



BOARD of MANAGEMENT of the Cobourg DBIA
REGULAR BOARD MEETING Minutes
Tuesday, May 2 nd , 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 May 2nd, 2017 with the following members in attendance:

Adam Bureau
Lou Trozzolo
Theresa Rickerby
Julie Dreyer
Muhammad Kundan
Claude Hardenne
Councillor Suzanne Séguin
Deputy Mayor John Henderson
Paige Montgomery

Regrets from:
Rino Ferreri

Guests:
Randy Crossen and JT Gaudet of BannerBrite FR

Recording Secretary:
Julie Savard

1. CALL TO ORDER

Meeting was called to order at 8:30 a.m.

2. APPROVAL / ADDITIONS TO THE AGENDA

It was moved by Suzanne Séguin 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 Julie Dreyer that the minutes of April 4th, 2017 be adopted.

CARRIED

5.PRESENTATIONS / DELEGATIONS

As a means to demonstrate their abilities, Randy Crossen and JT Gaudet of BannerBrite FR presented the board with a banner mockup that could potentially be used in the downtown. Marketing Chair requested a copy to bring to the DBIA Marketing Committee for discussion at their next meeting.

6.BUSINESS ARISING FROM PREVIOUS MINUTES

6.1 Deputy Mayor John Henderson and Adam Bureau prepared the alternative rooms wording for the occupancy agreement.

6.2 Suzanne Séguin met with members of the Lions, Town of Cobourg and DBIA to further discuss the Santa Claus Parade. Items discussed:

- Insurance policy for event
- Mechanism in place to issue tax receipts for any donations
- Town do not have to comply but be part of the conversations
- 2017 parade is scheduled for November 19th
- Town of Cobourg Parks department will supply a building to prepare the floats
- Working on sponsorship packages

6.3 Paige Montgomery reported that she spoke to Tracy Kerr requesting a letter to ensure ownership of DBIA logo. Before signing any letter Tracy would like to have it reviewed by her lawyer.

ACTION

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

6.4 Adam Bureau informed the board members that we have been approved for the Summer Job Grant

6.5 Date has not been set to meet to review the member resources.

6.6 Adam Bureau informed the board members that it was determined by the Downtown Cobourg Coalition that they will not move forward with the Downtown Certification Program. Board members discussed the possibility of a Downtown Business Achievement Award Ceremony.

6.7 Paige Montgomery has received an electronic copy of the Community Improvement Plan.

7.CORRESPONDANCE / COMMUNICATION

No correspondence received.

8.REPORTS

8.1 Chair Report – Adam Bureau

8.1.1 No update on the Downtown Cobourg Coalition Advisory Committee except for the Downtown Certification Program. This program is not moving forward.

8.1.2 Board Chair will be discussing the DBIA office move to Market Building at MOU meeting, Wednesday, May 3rd, 2017.

MOTION

It was moved by Theresa Rickerby,

“that the Board of Management of the Cobourg DBIA accept the occupancy agreement offer between the Corporation of the Town of Cobourg and the Downtown Business Improvement Area Board of Management with a move in date of Saturday, July 15th, 2017. Notice to vacate 253 Division Street, Cobourg will be given to the landlord effective Tuesday, May 2nd, 2017.”

CARRIED

ACTION

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

8.1.3 Discuss DBIA Board Handout – Tabled

8.1.4 Summer Student Hire Start Date

8.1.5 DBIA Coordinator Performance Review

At 9:15 a.m. the following motion was made to go into closed session for items 8.1.4 and 8.1.5:

MOTION

It was moved by Adam Bureau,

“that the Cobourg DBIA Board go into Closed Session in accordance with Section 239 of the Municipal Act. S.O. 2011 regarding: b) personal matters about an identifiable individual, including municipal or local board employees.”

CARRIED

No declarations of interest.

At 9:25 a.m. the following motion was made to return to open session and continue with the regular agenda:

MOTION

It was moved by Adam Bureau,

‘That the Cobourg DBIA Board move into open session to continue with the agenda as approved.’

CARRIED

MOTION

It was moved by Lou Trozzollo,

“that the summer student hire be approved with a start date of Monday, May 8th, 2017.

CARRIED

Julie Dreyer and Theresa Rickerby to set up a date and time to carry out the Downtown Coordinator's performance review.

8.2 Vice-Chair Report – Julie Dreyer – No Report

- Victoria Square Phase IV and Public Art Update – No Update

8.3 Treasurer Report – Lou Trozzolo – No Report

Treasurer requested that committee chairs visit the DBIA office to review and initial invoices pertaining to their respective committee expenses.

8.4 Marketing Report – Theresa Rickerby – Attachment #2

- Downtown Marketing Partnership Committee Update – No update

8.5 Special Events Report – Rino Ferreri – No Report

DBIA Coordinator updated the board members in her report. See below.

8.6 Membership Report – Claude Hardenne – No Report

Mentioned he would like to have the capability to create a membership list as a PDF as opposed to printing the existing website page. It was discussed that this is one of the requests on the list of website enhancements.

8.7 Coordinator Report – Paige Montgomery

Paige highlighted some of the events from her report:

Spring Passport Program – Program has ended

- Over 5,000 entries
- Draw will take place at Girl's Night Out
- Press release will be written to report on its success

Girl's Night Out – Friday, May 12th, 2017

- On budget

Busker and Art Festival – Saturday, June 17, 2017- 10:00 a.m. to 6:00 p.m.

- Has followed up with 40 artists
- Entertainment schedule has been created

Food Festival – Saturday, July 18th, 2017 10:00 a.m. – 9:00 p.m.

- Writing a letter to all local restaurants seeking their participation
- Reviewing current refreshment by-law.

Board member forewarned the coordinator that the refreshment by-law is being reviewed by Cobourg Council and the requirements may change.

Sidewalk Sale – Thursday to Sunday, August 3rd – 6th, 2017

- Started to reach out to potential vendors

Board member requested that bands not start until 1:00 p.m. on Sunday due to church service hours. Complaints have been received in the past.

- Social media numbers have increased
- Working on have a new tab for membership
- Second monthly column in Northumberland Today
- Working on new stock photos
- TV interview with Know Northumberland regarding Girl's Night Out

Board members were encouraged to visit the DBIA Facebook page called "DBIA Details". This is a private group and a forum for the DBIA membership to share information.

8.8 Council Reports – Deputy Mayor John Henderson/Councillor Suzanne Séguin

- Economic Development Advisory Committee Update – No Update
- Report was distributed at meeting with overview on Council, MOU and Beautification. Floor was open to questions.
- An update was given on the Victoria Square Phase IV and Public Art. Report from staff will be presented at the Committee of the Whole Council meeting on May 8th, 2017.

9. NEW BUSINESS

No new business.

10. ADJOURNMENT

It was moved by Adam Bureau that the meeting be adjourned at 9:57 a.m.

List of Attachments

#	Attachment Description	ACTION
1	Meeting Minutes from April 4 th , 2017	Approved
2	Marketing Chair Report	Reported and Discussed
3	Coordinator Report	Reported and Discussed