whom will present letter to the Police Services Board.
REFERRED: Deputy Chief Paul VandeGraaf submitted the letter to the Police Service Board which the letter has been directed to the Staff in the Engineering Department for further information.
- 5.5 Special Constables will go to the DBIA membership to inquire the numbers of companies interested in purchasing new Canada Flags.
TABLED: With the completion of the Special Constables asking business owners the number of downtown businesses whom would be interested in purchasing new Canada Flags, 101 out of the 150 Canada Flags will be replaced.
- 5.6 Adam will bring Canada Flag issue to MOU meeting to discuss Town involvement in the Downtown Core.
TABLED: Adam brought the Canada Flag issue to the MOU meeting which the responsibility solely on the DBIA and their mandate.
- 5.7 Marketing committee will discuss options to engage membership and customers in the DBIA Safe and Inclusive Street Strategy.
TABLED: Flyers were created and delivered to membership for the first DBIA Safe and Inclusive Street Strategy workshop on April 10th, 2018.
- 5.8 Rino will send recommendations regarding King Street "Drop off zones" to the Deputy Mayor to discuss at MOU meeting.
TABLED: Letter was sent to Deputy Mayor John Henderson who direct this issue to Public Works to review enhancements of the drop off zones. Public Works will provide a staff report for Council's consideration.
- 5.9 Adam will contact AVshops.com to review the missing piece to allow music to be controlled over the weekend hours.
REFERRED: Adam will contact AVshops.com after Paige discusses the missing piece to connect wireless access with David Storms from Maintenance.

6. PRESENTATIONS / DELEGATIONS

6.1 Theresa Rickerby & Paige Wiggans - Website Site Presentation

The marketing committee had discussions on creating a new website, with the direction of the Board the committee director spoke with Ashley Purdy Communications Manager for the Town of Cobourg. In this discussion it was determined that there without significant investment the ESolutions website was not going to fit with the Downtown Cobourg branding. Highlights included

- Logo was not able to be any larger on page. Branding is not there.
- E Solutions would enhance the current micro site for \$7500 however would not change many issues with the branding within the enhanced site.
- Would like to create a new user friendly website with DBIA brand, internal updates, business directory updates.
- There will be 12 hours of technical support for the new website over and above the training the coordinator will receive.

MOTION: Moved by Theresa Rickerby THAT the DBIA Board of Management approve the implementation of the request of proposal for the website design for the new “Downtown Cobourg” website.

Carried.

7. CORRESPONDANCE / COMMUNICATION

7.1 Tannery District Sustainable Master Plan

- On March 28th, 2018 the Planning Department from the Town of Cobourg held an Interactive Workshop for information on the Sustainable Master Plan for the Tannery District.

7.2 [Toastmasters](#)

- Toastmasters Club 368 provided the schedule for their club to the Coordinator of the DBIA. Other board members are welcome to attend if they so wish.

8. REPORTS

8.11 Chair Report – Adam Bureau

8.11.1 Northumberland Central Chamber of Commerce

- Provided a verbal update that the DBIA Chair provided the Northumberland Central Chamber of Commerce at their last board meeting. Provided the Chamber board with the press releases on Girls Night Out and the Spring Passport.

8.11.2 [Concrete Storage Units –](#)

ACTION: Deputy Chief Paul VandeGraaf willingly provided the current Police Services shed that is not being used to the DBIA to store their special event equipment and props.

8.11.3 Downtown Coalition

8.11.3.1 Downtown Vitalization/ Business Attraction Ad Campaign

- Creative thinking session was held in January 2018 with the decision to have the Business Attraction Ad Campaign be “Start Here”. Board members felt that the request for quotes was not inclusive and would like a letter to the lead of the campaign on behalf of the DBIA Board.
ACTION: Chairperson Adam Bureau will write letter to lead staff for the Start Here campaign and bring issue up at the next MOU meeting.
- 8.11.4 Ontario Municipal Board – Pre-hearing DePalma Developments
- 8.11.4.1 [Participant speech](#)
ACTION: Chairperson Adam and Marketing Director Theresa will review presentation for the OMB Hearing with the direction of Glenn McGlashon – Director of Planning and Development.
- 8.11.5 [Cobourg Museum Foundation](#)
TABLED: Item has been withdrawn by Cobourg Museum Foundation Board.
- 8.11.6 Open Board Position
ACTION: DBIA Board Secretary and Chairperson Adam will review the policies and procedures of the Local Boards of Council and submit letter to the Clerks Department within the Town of Cobourg.
- 8.11.7 20 Year anniversary for Cobourg Health Shoppe
- Chairperson, and Coordinator attended the Anniversary of the Cobourg Health Shoppe and provided a recognition plaque.
- 8.11.8 Experience Card from Tourism Ambassadors
- Tourism department would like the DBIA business support in providing experience cards to patrons of the beach. The experience cards would have a discount at participating businesses and will track how many beach patrons frequent the downtown area for shopping.
- 8.11.9 [Job Descriptions](#)
REFERRED: Until next scheduled meeting as per Business arising from the minutes.
- 8.12 Vice-Chair/Governance Report – Julie Dreyer – No report
- 8.13 Treasurer Report – Lou Trozzolo
- Lou provided the DBIA Board of Management the Quarterly update of the 2018 Income Statement. Currently in a surplus due to all committees staying on budget. Some events have been very successful while being significantly under budget. Website development and hosting will be moved to the Marketing and Special Events section of the Income Statement.
- 8.14 [Marketing Report](#) – Theresa Rickerby
- Next marketing committee meeting is scheduled for Tuesday, April 17th, 2018
 - Continuing with action items from February meeting
 - As per Chairperson Report – letter will be sent regarding Business Attraction Ad Campaign.

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

Approved the costs for the following upcoming events.

Motion:

Moved by Rino Ferreri: THAT the Cobourg Downtown Business Improvement Area Board of Management approve the cost of \$500 for the band “The Spirits” for the Food and Music Festival.

Carried.

Motion:

Moved by Rino Ferreri: THAT the Cobourg Downtown Business Improvement Area Board of Management approve the cost of \$1000 for the sound and equipment by Mike Kelly for the Food and Music Festival.

Carried.

Motion:

Moved by Rino Ferreri: THAT the Cobourg Downtown Business Improvement Area Board of Management approve the cost of \$2000 for the tent, stage (16’ x 28’ at 24’ height), stairs and risers provided by Encore Tents for the Food and Music Festival.

Carried.

Motion:

Moved by Rino Ferreri: THAT the Cobourg Downtown Business Improvement Area Board of Management approve the cost of \$600 for the artist fee for the Sandcastle at the Sidewalk Sale

Carried.

Motion:

Moved by Rino Ferreri: THAT the Cobourg Downtown Business Improvement Area Board of Management approve the cost of \$625 plus HST for the enclosed axe throwing area at the Harvest Festival as amended.

Carried.

Motion:

Moved by Rino Ferreri: THAT the Cobourg Downtown Business Improvement Area Board of Management approve the cost of \$2,200 for the mechanical bull at the Harvest Festival.

Carried.

Motion:

Moved by Rino Ferreri: THAT the Cobourg Downtown Business Improvement Area Board of Management approve the cost of \$465 for the purchasing of treats from the Dutch Oven, Rustic Bean and Craft Food House.

Carried.

8.16 Beautification/Maintenance Report - No report

- 8.17 [Membership Report](#) – Dave Oberholtzer
- Key highlights of the creation of the DBIA Safe & Inclusive Streets Strategy – April 10th, 2018 will be the first workshop with a presentation on Personal Safety, Loss Prevention and Working Alone.
 - Expansion of Little Underground and 6 business visits.
 - Anticipation of business openings such as website design, e-bike retailer, and spa.
- 8.18 [Coordinator Report](#) – Paige Montgomery
Coordinator provided update on the following events;
- Girls Night Out
 - Press release was sent to media
 - Posters were created and sent to print
 - Market building has been booked for DBIA membership
 - Spring Passport
 - Event is up and running from March 19 – April 30th
 - All posters, passports and stamps were delivered to membership
 - Collecting completed/filled passports every two weeks
 - Daily posts on Social media page
- 8.19 [Police Liaison Report](#) – Deputy Chief Paul VandeGraaf
- Deputy Chief provided an update regarding the bike race which will be held in Cobourg. The Cobourg Gran Prix which is a 1.2 km circuit through the west side of downtown. Organizer hopes to have youth and para race included if participation allows. Some downtown businesses will be affected, but many spectators are to be expected.
- 8.20 Council Reports
- 8.9.1 Councilor Suzanne Séguin - None
- 8.9.2 Deputy Mayor John Henderson –
- Floating playground has been brought to committee of the whole with final council decision being voted at next regular council meeting.
 - Banner policy currently being completed with April 23rd, being the date that legislative services will bring for council's review.
 - Municipal elections will be held in October. There will be a “lame duck” period between July and November until the new term of council has been elected.
 - Cycle transition will be staying in the Old Public Works building.

9. NEW BUSINESS

There were no additions to new business.

10. UNFINISHED BUSINESS

- 10.1 [Board Member Job descriptions](#)

11. GOVERNANCE

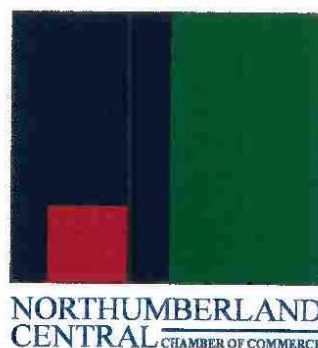
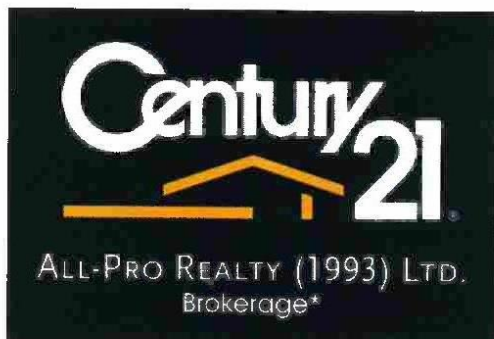
11.1 OABIA Governance Overview - Paige is continuing to go through the checklist for BIA's to ensure the DBIA is up to date with the OABIA Governance. Paige will be attending Provincial BIA Conference in April.

12. ADJOURNMENT

Moved by Chairperson Adam Bureau that the meeting be adjourned at 10:25am

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

CHAIRPERSON REPORT – WELCOME PACKAGE ATTACHMENT



Dear *Jane Smith, Jane's Dress Shoppe, 73 King Street West, Cobourg*

Congratulations on your investment in Cobourg's business community!

We want to do everything we possibly can to help your new business succeed and get you off to a great start, so **Denise Liboiron, Real Estate Representative** has negotiated a special half-price introductory membership in the **Northumberland Central Chamber of Commerce** for your business!

The Northumberland Central Chamber of Commerce is a business organization that is committed to working with you to navigate the exciting journey of opening a new business and laying the groundwork for future success. By joining the Chamber in the early stages, they can save you time, effort, money and frustration by advising you of some of the permits and permissions that may be required to renovate your space and open your business, and directing you to the appropriate departments. They can help connect you to the local tradespeople, suppliers, products or services that you may need in the setup and the ongoing operation of your new business. As a Member, you'll be able to take advantage of exclusive Member benefits including their specially negotiated Credit and Payment Card rates, substantial savings on courier services, and access to Canada's leading Group Insurance Benefit Plan. They'll even help you to arrange your Official Grand Opening when the time comes! Once you're up and running, the Chamber has a number of programs and initiatives that will continue to build awareness of your business locally and regionally. They will keep you connected to the local business community, and help you to attract and retain the best employees. The Chamber will also represent your business interests at all levels of government, and provide you with timely and relevant educational opportunities.

To activate your half-price membership and take advantage of the business support available, please contact Kevin Ward at the Northumberland Central Chamber of Commerce (905-372-5831 or kward@NCCofC.ca) to set up a meeting at your earliest convenience.

Congratulations again, and thanks for your business!

Denise Liboiron

Denise Liboiron, Real Estate Representative
Century 21 All-Pro Realty (1993) Ltd.

Kevin Ward
President & CEO, NCCofC
Auth. # 001-120418

CHAIRPERSON REPORT: INFRASTRUCTURE FOR INNOVATION

Discussion Paper

Program Title: Infrastructure for Innovation Program

Timing: 2019 CIP intake

Funding: CIP program, Ontario Main Street Revitalization Initiative fund, CFDC funding

Proposition: a Cobourg pilot program for eastern Ontario utilizing the CIP program and CFDC funding.

Purpose: To direct Technology firms to locate in the Downtown core

Program details:

The Infrastructure for Innovation Program will leverage existing CIP funding to provide downtown property owners an incentive to lease 1st, 2nd and 3rd story buildings to high tech firms with the purpose of creating a sustainable high tech business hub in the Downtown.

Financial Incentive: A onetime grant of \$75,000 to be provided

Program Conditions:

1. Application to follow CIP program submission rules and be reviewed by the CIP application review committee with the addition of representatives of the CFDC.
2. All successful applications must be approved by the town and CFDC
3. Funding will be provided to a maximum of \$75,000 for a maximum of 2 projects per year
4. The building owner will receive \$37,500 from the program as per the CIP fund dispersion rules.
5. The building owner will receive an addition \$37,500 from the program upon successful recruitment of a high tech tenant with the following stipulations:
 - a) Tenant must be recognized as high Tech as considered by CFDC
 - b) Tenant must sign to minimum 2 year lease
 - c) High speed internet must be accessible
 - d) Year 1 of lease must be discounted a minimum of 25%
 - e) To be eligible for funds tenant must be signed within 1 year of issuance of occupancy certificate
 - f) Renovation must be a minimum of 1000sf
 - g) Leverage minimum 2.5 to 1

CHAIRPERSON REPORT: AMBASSADOR INITIATIVE

Possible Downtown Cobourg Ambassador Initiative

Ideas and Suggestions

Gill Kassela – Twice As Nice

April 10th, 2018

Possible names for the initiative:

DBIA AMBASSADOR
DOWNTOWN AMBASSADOR
STREET AMBASSADOR
DOWNTOWN HOSPITALITY VOLUNTEER
CUSTOMER CARE AMBASSADOR
CUSTOMER CARE VOLUNTEER
DOWNTOWN MERCHANT VOLUNTEER
DOWNTOWN ENRICHMENT AMBASSADOR
SIDEWALK AMBASSADOR

Possible Equipment required

- Cell phone with 2 way radio app.
- Cell phone charger
- Highly visible colourful t-shirt/sweatshirt/jacket or vest with Ambassador name on.
- I.D. and/or name tags or ID numbers
- Maps of downtown merchants and services/public washrooms/restaurants
- Small first aid kit?
- Contact info for all merchants and emergency services
- Manual containing their volunteer responsibilities and handling of situations
- A positive welcoming attitude!!!
- Must provide a current police check

Suggested Responsibilities

- Promote downtown merchants
- “Eyes and Ears” of Downtown
- Back up for stores with only one staff member on shift (store could call if they are feeling unsafe.)
- Enter into businesses on a regular basis
- Patrol downtown core welcoming tourist and customers
- Provide information about the downtown, its merchants and available services.
- Help people crossing King Street
- Assist customers to vehicles with packages
- Detailed knowledge about downtown, its attractions and activities.
- Share parking information.
- Detailed knowledge of downtown merchants and their types of inventory or services
- Familiarize themselves with downtown customers
- Security back up for merchants

Training

- Legal parameters of the role, including the management of incidents such as crimes in progress, violence, disorderly conduct or vandalism.
- Hospitality and customer-service skills.
- Conflict resolution and mediation.
- Incident reporting procedures and report writing.
- Human Rights training
- How to liaise with police and emergency services
- An outline of acceptable conduct, attitude, etiquette, rules and regulations.
- A thorough orientation about the DBIA, its role and goals.
- Mental Health training and conflict resolution
- Attend training sessions on pertinent subjects
- Awareness training that addresses community sensitivity and cultural diversity.

Miscellaneous

- Patrols of two people? Male and Female?
- Length of patrol shift?
- Need someone a volunteer to co-ordinate the volunteer shifts
- What about the winter months?
- Need someone to set up a training program
- Need a manual created of polices and procedures of the initiative
- How to find suitable volunteers?



Laurie Wills
Deputy Director, Public Works
Town of Cobourg

Dear Ms. Wills,
On behalf of the Board of Management of the Cobourg Downtown Business Improvement Area (DBIA), I am reaching out in response to your internal memo of the parking rate increase to Downtown Parking Meters as well as Monthly Parking Passes. The DBIA board respectfully recommends that the Public Works Department within the Town of Cobourg delay implementation of the proposed parking rate increase until the next term of Council has been elected to provide further study by residents and business owners for the downtown affected area. The DBIA Board further recommends that this item be added to the agendas of the following Advisory Committees for their recommendations.

- Downtown Coalition Advisory Committee
- Cobourg Economic Development Advisory Committee
- Accessibility Advisory Committee
- Northumberland Central Chamber of Commerce

The DBIA Board would like to add this item to their next scheduled Board Meeting on May 1st, 2018 to discuss further, gather information and to share with the DBIA membership to give them consideration to this matter.

We look forward to initiating further discussion with you.

Respectfully,

A handwritten signature in black ink, appearing to read "Adam Bureau".

Adam Bureau,
Chair, DBIA Board
/mg



Brent Larmer
Municipal Clerk, Legislative Services
Town of Cobourg

Dear Mr. Larmer,

On behalf of the Board of Management of the Cobourg Downtown Business Improvement Area (DBIA), I am reaching out in response to the internal memo from the Deputy Director of Public Works for the parking rate increase to Downtown Parking Meters as well as Monthly Parking Passes.

The DBIA board respectfully recommends that the Public Works Department within the Town of Cobourg delay implementation of the proposed parking rate increase until the next term of Council has been elected to provide further study by residents and business owners for the downtown affected area. The DBIA Board further recommends that this item be added to the agendas of the following advisory committees for their consideration.

- Downtown Coalition Advisory Committee
- Cobourg Economic Development Advisory Committee
- Accessibility Advisory Committee
- Northumberland Central Chamber of Commerce

The DBIA Board would like to add this item to their next scheduled Board Meeting on May 1st, 2018 to discuss further, gather information and to share with the DBIA membership to give them consideration to this matter.

We look forward to initiating further discussion with you.

Respectfully,

A handwritten signature in black ink, appearing to read "Adam Bureau".

Adam Bureau,
Chair, DBIA Board
/mg

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.

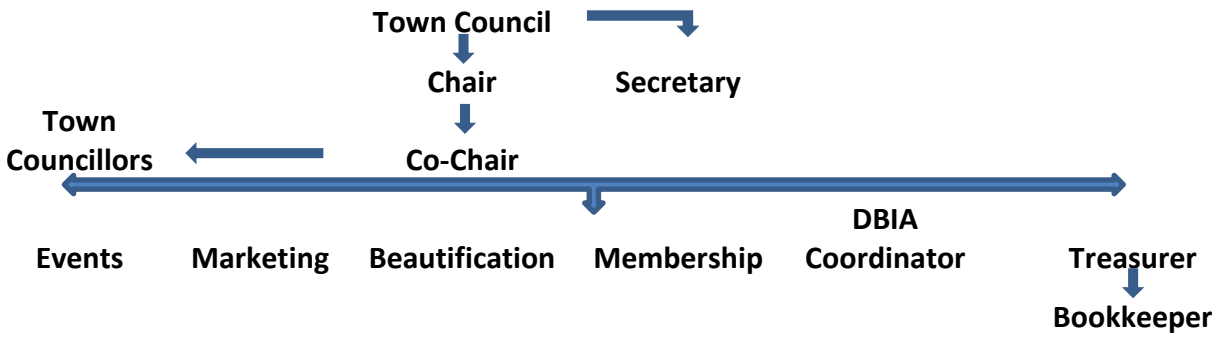
Planning and Budgeting

- 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:

- April Sub Committee Meeting was cancelled due to the weather – rescheduled for Tuesday May 1st at 12 noon.
- Met with representatives from Port Hope and Brighton to discuss a collaborative opportunity to promote getting off the 401 and exploring the communities along hwy 2. Working concept is ON2Adventure! More info and a MOU coming for board review.
- Received 4 responses to our RFP for the new website. One was 3 x our budget and as such was not considered. The three remaining quotes were submitted to myself, Kevin Ward and Teresa Berriman for a blind review. As a result of our review we'd like to make the following recommendation to the board:
The DBIA Marketing Sub Committee members of Theresa Rickerby, Teresa Berriman and Kevin Ward would like to recommend that **the board approve the quote from Response #1 and move forward with a contract to begin the process of a new Downtown Cobourg website as soon as possible.**
- Spring Passport program has been a huge success with lots of public participation. We need to address the lack of engagement from the membership portfolio in assisting with communication with members about marketing initiatives. Challenge : having completed passports picked up in a timely manner throughout the promotion - We look forward to announcing the winners at Girls Night Out on May 11th
- Home for the Holidays Passport Program - We have not received a response from RBC at this time. The current manager is now a district manager and is in charge of four branches thus making it very challenging to get in touch for follow up. The request has been submitted to her personally and online.

Port Hope HBIA, Cobourg DBIA, Brighton Chamber of Commerce

Memorandum of Agreement MOA

Between

Port Hope HBIA

(herein referred to as HBIA)

And

Cobourg DBIA

(herein referred to as DBIA)

And

Brighton Chamber of Commerce

(herein referred to as Brighton)

Purpose and Scope

The purpose of this Memorandum of Agreement is

- to clearly communicate the norms and values of this important collaborative partnership;
- to identify roles and responsibilities of all parties;
- to solidify the commitment to work collaboratively together towards common goals relative to supporting the development of a four season ON2 strategy designed to engage tourists with a network of downtown and other businesses and existing tourism products conducive to creating tourism attraction and retention

Partnership Values

The parties are committed to open and transparent communication throughout the duration of the partnership.

All parties are committed to working towards the formalization of the partnership recognizing each other's areas of skills and expertise.

Overall goal of the partnership

The overall goal for all parties working together is twofold:

- Access where appropriate external funding opportunities to support the project
- Determine and define executional elements for the project and budget parameters for these elements. These elements might include: website, social media, search engine marketing, wayfinding signs, billboards, partner print kits, launch party

Roles and responsibilities

It is recognized that roles may alter as the partnership matures and as all parties grow and develop in their respective areas of expertise.

HBIA

In collaboration with the Municipality of Port Hope, the HBIA will provide access to the Port Hope "Migrate" app and share the technology and platform with the other partners to allow execution of the app among the participating partners. This will include consultation and connection with the developers and key learning from use of the app in Port Hope. Further, the HBIA will consult with merchants and partners regarding needs and wants from this ON2 program and provide updates to its members while continuing to participate in development of the goals as defined in this MOA.

DBIA

The DBIA will consult with merchants and partners regarding needs and wants from this ON2 program and provide updates to its members while continuing to participate in development of the goals as defined in this MOA.

Brighton

Brighton will consult with merchants and partners regarding needs and wants from this ON2 program and provide updates to its members while continuing to participate in development of the goals as defined in this MOA.

Parties Mutual Responsibilities

- To work collaboratively to ensure appropriate and effective levels of communication in support of this partnership
- Ensure regular meeting are planned and attended
- Regularly share progress updates as appropriate
- Work jointly to formalize the long term partnership

Terms and Conditions

The initial term of this Agreement is one year. The term may be extended by all parties executing a letter agreement containing a statement of renewal on or before the expiration date. The Agreement may be terminated within 30 Days by any party at any time by written notice to the other parties.

Costs

The parties shall each be solely responsible for any and all costs associated with their responsibilities under this MOA.

Non – Disclosure

The parties agree that any information learned about the other party from this Agreement will remain confidential. The parties agree that there must not be any unauthorized disclosure to non-involved parties. Only after gaining approval of the other party may either party engage in any related public relations, announcements, or market activity.

PORT HOPE HBIA

Name:

Title:

I have authority to bind Port Hope HBIA

COBOURG DBIA

Name:

Title:

I have authority to bind Cobourg DBIA

BRIGHTON CHAMBER OF COMMERCE

Name:

Title:

I have authority to bind Brighton Chamber of Commerce



Downtown
Cobourg

Wendy Gibson
Economic Development Officer
212 King Street West
Cobourg, ON K9A 2N1

April 26, 2018

To Wendy Gibson,

On behalf of the Cobourg Downtown Business Improvement Area (DBIA) Board of Management I am writing to request a copy of the original "Quotation for our Downtown Business Attraction Ad Campaign" email, including the list of original recipients and the scope of work attachment.

As invested partners in this project the Cobourg DBIA Board is requesting a copy of the email to ensure due process was followed. As well as to fully understand the scope of work that has been requested and is required for this project.

As discussed with our Marketing Chair, Theresa Rickerby, we would like to be assured that moving forward our members are given equal opportunity to provide quotes on projects that arise within the Town of Cobourg, especially on projects that are so heavily focused within our downtown area.

We look forward to hearing from you. Thank you for your cooperation.

Respectfully,

A handwritten signature in dark ink, appearing to read "Adam Bureau", with a long horizontal flourish extending to the right.

Adam Bureau
Chair of the DBIA Board of Management

201 Second Street, Cobourg, ON K9A 3N7

905-377-8024

dbia@downtowncobourg.ca



BOARD of MANAGEMENT of the Cobourg DBIA

SPECIAL EVENTS SUB COMMITTEE NOTES

Thursday, April 12th, 2018 at 8:30 am
Market Building

A marketing sub-committee meeting of the Board of Management of the Cobourg DBIA was held on April 12th, 2018 with the following members in attendance:

DBIA Board Members:

Rino Ferreri
Paige Wiggans (Montgomery)
Heather Robin
Jillian Berridge
Teresa Berriman

Recording Secretary:

Melissa Graham – Secretary

Regrets:

13. CALL TO ORDER

The meeting was called to order by Special Events Chairperson Rino Ferreri at 8:31am

14. SPECIAL EVENTS MEETING NOTES

Highlights of the following events were discussed.

• Girls Night Out:

- 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

- **Sidewalk Sale:**
 - 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
 - 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, discussion of an invitation to all merchants of the Downtown Area for a 50 year Anniversary photo op.
 - Inflatables (2) approved for Friday and Saturday
 - Superheroes (3) approved for Sunday (Superhero Savings)
 - Jacobs Ladder (Jitterbugs – Brooklyn, Ontario) – estimate (approx. \$600)
 - Photo booth (Sunday) with Scotiabank and Downtown logo - \$600
 - Quote on overnight security (3 days)
 - Recommendation no live entertainment/music because of limited stage location with vendors. **ACTION:** Speaker system issue will be brought up at the next board meeting.

- **Food and Music Festival:**
 - Band lineup: Backyard Riot, Honey Soul (two local high school bands) Lineup continued: Nurse Joy and The Spirits (well-known around town), 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- need to be TSSA approved: secured 5 to date, looking for 14 to separate on each block, including a butter tart area in the middle of the set up (up to 10 participants, reached out to Dutch Oven, Betty's and Buttermilk)

- **Harvest Festival:** Proposing corn stocks are set along King Street
- **Christmas Festival:**
 - Stage will be set up half way down Second Street
 - Christmas Trees will be along King Street with lights wrapped around the light poles.
 - Vendors being secured for the Friday Night event.
- Paige is currently working on getting a sign permit for the Downtown Cobourg Sign. Permit has been sent, and is being reviewed by council and planning staff.
- **Merchant Night:** A monthly meeting for membership to network with other membership members. Proposal date of Thursday's from 6:00pm – 7:00pm moving around downtown restaurants, pubs, and service locations.

15. ADJOURNMENT

Meeting was adjourned by the Special Events Chairperson Rino Ferreri at 9:37am.

Coordinator Report – May 1, 2018

- Move tents and equipment into Cobourg Police Service Storage (Receive key to unit).
- Hire a summer student
- Confirm 2019 event list (reduce number of events)
- Bylaws specific to downtown members (Post on website).
- Award website contract
- **Motion to approve: (2) Helium filled 1-single arch 16” latex \$400.00 plus tax = \$910**

Girl’s Night Out Update

- One storefronts for local vendors (Friday night) and balloon towers (Thursday/Friday)
- Pink and black window email to be sent to the membership
- Cheques list: Deserts (3 cheques), Band (1 cheque), Balloon Towers (1 cheque), Storefront (cash from vendors)
- Vendor fee list to make sure all agreement fees are collected
- Tents from storage at the Police Station
- Send site map and schedule for the event to vendors
- Winners of the Spring Passport Program announced at the Art Gallery
- Art Gallery to host a cocktail event follow up
- Create GNO banner (share on FB, Twitter, Instagram)
- Email volunteers event schedule and plan

Spring Passport Program Update

- Collecting all passports on Wednesday, May 2 (both completed and blank)
- Tell your neighbors to save all materials if we run it again next Spring
- Passports will be counted and checked the week leading up to Girl’s Night Out for the winners to be announced
- Create SPP certificates for 5 winners (\$100)

Busker Festival Update

- Site map and performance schedule created with vendor locations (send to vendors and buskers) **Attached**
- Food addendum A & B to be received from the Town
- Contact the health unit for Busker and Food Festival participants
- Send food truck agreements (sewage, addendums, contract)
- Posters to be printed and sent to all vendors and merchants (deliver to Marina)
- Busker banner
- Event page to go live
- Send out press release mid-May
- Create cheque list for buskers, activities
- Create vendor fee agreements list

- Rent Long and McQuade equipment

Sidewalk Sale Update (send in Application)

- Balloon towers like the ones at Girl's Night Out (colours TBD) to be approved
- Balloon arches (2) at either entrance of King Street (Beachcomber)
 - 1 - 24ft wide spiral Arch \$559.00 plus tax,
 - Helium filled 1-single arch 16" latex \$400.00 plus tax this would go across entire street.
- Research confetti canons
- Cake cutting ceremony (Thursday) quotes range from \$100- \$300 for a 100 person cake
- Organize press for photo of downtown merchants, with cake cutting and mural
- Motion to approve a mural from Paint Factory - \$800 to commemorate the 50th anniversary
- Photobooth (Sunday) with Scotiabank and Downtown logo - \$600 to be approved
- Pop Up Park (research)
- Quote on overnight security (3 days)
- Invite BECN to Sidewalk Sale

Art Walk Update (Send in Application)

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

Harvest Update (Send in Application)

- Live entertainment
 - Tapscott Trio
 - Hip Hop Violinist (\$750)
 - Cale Crow (\$250)
 - Naya Liviah (\$250)
- Inflatables (cow bouncer and corn maze) – Superior events – order inflatables
- Reach out to tractors for the event
- Country Wild – to sell merchandise and promote tickets for 2019

Food and Music Update

- Lineup set (put on poster)
- Rent equipment and lights (Mike Kelly)
- Order stage from Encore Tents
- 6 butter tart vendors to date and 10 food trucks
- Need Food Addendums from the Town. Contact Health Unit
- Order recycling bins
- Create a restaurant rack card
- Create event page, press release and radio ads

- Create poster / table tents send to vendors and merchants
- Send food truck agreements (sewage, addendums, contract)
- Food Fest document checklist
- Create a food festival site map

Christmas Event Update

- Booked King Street Brass for Friday Night
- Costumed characters (3) – gingerbread man, elf (book)
- Santa for Friday Night (book)
- 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 and local vendors on Second Street
- Send in application (August)

Website

- Award the contract to one of the submissions

Radio Commercials

- Coop student to film video to match commercials for Facebook/Instagram
- Next round of recording in May / setup June recording

Membership

- Send out Agenda and Minutes when received
- Busker Festival introduction
- Max's Big Ride plan
- Country Wild Information

Treasurer tasks

- 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

Sound System Update

Team Viewer – Hook the sound system up to a laptop instead of the iPod. We can access Spotify, iTunes or YouTube remotely from computers who have the code. We are able to turn on, select and shut off from Board Member businesses and the office.

Action: Secure a laptop for use.

Country Wild Cross Promotion

- Window contest: purple/white
- Country music (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 (send contest blurb)
- Requested: out of town numbers for merchants
- Mannequins – swag to go in window displays on mannequins
- Merchant/Business owners to dress up
- 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

Farmers Market

- Saturday, May 5 Downtown Cobourg is the community booth at the Market
- New picnic table drop off location for events (follow up with Jackie for Busker Festival)

Current activities

- Grand Prix info – August 11 (Create a Restaurant Rack Card)
- Security Cameras for downtown – Safe and Inclusive Street inquiry
- Tourism Guide and Experience Card
- Attending town summer staff training to speak about the DBIA role and responsibilities (May 11)
- Art Gallery meeting about using space for announcements/hosting
- Application for Sidewalk Sale, Art Walk and Harvest (submit during the month of April/start of May)
- Max's Big Ride (June 13 – press release, poster, event page, organize welcome, cover photo)
- Downtown Sign – permit (permit fee, site map and drawing to submit)
- Letter to Council – Location of picnic table drop off for events
- Create site map (Food Festival and Sidewalk Sale)
- Food addendum and refreshment documents for Busker and Food Festival (See Documents Checklist)
- Write Press Release on partnership with the Art Gallery of Northumberland
- Typing business role description edits
- Waterfront Presentation from Rotary, Lions and Jackie Chapman Davis
- Water park meeting with Dean Hustwick
- Continued discussions with the Kawartha Health Unit and North. Breastfeeding Coalition
- Jail & Bail on April 27, 2018
- Free shuttle services for events through the Town of Cobourg
- Extended summer hours (evening and weekends) in downtown

- The Loft has donated its space for a marketing seminars based on my learnings from OBIAA Conference
- Support on hosting a First Aid course for members
- Banner planning and storage
- Falconhurst involvement for all events (sent dates)
- Board members to register for Walk A Mile
- Explore the Core event – Business Marketing Attraction Plan
- Cobourg Time Capsule Burial – May 1 at 1PM
- DBIA registered for the Canada Day Parade
- Awaiting reply from the Canada Summer Jobs Program
- Javed Khan – I was awarded a gift for our video challenge. Our Downtown Cobourg page was shared with his network and we were spoke about at a conference in Ottawa
- Attend the next Coordinators Meeting
- Representing Downtown Cobourg at McHappy Day
- Email all vendors dates and times for 2018 events (mid-May)

OBIAA Conference Notes will be typed and included in next month's report. Three videos were posted onto the Downtown Cobourg page.

Grand Openings

- Kathy Omalley Greer (new location)
- 92 King restaurant
- Market & Smor
- Black Cat Café
- Little Underground expanding
- The Framed View
- King George Inn
- Bling on King location
- 1 year anniversary (May 4 – Rustic Bean, Artisanthropy)
- 3 year anniversary (May 12 – Bespoke)

Busker Festival Schedule:

Times	PA 1 (East)	PA 2 (West)	PA 3 (Main Stage)
9:45AM			
10AM			
1015AM			Premiere Dance 10:00-10:45
1030AM	3M Dance 10:20-11:00	Nathaniel Rankin 10:15-10:55	
1045AM			10:45-11:05 Set Up
11AM		10:55-11:15 Set Up	
1115AM	11:00-11:20 Set Up		Andy Giroux 11:05-11:45
1130AM	Troy Sexton 11:20-11:55	Les Soeurs Kif Kif 11:15-12:00	
1145Am			11:45-12:05 Set Up
12PM	11:55-12:15 Set Up		
1215PM		12:00-12:20 Set Up	Premiere Dance 12:05-12:50
1230PM	Erica (Band Performance)	Les Tartanpions 12:20-1:05	
1245PM	12:15-1:00		
1PM			12:50-1:10 Set Up
115PM	1:00-1:20 Set Up	1:05-1:25 Set Up	
130PM			Troy Sexton 1:10-1:45
145PM	Andy Giroux 1:20-2:00	3M Dance 1:25-2:10	
2PM			1:45-2:05 Set Up
215PM	2:00-2:20 Set Up	2:10-2:30 Set Up	Nathaniel Rankin 2:05-2:45
230PM			
245PM	Les Tartanpions 2:20-3:00	Troy Sexton 2:30-3:05	
3PM			2:45-3:05 Set Up
315PM	3:00-3:20 Set Up	3:05-3:25 Set Up	
330PM			Les Soeurs Kif Kif 3:05-3:50
345PM	Kyle Juggler 3:20-4:05	Andy Giroux 3:25-4:05	
4PM			3:50-4:10 Set Up
415PM	4:05-4:25 Set Up	4:05-4:25 Set Up	
430PM			Les Tartanpions 4:10-4:50
445PM		Kyle Juggler 4:25-5:10	
5PM	Nathaniel Rankin 4:25-5:05		
515PM			

ADDRESS ALL CORRESPONDENCE TO THE CHIEF OF POLICE



Cobourg Police Service

Kai Liu
Chief of Police

Report:
Session: NO

In Camera

Date of report: April 26, 2018
Date of meeting: May 01, 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 April 2018 had a total of 629 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 DBIA in the inaugural Safe and Inclusive Street Strategy event/ this event was well attended for the first event, and the feedback was mixed. Some were obviously very positive about the event based on the content and delivery. Cst Moeller was confident that the event has merit, and can only improve with new topics, etc.

Some attendees felt it was an opportunity to express concerns about police delivery. That was not the intent of the information session, and was handled exceptionally well. We have reached out to a couple of those with concerns and have engaged in conversation with them in response to their concerns.

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	7	Reportable: Theft, Alarm, Property damage, Police Information, Prevent Breach of the Peace
Orange Street	1	Reportable: Ambulance Assistance
Albert Street	1	Reportable: Trouble with Youth
Second Street	1	Reportable: 911 call/hang up
Covert Street	1	Reportable: Property Related
Division Street	5	Reportable: Assault, Police Assistance, Municipal Bylaw, Threats, Mental Health Act.
Swayne Street	15	Reportable: All from Cornerstone. Police Assistance, Police Information, Missing Person located, Harassment, Threats
College Street	1	Reportable: Property Related
King Street West	12	Reportable: Alarm, 911 Hang up, Animal Complaint, Domestic Dispute, Property Related, Insecure Premise, Noise complaint, Prevent Breach of the Peace, Person Well Being check, Suspicious Person,
King Street East	15	Reportable: Theft, Unwanted Person, Police Assistance, Noise Complainant, Alarms, Domestic Dispute, Disturb the Peace
Total	59	

*(If the Street name does not appear in the Address column, then there were no incidents recorded in Niche)

Period from the 1st to the 24th of April 2018 has a total of 629 Occurrences.