



BOARD of MANAGEMENT of the Cobourg DBIA

REGULAR BOARD MEETING MINUTES

Tuesday, January 9th, 2018 at 8:30 a.m
Conference Room, Victoria Hall

A regular meeting of the Board of Management of the Cobourg DBIA was held on January 9th, 2018 with the following members in attendance:

DBIA Board Members:

Adam Bureau
Julie Dreyer
Rino Ferreri
David Oberholtzer
Paige Montgomery
Paul VandeGraaf – Police Services Liaison

Council Appointees to the DBIA Board:

Deputy Mayor John Henderson
Councillor Suzanne Séguin

Recording Secretary:

Melissa Graham – Secretary

Regrets:

Theresa Rickerby
Lou Trozzolo

Absent:

Muhammad Kundan

1. CALL TO ORDER

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

It was then passed to Deputy Mayor John Henderson to proceed with the Elections of Chairperson and Vice Chairperson.

1.1 Elections of Chair/Vice-Chair

- **Moved by** Deputy Mayor John Henderson THAT Adam Bureau remain as the Chair of the Cobourg Downtown Business Improvement Area board.
CARRIED
- **Moved by** Deputy Mayor John Henderson THAT Julie Dreyer remain as the Vice Chair of the Cobourg Downtown Business Improvement Area board.
CARRIED

2. APPROVAL / ADDITIONS TO THE AGENDA

It was moved by Deputy Mayor Henderson that the agenda be approved with the addition of Art Windows added to New Business.

CARRIED

3. DECLARATIONS OF INTEREST BY MEMBERS

There were no declarations of interest.

4. ADOPTION OF MINUTES

It was moved by Julie Dreyer that both the December 5th, 2017 and the minutes from the Annual General Meeting dated December 8th, 2017 be adopted.

CARRIED

5. BUSINESS ARISING FROM PREVIOUS MINUTES

5.1 Paige to write a letter to Wally Keeler to thank him for his correspondence; the tree however has been taken down.

COMPLETED: Paige sent Wally Keeler a thank you email prior to her vacation in December.

5.2 Further discussion will be held with Deputy Chief VandeGraaf regarding logistics to ensure safety of all staff, patrons, and town residents for the recommended Downtown Safety Campaign.

COMPLETED: Adam and Deputy Chief VandeGraaf to meet in February will start the planning and execution of Downtown Safety Campaign.

5.3 Theresa, Paige and Lou to review budget to break out Marketing Budget into separate line items.

TABLED: Due to absences from both Theresa and Lou the Board of Management has postponed this **ACTION** item until the next meeting.

5.4 Muhammad will continue to communicate with snow removal companies regarding "wind rows" throughout the DBIA.

TABLED: Adam will personally request the snow removal phone numbers at next MOU meeting.

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

TABLED: Deputy Mayor Henderson will provide information regarding insurance at next meeting after providing the newest Municipal Clerk some time to settle into his new position.

5.6 Paige to seek out new publications regarding previous monthly column. She will reach out to John Draper and Northumberland News.

COMPLETED: Paige has reached out to both Cobourg Now and Cobourg Media with both willing to run publications about the DBIA. Paige will also be running press releases to provide more information for the DBIA membership. The Town of Cobourg and Cobourg Police Services are also in the midst of a discussion of a publication contract with Northumberland News.

6. PRESENTATIONS / DELEGATIONS

There were no presentations or delegations.

7. CORRESPONDANCE / COMMUNICATION

There were no correspondence or communications.

8. REPORTS

8.1 Chair Report – Adam Bureau

ACTION: Melissa to add a Report section for Deputy Chief Paul VandeGraaf

8.1.1 Closed Camera Session – **TABLED** until February meeting to provide significant notice to the Board of Management.

8.1.2 Terms of Reference

MOTION:

It was moved by Julie Dreyer that the Cobourg DBIA Board recommend to Council an amendment to the *Terms of Reference*, Composition, “G”-11, p. 57, with the *addition of one (1) member from the Cobourg Police Services Board to act as a liaison* to the Cobourg Downtown Business Improvement Area Board of Management.

CARRIED

8.1.3 Downtown Flags

COMPLETED: It was decided that to prevent damage expenses and labour costs the downtown flags will stay up throughout the winter.

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

8.3 Treasurer Report – Lou Trozzolo

8.3.1 2018 Draft Budget Approval

ACTION: Lou will present the 2018 Draft Budget for informational purposes at the next Council meeting

MOTION:

It was moved by Julie Dreyer that the 2018 Draft Budget be approved as amended and be provided to Council for informational purposes.

CARRIED

8.4 Marketing Report – Theresa Rickerby – No report

8.5 Special Events Report – Rino Ferreri – No report

8.6 Beautification/Maintenance Report – Muhammad Kundan – No report

8.7 Membership Report – Dave Oberholtzer – No report

8.8 Coordinator Report – Paige Montgomery – No report

ACTION: Paige, Rino and Deputy Chief Paul VandeGraaf will meet to discuss the opportunities to ensure safety around the Pub Crawl Event on February 24th, 2018.

8.9 Council Reports

8.9.1 Councilor Suzanne Séguin – No report

8.9.2 Deputy Mayor John Henderson – No report

9. **GOVERNANCE**

Recommendation to delay review of the municipal Code of Conduct as it applies to the DBIA until the Town has time to go through the process themselves. Municipal Governments are given one (1) year to implement the Code of Conduct, however the Town of Cobourg anticipates they will finish this process by spring.

10. **NEW BUSINESS**

Art Windows: Utilizing the empty windows at 43 and 45 King Street West was discussed. It was recommended that through a partnership with the Town of Cobourg and Cobourg Police Services, the windows can be used to display upcoming events, and include a town street map. It was discussed that the Airbrush “Cobourg” Sign would be included to make the display more appealing. There is currently funds allotted for a map of the downtown, pending council approval in the 2018 budget.

Outdoor Music System: It was felt that the outdoor music system is not being fully utilized and that music should be played 365 days a year. The outdoor music system is not functioning as anticipated. Paige is currently working with the Town of Cobourg’s IT Department (Ron Jeschke) and the Maintenance Department staff David Storms, to get the music system to function properly.

ACTION: Paige will update the Board of Management on the status of the outdoor music system functioning properly.

11. **ADJOURNMENT**

It was moved by Chairperson Adam Bureau that the meeting be adjourned at 9:10am.

The next meeting of the DBIA Board of Management is scheduled for February 6th, 2018 at 8:30am.

List of Attachments

| # | Attachment Description | ACTION |
|---|--|------------------------|
| 1 | December 5 th , 2017 Meeting Minutes | Approved |
| 2 | Annual General Meeting Minutes – December 8 th , 2017 | Approved |
| 3 | Terms of Reference | Amended |
| 4 | 2018 Budget | Approved as amended |