



BOARD of MANAGEMENT of the Cobourg DBIA

REGULAR BOARD MEETING AGENDA

Tuesday, April 3rd, 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

8.1 Chair Report – Adam Bureau

8.1.1 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.

8.1.2 [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.

8.1.3 Downtown Coalition

8.1.3.1 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.
- 8.1.4 Ontario Municipal Board – Pre-hearing DePalma Developments
- 8.1.4.1 [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.
- 8.1.5 [Cobourg Museum Foundation](#)
TABLED: Item has been withdrawn by Cobourg Museum Foundation Board.
- 8.1.6 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.
- 8.1.7 20 Year anniversary for Cobourg Health Shoppe
- Chairperson, and Coordinator attended the Anniversary of the Cobourg Health Shoppe and provided a recognition plaque.
- 8.1.8 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.
- 8.1.9 [Job Descriptions](#)
REFERRED: Until next scheduled meeting as per Business arising from the minutes.
- 8.2 Vice-Chair/Governance Report – Julie Dreyer – No report
- 8.3 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.
- 8.4 [Marketing Report](#) – Theresa Rickerby
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- 8.5 [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.

8.6 Beautification/Maintenance Report - No report

8.7 [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.

8.8 [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

8.9 [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.

8.10 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.

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