



BOARD of MANAGEMENT of the Cobourg DBIA

REGULAR BOARD MEETING
Minutes

Tuesday, June 6th, 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 June 6th, 2017 with the following members in attendance:

Adam Bureau
Lou Trozzolo
Theresa Rickerby
Rino Ferreri
Claude Hardenne
Councillor Suzanne Séguin
Deputy Mayor John Henderson
Paige Montgomery

Regrets
Julie Dreyer
Muhammad Kundan

Guest
Emmy Williams, DBIA Summer Student

Recording Secretary
Julie Savard

1. CALL TO ORDER
Meeting was called to order by the chair at 8:32 a.m.
2. APPROVAL / ADDITIONS TO THE AGENDA
It was moved by Lou Trozzolo
"that the agenda be approved with no additions."
CARRIED
3. DECLARATIONS OF INTEREST BY MEMBERS
No declarations of interest.

4. ADOPTION OF MINUTES – Attachment #1

It was moved by Suzanne Séguin
“that the May 2nd, 2017 minutes be adopted.”

CARRIED

5. BUSINESS ARISING FROM THE MINUTES

5.1 Deputy Mayor John Henderson will discuss the DBIA logo ownership letter with the Town of Cobourg solicitor.

Information was provided to Stephen Peacock, CAO for the Town of Cobourg however no response has been received. Deputy Mayor will discuss at the next Memorandum of Understanding meeting.

5.2 DBIA Secretary will send motion to accept the occupancy agreement to Cobourg Council by way of Government Services for information purposes.

Motion was sent to Government Services.

6. PRESENTATIONS / DELEGATIONS

Pride Awareness Day Flags – Chief Kai Liu

Chief Kai Liu spoke on behalf of the Northumberland Pride Committee of which he is a member. The month of June has been declared Pride Month and is recognized nationally. The Northumberland Pride Committee is asking the Board of Management of the Cobourg DBIA to consider replacing the Canadian flags with the Pride flags for the month of June and provide funding. A quote has been received by Canadian Patriots of up to \$2,748.16 (inc. tax) for the purchase and installation of 100 flags.

Board discussed and concluded that this is a large expense for a short period of time and will not move forward with the request. It will be up to the Pride committee to make the contacts regarding community involvement.

ACTION

To clarify with council of date of Pride Awareness Day.

To write a letter to Northumberland Pride Committee stating outcome of the discussion

To send a letter to council in support of Pride Awareness Day for this year and to request that the DBIA be proactively involved next year.

7. CORRESPONDANCE / COMMUNICATION

7.1 Policy for dealing with local businesses - Attachment #3

Randy Crossen submitted an email to the DBIA and Chair stating that he submitted a quote for a DBIA rack card and wondered what the policy is for dealing with local businesses and outsourcing to companies outside our area. Marketing Chair informed the board on the submission process. Company with the best price and timeline was awarded the contract. Due diligence was done.

ACTION

Adam Bureau will write a letter to Randy Crossen stating due diligence was done.

7.2 Street Closure for Girls' Night Out - Attachment #4

Andrew Stewart submitted an email to the DBIA asking why the street was closed during Girls' Night Out.

Board members discussed the road closure process and how they can build on such events in the future.

ACTION

Adam Bureau will write a letter to Andrew Stewart stating that the board plan on building on the event in the future. They will keep him informed as much as possible as how the event will be carried out in the future.

7.3 Procurement of Rights to the Coal Train Music and Blues Brand – Andrew Hall - Attachment #5

As a representative of the Cobourg Music Festivals Inc., Andrew Hall submitted an email with letter attached from Matt Williams, CEO – Cobourg Music Festivals Inc. for the opportunity to present a delegation to the Cobourg DBIA to request the procurement of the rights to the Coal Train Music and Blues brand.

Board members discussed the brand ownership and concluded that the DBIA does not own the rights to the Coal Train Blues Music Festival brand. No delegation will be required therefore rights will be granted in writing by form of letter.

ACTION

Adam Bureau will write a letter to Andrew Hall stating the right to utilize the brand will be granted.

8. REPORTS

8.1 Chair Report – Adam Bureau

OBIAA for training date

Board members discussed a date to undergo OBIAA training. It was agreed that September 2017 would be the best time.

MOTION

It was moved by Theresa Rickerby

“that Adam Bureau is to contact OBIAA in regards to governance training workshop to be held in September 2017.”

CARRIED

8.1.1 Business Grand Openings

Four (4) Business Grand Openings were held on Saturday, June 3rd, 2017 and were well attended. It was discussed that in the future Grand Openings should be held during the week preferably 11:00 a.m. to 1:00 p.m., to accommodate town staff wishing to attend.

It was also discussed that the DBIA purchase new certificate covers.

8.1.2 Garden Competition – Communities in Bloom - Attachment #2

Business owners are to be encouraged to plant flowers at their storefront in the red and white colour scheme, during the Canada Communities in Bloom Garden Competition. Judging will take place June 24th, 2017.

8.1.3 Downtown Coalition Advisory Committee Meeting Update

Attended meeting on Wednesday, May 10th, 2017. Members were asked to submit their comments once reviewed.

8.1.4 Northumberland Central Chamber of Commerce Meeting Update

Attended their last meeting and gave the Chamber Board an update on the Busker Festival and the Market Building Lease Agreement.

DBIA Board members suggested Chair stay for the duration of the meeting as currently staying to give report and leaving thereafter.

8.1.5 CIVIC Web Formatting

DBIA secretary updated the board members on the CIVIC Web formatting. It will be some time before the formatting is finalized. She will keep the board informed of any updates.

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

- Victoria Square Phase IV and Public Art Meeting Update

8.3 Treasurer Report – Lou Trozzolo – No Report

8.4 Marketing Report – Theresa Rickerby

8.4.1 Downtown Marketing Partnership Meeting Update

Unable to attend meeting on May 31st, 2017 but informed the board that the Committee members are reviewing the draft Marketing Partnership Marketing Plan along with comments that were submitted.

8.4.2 2% rebated for consistent business hours

This was discussed at the Marketing Committee meeting as an incentive for businesses to stay open longer hours.

8.4.3 Approval of up to \$2,000 for banner design work
Committee is moving ahead acquiring tenders for the banner design process.
Once submitted committee will discuss with board for final approval.

MOTION

It was moved by Theresa Rickerby

“that a request be made for the approval of \$2,000.00 for the cost of the banner design.”

CARRIED

8.5 Special Events Report – Rino Ferreri – No Report

8.6 Beautification/Maintenance Report – Muhammad Kundan – No Report

8.7 Membership Report – Claude Harndenne – No Report

8.8 Coordinator Report – Paige Montgomery

DBIA Coordinator circulated a poster created for the Busker Festival. Posters will be displayed downtown and posted to social media.

8.9 .Council Reports

8.9.1 Councillor Suzanne Séguin – No Report

8.9.2 Council Reports – Deputy Mayor John Henderson

- Bill 68

On May 31st, 2017 Bill 68 was passed affecting several acts including amendments to the Municipal Act. Cobourg Council will begin its review and anticipate its completion by February 2018.

- The Victorian High Tea and Fund Fair for Northumberland Girls and Boys Living with Cancer will be held September 24th, 2017 from 1 p.m. to 4 p.m. at the Best Western Inn. Board has given the go ahead to Deputy Mayor Henderson to have Falconhurst staff to deliver flyers to downtown businesses. This will take approximately two (2) DBIA working hours - Attachment #6

9. NEW BUSINESS

Councillor Suzanne Séguin updated the board on the Arts Town Project.

Currently art pieces are displayed in 6 downtown storefront windows. Volunteers are in the planning stages of creating an “ArtWalk” event to be held September 2nd, 2017 as part of Canada 150 Celebrations. This will be a one (1) day event for approximately 3-4 hours (11 a.m. to 3:00 p.m.). Framework and budget are still being discussed.

ACTIONS

Councillor Séguin is to contact the Town to ensure this event does not conflict with James Cockburn Day.

Event Committee Chair, Rino Ferreri, will discuss the event with Board Treasurer and Marketing Committee Chair.

10. ADJOURNMENT

The meeting was adjourned at 10:54 a.m.

Next meeting is scheduled for August 1st, 2017

List of Attachments and Correspondence

#	Description	ACTION
1	Meeting Minutes for May 2 nd , 2017	APPROVED
2	Garden Competition – Communities in Bloom	DISCUSSED
3	Correspondence – Randy Crossen	DISCUSSED/ LETTER SENT
4	Correspondence – Andrew Stewart	DISCUSSED/ LETTER SENT
5	Correspondence – Andrew Hall	DISCUSSED/ LETTER SENT
6	Victorian High Tea and Fund Fair	CIRCULATED/DISCUSSED