



**BOARD of MANAGEMENT of the Cobourg DBIA**

REGULAR BOARD MEETING  
Minutes

Tuesday, September 5, 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 September 5<sup>th</sup>, 2017 with the following members in attendance:

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

**Regrets**

Muhammad Kundan

**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

No declaration of interest

4. ADOPTION OF MINUTES – Attachment #1

It was moved by Lou Trozzolo that the August 1<sup>st</sup>, 2017 minutes be adopted.

**CARRIED**

5. BUSINESS ARISING FROM PREVIOUS MINUTES

5.1 Adam Bureau to discuss with Town CAO, Stephen Peacock, to find a more accessible location to store DBIA items - TABLED – to be discussed at next MOU meeting.

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

It was determined that this item will be discussed at the OBIAA training meeting on September 6<sup>th</sup>, 2017.

5.3 Theresa Rickerby to set up meeting of all DBIA committee chairs to discuss a downtown lighting plan for the Christmas season to be then presented at the September MOU – TABLED

5.4 Adam Bureau to discuss budget allocation for logo with treasurer:

It was determined that this item will be discussed at the OBIAA training meeting on September 6<sup>th</sup>, 2017.

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

It was determined that this item will be discussed at the OBIAA training meeting on September 6<sup>th</sup>, 2017.

5.6 Paige Montgomery to follow up with the restaurant owner:

Paige sent business owner an email with no response.

5.7 Paige Montgomery to speak with the bookkeeper regarding the revenue entries:

New bookkeeper has been hired and reviewing all transactions since January for events and will inform of the outcome once determined.

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

Selected graphic designer has been contacted.

5.9 Paige Montgomery to reach out to a local artist as a 3<sup>rd</sup> judge:

A 3<sup>rd</sup> judge was contacted.

## 6. PRESENTATIONS/DELEGATIONS

No presentations

## 7. CORRESPONDANCE/COMMUNICATION

No correspondance

## 8. REPORTS

8.1 Chair Report – Adam Bureau

8.1.1 Art Walk Event

Event was a huge success. Accolades were directed to Paige Montgomery for all the organizing and preparation for the event.

8.1.2 Cobourg Tax Payers' Association Breakfast Meeting

Met with the Association. They wanted to know more about the DBIA.

8.1.3 Cobourg Heritage/Cobourg Walk App

Attended the Cobourg Walk App launch.

8.1.4 Bookkeeper

The bookkeeper has left the employ of the DBIA to be replaced by MJ.

## **ACTION**

Adam bureau to provide board with MJ's last name.

8.1.5 Downtown Coalition Update

It took a half hour at the Coalition meeting to determine quorum which prompted a request through Legislative Services that a training session be held for all board and committee chairs on how to conduct a meeting.

8.1.6 Downtown Vitalization 2017/2018 Market Analysis & Business Attraction Marketing Plan Update

The Marketing Plan has changed from the time of DBIA approval to what was presented at council. Deputy Mayor John Henderson is meeting with Mayor to discuss specifically what can be released to the public for input.

8.1.7 OBIAA Training Reminder

Training will take place Wednesday, September 6<sup>th</sup> at 8:30 a.m. in the Citizen's Forum.

8.1.8 2018 Budget Preparations

**ACTION**

Paige Montgomery to meet with Rino Ferreri and Theresa Rickerby individually to discuss Marketing and Special Events budget for 2018

**ACTION**

Lou Trozzolo, Julie Dreyer and Adam Bureau to meet for budgets for 2018 and have reports ready for October's Board meeting.

8.1.9 Invitation to By Law Officer to discuss bicycles and skateboards on sidewalks

Deputy Mayor John Henderson is the chair of the By-Law Committee. He asked Adam to attend their next meeting to present the issues of bicycles and skateboards on sidewalks.

**ACTION**

Deputy Mayor John Henderson to advise Adam Bureau of the upcoming By-Law Committee meeting and to add him to the agenda for presentation to the committee.

8.1.10 Reminder regarding regrets to committee meetings

Reminded board members that if they are a DBIA representative on other committees and are unable to attend, to let him know and he will attend in their place.

8.1.11 List of businesses opened extended hours

Paige is working on the list.

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

8.2.1 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 – No Report

8.5 Special Events Report – Rino Ferreri – Verbal Report

Rino gave a verbal report on upcoming Special Events. The events committee has met to discuss the Harvest Festivals and Christmas Market.

## **ACTION**

Adam Bureau to ask at the next MOU if the fall decorations can be left up for most of October. He is to ensure that they are taken down prior to Halloween due to some vandalism in the past.

Rino has reached out to the Town of Cobourg's Event Coordinator to meet and discuss Christmas Market and Christmas Magic. No response yet. It was suggested that he make arrangements through the Directory of Recreation and Culture. It was also suggested that Rino attend the next Coordinator's meeting on September 21<sup>st</sup> to present.

## **ACTION**

Rino Ferreri to contact Dean Hustwick, Director of Recreation and Culture, to set up a meeting with Town of Cobourg's Event Coordinator.

## **ACTION**

Rino Ferreri to attend a Coordinator's meeting on September 21<sup>st</sup> to present

8.6 Beautification/Maintenance Report – Muhammad Kundan – No Report

8.7 Membership Report – Claude Harndenne – see attachment #2

In addition to the report, it was suggested the Membership Event be conducted as an informal gathering where as members can drop in to:

- Meet board members
- Provide current contact information to be added to the membership list
- Power point on displaying key items such as accomplishments, pictures etc.

8.8 Coordinator Report – Paige Montgomery – see attachment #3

## **ACTION**

Paige Montgomery to research a price.

8.9 Council Reports

8.9.1 Councilor Suzanne Séguin – No Report

Mentioned that the ArtWalk Event was a huge success.

8.9.2 Council Reports – Deputy Mayor John Henderson – No Report

## **9. NEW BUSINESS**

Expression of Interest to be posted today for printing service.

Millstone Bread will be participating in a Butter Tart Taste Off in Peterborough and are requesting that the DBIA fund 10 t-shirts so they can represent Downtown Cobourg.

## **MOTION**

It was moved by Theresa Rickerby,

*“that the Board of Management of the Cobourg Downtown Business Improvement Area Board support partnerships to promote Downtown Cobourg and Millstone Bakery at the Butter Tart Taste Off in Peterborough utilizing marketing funds, and sharing the costs 50/50 up to a maximum of \$200.00.*

**CARRIED**

10. ADJOURNMENT

Next meeting is scheduled for October 3<sup>rd</sup>, 2017

List of Attachments

#	Attachment Description	ACTION
1	Minutes August 1 <sup>st</sup> , 2017	Approved
2	Membership Report	Presented
3	Coordinator's Report/September Column	Presented