



BOARD of MANAGEMENT of the Cobourg DBIA
REGULAR BOARD MEETING MINUTES
Tuesday, August 1 st , 2017 at 8:30 a.m. Conference Room, Victoria Hall

A regular meeting of the Board of Management of the Cobourg DBIA was held on August 1st, 2017 with the following members in attendance:

Adam Bureau
Theresa Rickerby
Lou Trozzolo
Councillor Suzanne Séguin
Deputy Mayor John Henderson
Paige Montgomery
Emmy Williams
Rino Ferreri
Julie Dreyer
Muhammad Kundan

Regrets

Claude Hardenne

Guest

Dave Oberholtzer

Recording Secretary

Julie Savard

1. CALL TO ORDER

The meeting was called to order by the chair at 8:30 a.m.

2. APPROVAL / ADDITIONS TO THE AGENDA

It was moved by Deputy Mayor John Henderson that the minutes be approved with the addition of the Downtown Vitalization 2017/2018 Market Analysis & Business Attraction Marketing Plan to be added under agenda item 8.1.

CARRIED

3. DECLARATIONS OF INTEREST BY MEMBERS

No declarations.

4. ADOPTION OF MINUTES

It was moved by Suzanne Séguin that the July 4th, 2017 minutes be adopted.

CARRIED

5. BUSINESS ARISING FROM THE MINUTES

- Invitation to Brighton and Port Hope DBIAs to the OBIAA training session.
Adam Bureau reported that both BIAs were contacted and the Port Hope HBIA will be in attendance. Brighton DBIA has not responded yet.
- Availability of the Market Building for September 6th, 2017 OBIAA training session.
Adam Bureau reported that the Market Building is booked on September 6th therefore training will be held at Town Hall.
- Letter to Mayor Gil Brocanier and Councillor Debra McCarthy to be presented to the Police Services Board for consideration regarding a pedestrian crosswalk.
Adam Bureau reported that the letter has been sent and received and will be presented at the Police Services Board meeting in August.
- Discussion with Town CAO, Stephen Peacock, to find a more accessible location to store DBIA items - Adam Bureau **TABLED**
- Find out if fridge and microwave in the Market Building kitchen can be utilized by staff .
Adam Bureau reported that fridge and microwave can be used by staff
- To approach the town's Human Resource department to acquire a draft contract for the new bookkeeper.
Deputy Mayor John Henderson reported that the town's Human Resource Department could not assist. He will speak to Stephen Peacock. It was suggested that Adam Bureau contact OBIAA for direction. This will allow for the agreement to be compile from suggestions from two (2) sources.

ACTION

Adam Bureau to contact OBIAA regarding a sample agreement for DBIA bookkeeper and Deputy Mayor to speak with Stephen Peacock regarding same.

- Circulate the Downtown Vitalization Marketing Plan to board members
Adam Bureau circulated the plan to all board members and will be discussed under agenda item 8.1.
- Meeting of all DBIA committee chairs to discuss a downtown lighting plan for the Christmas season to be then presented at the September MOU – Theresa Rickerby **TABLED**
- Marketing material for Canada150 ArtWalk Event.
Emmy Williams reported that marketing material should be done by next week.
- Discuss budget allocation for logo with treasurer - Adam Bureau **TABLED**
It was mentioned that when Adam Bureau calls OBIAA that he also discuss with them how other DBIA logos are protected.

ACTION

Adam Bureau to also talk to OBIAA regarding the protection of DBIA logos.

6. PRESENTATIONS / DELEGATIONS

No presentations or delegations.

7. CORRESPONDANCE / COMMUNICATION

- Email from restaurant owner

Adam Bureau received correspondence from a downtown restaurant owner outlining his concerns regarding the food festival.

ACTION

Paige Montgomery to follow up with the restaurant owner.

- Email from TM Legal re: logo cost
This item was discussed at the July 4th Board meeting. Entered under correspondence for acknowledgment purposes only. Further discussion with OBIAA concerning the logo and the need to pursue its protection is in progress.

8. REPORTS

8.1 Chair Report – Adam Bureau

- Downtown Coalition update: Downtown Vitalization 2017/2018 Market Analysis & Business Attraction Marketing Plan
Plan was circulated to board members for review and discussion.

MOTION

It was moved by Adam Bureau

“that the Board of Management of the Cobourg DBIA endorse the Downtown Vitalization 2017/2018 Market Analysis & Business Attraction Marketing Plan as presented”.

CARRIED

- Update on committee budget balances
Committee chairs did not have any issues with their current budget balances. It was mentioned that the Events budget is not showing any revenue. Paige will follow up with bookkeeper.
Members were reminded that if they require additional funds over and above their allocated budget dollars they are required to provide a written report to the board so that it can be brought to a vote.

ACTION

Paige Montgomery to speak with the bookkeeper regarding the revenue entries

- DBIA banner damage.
Holes have been poked through the DBIA banners to allow for the hanging flower baskets. This has caused the banner to be pulled tight and potentially cause issues in the event of a high wind. This will be discussed with Stephen Peacock soon for discussion at the next MOU meeting.

8.2 Vice-Chair/Governance Report – Julie Dreyer – No Report

- Victoria Square Phase IV and Public Art Meeting Update
No update on Victoria Square Phase IV and Public Art

8.3 Treasurer Report – Lou Trozzolo – No Report

8.4 Marketing Report – Theresa Rickerby

- Downtown Marketing Partnership Meeting Update

Committee continues to work on Downtown Vitalization 2017/2018 Market Analysis & Business Attraction Marketing Plan

- Marketing Committee – Expression of Interest for the banner
Board members discussed the submissions from the graphic designers.

MOTION

It was moved by Theresa Rickerby

“that the board of Management of the Cobourg DBIA accept the Expression of Interest from applicant “B” for the new banner design up to a maximum of \$2,000.00 for design work.”

CARRIED

ACTION

Paige Montgomery will inform the graphic designer that they have been selected.

8.5 Special Events Report – Rino Ferreri

Sidewalk sale this week. Working on upcoming events: Harvest Festival and Christmas Magic and Holiday Market.

Added event is Canada 150 ArtWalk on August 26th, 2017.

ACTION

Paige Montgomery to reach out to a local artist as a 3rd judge.

8.6 Beautification/Maintenance Report – Muhammad Kundan – No Report

8.7 Membership Report – Claude Harndenne – No Report

8.8 Coordinator Report – Paige Montgomery

Reported on key items on her report. Board member asked that the press release include the top prize of \$500.00.

8.9 Council Reports

8.9.1 Councilor Suzanne Séguin – No Report

8.9.2 Council Reports – Deputy Mayor John Henderson – No Report

9. NEW BUSINESS

No new business.

10. ADJOURNMENT

It was moved by Adam Bureau that the meeting be adjourned at 9:40 a.m.

Next meeting is scheduled for September 5th, 2017 in the Market Building.

List of Attachments

#	Attachment Description	ACTION
1	Minutes July 4 th ,2017	Adopted
2	DBIA Banner Photo	Discussed and referred
3	Expression of Interest	Approved by motion
4 5 6	Special Events Report	Reported and discussed
7	Coordinator’s Report	Reported and discussed
8	Downtown Vitalization 2017/2018 Market Analysis & Business Attraction Marketing Plan	Endorsed by Motion and sent to Legislative Services.

