



BOARD of MANAGEMENT of the Cobourg DBIA

REGULAR BOARD MEETING MINUTES

Tuesday, February 6th, 2018 at 8:30 am
Conference Room – Victoria Hall

A special meeting of the Board of Management of the Cobourg DBIA was held on February 6th, 2018 with the following members in attendance:

DBIA Board Members:

Adam Bureau
Julie Dreyer
Lou Trozzolo
David Oberholtzer
Paige Montgomery
Paul VandeGraaf – Police Services Liaison
Muhammad Kundan L
Theresa Rickerby - L

Council Appointees to the DBIA Board:

Deputy Mayor John Henderson
Councillor Suzanne Séguin

Recording Secretary:

Melissa Graham – Secretary

Regrets:

Rino Ferreri

1. CALL TO ORDER

The meeting was called to order by Chairperson Adam Bureau at 8:30am

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 Lou Trozzolo that the January 9th, 2018 minutes be adopted
It was moved by Julie Dreyer that the January 23rd, 2018 minutes be adopted
Carried.

5. BUSINESS ARISING FROM PREVIOUS MINUTES

5.1 Theresa, Paige and Lou to review budget to break out Marketing Budget into separate line items. Tabled from meeting held on January 9th, 2018.

COMPLETED: Refer to Marketing Sub Committee Notes.

5.2 Muhammad will continue to communicate with snow removal companies regarding “wind rows” throughout the DBIA. Tabled from meeting held on January 9th, 2018 - Adam to personally receive snow removal phone numbers at next MOU meeting.

REFERRED: Adam will speak about this at the MOU meeting February 7th, 2018.

5.3 Deputy Mayor John Henderson to confirm with the Clerks Department regarding insurance of the DBIA.

REFERRED: Deputy Mayor did speak with Clerks as well as HR Departments to confirm insurance of the DBIA, however was directed to Treasurer Ian Davey to speak about DBIA insurance.

5.4 Lou will present 2018 Draft Budget for informational purposes at the next Council meeting.

COMPLETED: Lou brought the 2018 Draft Budget to council in January.

5.5 Update from Paige regarding outdoor music system and if it is functioning properly

REFERRED: Will reach out to IT department with the Town of Cobourg.

6. PRESENTATIONS / DELEGATIONS

No presentations or delegations due to cancellation.

- Discussion was had by the Board Members regarding concerns about the newest Tourism Guide.

ACTION: Adam will speak about the DBIA concerns regarding the 2018 Tourism Guide at MOU meeting on February 7th, 2018.

7. CORRESPONDANCE / COMMUNICATION

Chairperson

- Wifi Correspondence

ACTION: Paige will set up WIFI Meeting with Ted, Adam, Muhammad and Deputy Mayor Henderson.

ACTION: Deputy Mayor will follow up on WIFI Letter that DBIA sent to LUSI.

- Canada Day Correspondence

ACTION: DBIA is interested in the Children's Village however require more information such as location. Paige to reach out to Jackie to gather this information as the Cobourg Police Services Safety Booth would also like to be located near the DBIA;s booth.

- Dog Feces Correspondence

DBIA Board discussed options of on-going feces issue.

ACTION: Deputy Mayor Henderson will speak to Clerks Department regarding dog feces issues and if there are any existing by-laws. Will also inquire what other municipalities are implementing for best practices on this issue.

- Northumberland Breastfeeding Coalition Correspondence

ACTION: Paige to write letter to Lindsay for her correspondence as the board is taking it into consideration.

ACTION: Deputy Mayor Henderson will speak with Mayor Brocanier upon his return from holidays to gather information on Breastfeeding Coalition.

8. REPORTS

8.1 Chair Report – Adam Bureau

Chairperson Adam Bureau called a recess at 8:45am to allow guests and staff to leave meeting for a closed session.

8.1.1 Closed Session

MOTION:

THAT the Cobourg DBIA Board of Members go into Closed Session in accordance with Section 239 of the Municipal Act S. O. 2001 regarding:

(d) labour relations or employee negotiations

(1) Staff Contract negotiations

Carried.

Closed session was adjourned by Chairperson Adam Bureau to resume Cobourg DBIA regular board meeting at 8:50am.

MOTION:

THAT the Cobourg DBIA move into open session to continue with the agenda as approved.

Carried.

MOTION:

THAT the Cobourg DBIA Board of Members approve the contract for the DBIA Coordinator for two years from February 6th, 2018 – February 6th, 2020.

Carried.

8.1.2 Sub Committees

Chairperson Adam Bureau requested the Chairs of Sub Committees present agendas and minutes with their reports. Reports will be due every month on the Wednesday before the scheduled Board Meeting unless otherwise specified.

8.1.3 Business Achievement Awards

Sponsorship of the 2017 Business Achievement Awards held by the Northumberland Chamber of Commerce was presented to the Board by Chairperson Adam Bureau.

MOTION:

THAT the Cobourg DBIA Board of Members approve the Business Achievement Award Sponsorship for the Platinum level with the expenditure set at \$1500.

8.1.4 Downtown Coalition/Creative Thinking Session

Melissa updated Board Members on the status of the implementation of the Business Attraction Plan.

- Requested quotes from graphic designers to create marketing material for the theme that was decided at second creative thinking session
- Volunteer researching businesses within a 45 minute radius for EDO to reach out to inquire about second location

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

8.3 Treasurer Report – Lou Trozzolo

Lou highlighted the successes the 2017 Board had in regards to the 2017 Income Statement. With the 2018 projected to have a reserve to carry forth for 2019.

8.4 Marketing Report – Theresa Rickerby

Action item from Marketing Sub Committee Notes:

Theresa Rickerby and Paige Wiggans to reach out to local BIA's and set up a meeting to discuss collaborative marketing initiatives.

COMPLETED: Paige has reached out to local BIA's to cross promote rack cards to drive business to Cobourg and vice versa.

Action item from Marketing Sub Committee Notes:

RFP (Request for Proposal) required for website development of \$5000. Will need to be added to next meeting agenda for Board approval. Marketing committee would like the RFP to be posted by February 12th, 2018.

REFERRED: For Paige and Theresa to speak with Ashley Purdy (from the Town of Cobourg) about the issues the website has and what the current website can offer.

- Paige highlighted discussions from the marketing meeting including the marketing budget breakdown which included

- Social Media Video - \$2000

REFERRED: Postponed to further discuss options with Marketing Committee members.

- Radio - \$5000

MOTION:

Moved by Theresa THAT the Cobourg DBIA Board of Members approve the radio broadcast agreement with Northumberland 89.7 for 2018 for budget expenditure of \$2500 plus hst

Carried.

- Website- \$5000

REFERRED: Postponed to further discuss options with marketing committee members

ACTION: Paige to create website wish list with Marketing Chair Theresa.

- Promotional Materials \$7500

MOTION:

Moved by Theresa THAT the Cobourg DBIA Board of Members approve the budget expenditure of \$7500 for promotional materials.

Carried.

- Holiday Passport Program - \$2000

MOTION:

Moved by Theresa THAT the Cobourg DBIA Board of Members approve the "Home for the Holidays" Passport Program for \$2000 for printing plus the use of all Avion points available on the DBIA Avion Visa in principle.

Carried.

- Spring Passport Program - \$1500

MOTION:

Moved by Theresa THAT the Cobourg DBIA Board of Members approve the Spring Passport budget expenditure of \$1500 plus hst for printing and promotional costs.

Carried.

MOTION:

Moved by Theresa THAT the Cobourg DBIA Board of Members approve the budget expenditure of \$700 for rack card distribution by Dominic Gallo to Cobourg and Port Hope.
Carried.

8.5 Special Events Report – Rino Ferreri

8.5.1 Canada Day Activity (Refer to Correspondence)

Paige updated the DBIA Board of Members regarding upcoming events.

Girls Night Out on May 11th requires permission by Town Council regarding the Vendor Bylaw to host Vendor Booths in Market Building.

ACTION: Adam to bring to MOU meeting schedule for February 7th, 2018 to gather information regarding protocol for DBIA events.

Highlights for Pub Crawl scheduled on February 24th (a shared event with the Town of Cobourg)

- Grand Prize of Downtown Gift Certificates – Bars hosting own raffle of T-Shirts with Winter Brews on them.

8.6 Beautification/Maintenance Report – Muhammad Kundan – No Report

8.7 Membership Report – Dave Oberholtzer – No Report

8.8 Coordinator Report – Paige Montgomery

Paige continued to highlight information regarding involvement with special events mentioned before and marketing programs. Continuing to connect with new businesses as well as existing businesses.

ACTION: Paige to prep all files of 2017 for audit

ACTION: Paige to create website wish list with Marketing Chair Theresa.

8.9 Police Liaison Report – Deputy Chief Paul VandeGraaf

First Police Liaison Report was provided to the DBIA to view the reported/non reported police calls in the Downtown area.

8.10 Council Reports

8.9.1 Councilor Suzanne Séguin – No Report

8.9.2 Deputy Mayor John Henderson – No Report

9. NEW BUSINESS

No new business

10. GOVERNANCE

Deputy Mayor Henderson discussed the OBIAA Checklist which will allow the DBIA Board of Members to know opportunities to become a stronger DBIA. This will include a strategic plan which will be discussed in spring meetings.

11. CLOSED SESSION - Refer to 8.1.1

11.1 That the Cobourg DBIA Board of Members go into Closed Session in accordance with Section 239 of the Municipal Act S. O. 2001 regarding:

(d) labour relations or employee negotiations

(1) Staff Contract negotiations

12. ADJOURNMENT

Moved by Adam Bureau that the meeting be adjourned at 10:15am

Next meeting scheduled will be the DBIA Board of Management on March 6th, 2018 at 8:30am.

List of Attachments

#	Attachment Description	ACTION
1	January 9th, 2018 Meeting Minutes	ADOPTED
2	Special Meeting Minutes January 23rd, 2018	ADOPTED
3	Wifi Correspondence	PRESENTED
4	Canada Day Correspondence	PRESENTED
5	Dog Feces Correspondence	PRESENTED
6	Northumberland Breastfeeding Coalition	PRESENTED
7	Treasurer Report	PRESENTED
8	Marketing Report	PRESENTED
9	Special Events Report	PRESENTED
10	Coordinator Report	PRESENTED
11	Police Liaison Report	PRESENTED

