

 <p>Downtown Cobourg —</p>	BOARD of MANAGEMENT of the Cobourg DBIA
	DBIA Board of Management
	AGENDA
	Tuesday September 4, 2018 at 8:30 AM at Conference Room

1. CALL TO ORDER

2. APPROVAL / ADDITIONS TO THE AGENDA

2.1. Approval of agenda

Action Recommended: THAT the DBIA Board of Management approve the agenda as presented.

3. DECLARATIONS OF INTEREST BY MEMBERS

4. ADOPTION OF MINUTES

4.1. Adoption of the regular DBIA Board Meeting Minutes from August 7th, 2018 3 - 9

Action Recommended: THAT the DBIA Board of Management adopt the regular board meeting minutes dated August 7th, 2018 as presented.

5. BUSINESS ARISING FROM THE MINUTES

6. PRESENTATIONS / DELEGATIONS

7. COMMUNICATIONS / CORRESPONDENCE

7.1. Response letters from council 10 - 18

7.2. Email correspondence to DBIA Coordinator 19 - 21

1. Purchasing Parking Permits Online
2. 2019 Event Dates

8. REPORTS

8.1. Chairperson Report - Adam Bureau 22 - 29

8.1.1. By Law Infractions

8.1.2. Election/AGM Date

8.1.3. Grand Prix

- 8.1.4. Summer Pub Crawl/Art Walk
- 8.1.5. Downtown Coalition Meeting
- 8.1.6. Banner Policy/ Application on Banner Policy
- 8.1.7. Winter Student/Co-Op Student
- 8.1.8. Explore the Core Speech
- 8.1.9 Request for 1 Hr parking grace for month of December
- 8.1.10 Chairperson for meeting in October

- 8.2. Vice Chairperson Report - Julie Dreyer - No Report
- 8.3. Treasurer Report - Lou Trozzolo 30
- 8.4. Marketing Report - Theresa Rickerby
- 8.5. Special Events Report - Rino Ferreri 31 - 32
- 8.6. Beautification/Maintenance Report -
- 8.7. Membership Report -
- 8.8. Coordinator Report - Paige Wiggans 33 - 39
- 8.9. Police Services Liaison Report - Deputy Chief Paul Vandegraaf
- 8.10. Council Report:
 - 8.10.1. Councillor Suzanne Sequin
 - 8.10.2. Deputy Mayor John Henderson - No report

- 9. UNFINISHED BUSINESS**
 - 9.1. 07/03/2018: Accessibility in Downtown (Presentation)
 - 9.2. Grand Opening/Important Dates:
 - Plaque presentation to Scotiabank - TBD
 - Bourbon Street - TBD

- 10. NEW BUSINESS**
 - 10.1. Community Halloween Event Request 40

- 11. ADJOURNMENT**
 - 11.1. Next meeting October 2nd, 2018 at 8:30am.

 <p>Downtown Cobourg —</p>	BOARD of MANAGEMENT of the Cobourg DBIA	
	DBIA BOARD OF MANAGEMENT MEETING MINUTES	
	Date: August 7, 2018	Meeting Location: Conference Room

A regular meeting of the DBIA Board of Management Committee was held with the following members in attendance:

DBIA Board Members:

Adam Bureau
 Julie Dreyer
 Lou Trozzolo
 Rino Ferreri
 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

GUESTS:

Jenna Fitzgerald
 Amanda de Silva

1. CALL TO ORDER

The meeting was called to order at 8:30 a.m by Chairperson Adam Bureau

2. APPROVAL / ADDITIONS TO THE AGENDA

2.1 Approval of agenda

Moved by Lou Trozzolo THAT the DBIA Board of Management approve the agenda as amended with the additions of the Coordinator's Report, Brown Bag Proposal, and Police Services Report.

Carried

3. DECLARATIONS OF INTEREST BY MEMBERS

There were no declarations of interest.

4. ADOPTION OF MINUTES

4.1 Adoption of the regular DBIA Board Minutes from July 3rd, 2018

Moved by Deputy Mayor John Henderson THAT the DBIA Board of Management adopt the regular board meeting minutes dated July 3rd, 2018 as amended

Carried

5. BUSINESS ARISING FROM THE MINUTES

5.1. Adam will write a letter to clerks department regarding the banner policy during the "winter light" season.

ACTION: Adam has spoken with the Municipal Clerk in regards to the Banner Policy, however will write a letter for council's consideration.

5.2. Councillor Suzanne Seguin will reach out to Local Food for Local Good organizer to discuss consideration of changing proposed dates that conflict with existing DBIA events with the new Courtyard Summer Series event.

COMPLETED: Councillor Seguin reached out to organizer Local Food for Local Good regarding the conflicting dates with existing DBIA events. Unfortunately, once council approved the dates, they began signing vendor contract thus making the dates concrete and unable to be rescheduled.

5.3. Paige will share the slides from DBIA Safe and Inclusive Street Strategy: Opioid Crisis seminar with the DBIA board of members and membership.

COMPLETED: Paige provided "Mailchimp" email to all members with the slideshow attached.

5.4. Marketing committee to investigate the use of gift cards/cost.

COMPLETED: Continuing research on gift cards/cost, however due to multiple styles of debit/credit card terminals and cost associated with this it is unlikely that the DBIA will proceed with the gift cards. They will only provide gift certificates for DBIA events at this moment.

5.5. Theresa and Rino to reach out to other board members/membership to discuss municipal candidate questions in partnership with Northumberland Central Chamber of Commerce.

REFERRED: Due to board absences at the time item came up, it was referred to the next scheduled meeting to review with Theresa and Rino.

6. PRESENTATIONS / DELEGATIONS

There were no presentations and delegation.

7. COMMUNICATIONS / CORRESPONDENCE

7.1. DBIA Correspondence

1. Accessible Main Street workshops - Provided to DBIA Board of Management for information purposes.
2. Cobourg Grand Prix -
3. Tourism surveys/bike rentals
4. W.Keeler regarding Cobourg sign:
5. Save the date for Explore the Core
6. King street closure to extend past division street:
7. Food and music festival feedback:
8. Free shuttle service for events
9. Courtyard summer series
10. Start here campaign (most to least recent)
11. Health and safety training
12. List of food vendors at food festival
13. Free marketing tool
14. Axe throwing league
15. Busker festival/town involvement
16. Spring passport request
17. Financial – sage accounting
18. Busker festival/town involvement
19. Summer pub crawl
20. Sidewalk sale closure
21. Gift cards/certificates

COMPLETED: DBIA Paige Wiggans provided correspondence to information purposes.

The following key highlights are from the verbal discussion of the correspondences:

- With the member request of closing the east side of King Street the DBIA Board of Management requested a strategic plan completed with the special events committee for the recommendation of "block parties" and to present to the DBIA Board of Management for their consideration.
- The feedback received from the Burnham Family Farm it was recommended that the DBIA formalize a presentation for the Farmer's Market AGM to ask for their participation/partnership in the Food and Music Festival.
- **ACTION:** Councillor Suzanne Seguin is going to find out the ridership from the Waterfront Festival to bring forward to DBIA Board of Management to review for consideration for future DBIA events.
- **ACTION:** Coordinator Paige Wiggans will share interactive training session link for Health and Safety information from a DBIA member via MailChimp.
- Coordinator Paige Wiggans sent a MailChimp email out telling all of the DBIA Membership about the free marketing tool that the Town of Cobourg Business Directory offers. All businesses are able to maintain their own business listing by reaching the Town of Cobourg Economic Development office.
- Gift certificates that have been provided to winners of the Spring Passport do not expire, however encouraged to use during the slower spring seasons.
- The participating Summer Pub Crawl businesses will be meeting with Deputy Chief Paul Vandegraaf and Paige Wiggans to review the AGCO regulations on August 23rd. The Summer Pub Crawl is scheduled for August 25th.

DBIA Board of Management Meeting Minutes

AUGUST 7, 2018

- Event map that was printed by the Town of Cobourg Tourism department was to be reprinted. Paige has reached out with no responses. **ACTION:** Councillor Seguin will reach out to Director of Recreation and Culture to follow up on the printing of event maps.

8. REPORTS

8.1. Chairperson Report - Adam Bureau

8.1.1. Downtown Coalition Strategic Planning Session

The Downtown Coalition strategic planning session occurred on July 19th, 2018 to discuss the vision and mission for future Revitalization initiatives. The committee is creating this strategic plan as a recommendation to the future council consideration.

8.2. Vice Chair Report - Julie Dreyer - No report

8.3. Treasurer Report - Lou Trozzolo - No report

8.4. Marketing Report - Theresa Rickerby

- 50th Annual Sidewalk Sale

ACTION: Melissa will send letter to Julie Dreyer and Regional District Manager on behalf of the DBIA Board of Management for sponsorship of the 50th Annual Sidewalk Sale.

- Downtown Cobourg - Home for the Holidays 2018

It was brought to the attention of the Board that CIBC has a request to become a sponsor for Home for the Holidays passport, **ACTION:** Theresa and Paige will meet with CIBC to create a proposal for the sponsorship details. Once this is completed it will be provided to the DBIA Board of Management to consider.

MOVED by Julie Dreyer THAT the DBIA Board of Management approves the use of up to 45,000 Avion points to secure a Canadian flight for the winner of the Home for the Holidays 2018 marketing promotion and an additional \$2000.00 from our reserve funds to fund airline ticket taxes, fees, transportation costs and additional promotion of this campaign.

Carried

- Policy & Procedures

Recommendations of changes to the job descriptions for the policies and procedures were made by Chairperson Adam Bureau.

ACTION: Deputy Mayor Henderson/DBIA Coordinator will change the Board of Management job descriptions to read "as a guideline only".

MOVED by Adam Bureau THAT the statement "as guidelines only" be added to each of the job description for the DBIA Board of Management Directors.

Carried

ACTION: Board of Management treasurer requests that the Special Events and Marketing Committees provide a proposed budget for 2019 marketing and events initiatives for Board of Management review prior to final budget creation. Final Board approval of draft budget by October 2018 meeting.

Carried

DBIA Board of Management Meeting Minutes

AUGUST 7, 2018

8.5. Special Events Report - Rino Ferreri

8.5.1. Harvest Festival Request

ACTION: Request for 30 picnic tables will be brought forward at the MOU meeting.

ACTION: Paige will reach out to Parks Department Manager Jason Johns to get more than the allowable 24 picnic tables.

Request to see the status of access to the sound system to always be playing via DBIA office. Update included that Compton Computer Services is looking into the wiring from Victoria Hall to the Market Building and the cost associated with this.

[CHILI COOK OFF PROPOSAL 1.1 - Harvest Festival](#)

8.6. Beautification/Maintenance - No report -

8.7. Membership - No report

8.8. Coordinator Report - Paige Wiggans

Key highlights:

On August 11th, the Cobourg Grand Prix bike race will have road closures from Bagot Street to Division Street along King Street and Albert Street. Pedestrians are encouraged to come and view the event and all downtown businesses are open.

Paige provided the Years in Business in Downtown Cobourg document to Board of Management members for information purposes. Quite of a few businesses will be celebrating milestone events in 2020 and 2022. DBIA plans on providing plaques to business celebrating milestone events. Plaques will be purchased from a Cobourg business on a needed basis.

[Coordinator Report August 2018](#)

[Sidewalk Sale Vendor Locations Final 2018](#)

[Art Walk Business Windows](#)

[Years in Business - 2018](#)

[cateringgraphic-updated](#)

[catering-update-instagram](#)

8.9. Police Liaison Report - Deputy Chief Paul VandeGraaf

[DBIA Board Report August 2018](#)

Report was provided to DBIA Board of Management for information purposes.

8.10. Council Report

8.10.1. Councillor Suzanne Seguin

Councillor Seguin provided the Board of Management an update regarding the results from the July Tourism Surveys. Notable mentions included, Corfu Grill, Buttermilk, Sakura Sushi, Millstone and Oasis. Although the surveys do not indicate how many responses shopped in Downtown Cobourg, 54.8% did indicated that they shopped somewhere within the Cobourg boundaries. 91.1% of the responses visited the beach, but 50% of those responses came to Cobourg for the beach.

8.10.2. Deputy Mayor John Henderson

DBIA Board of Management Meeting Minutes

AUGUST 7, 2018

Deputy Mayor Henderson let the Board of Management know that Advisory Committees would not be meeting in the months of October –December until then next term of council is sworn in.

ACTION: Deputy Mayor Henderson will provide information from the Municipal Clerk on the council meeting policy for DBIA Board of Management board meetings which could be affected by the municipal election.

9. NEW BUSINESS

9.1. DBIA Election Procedures

Deputy Mayor Henderson would like to bring the draft documents of DBIA election procedures to General Government meetings to align with Town of Cobourg election policies.

ACTION: Secretary Melissa Graham will provide Deputy Mayor and Municipal Clerk the OBIAA draft election documents.

9.2. DBIA Boundaries

DBIA boundaries map was provided to Board for information purposes.

9.3. Collaboration with Town for event support request

Referred until next scheduled meeting to prepare discussions with Town of Cobourg Event Coordinator.

9.4. Port Hope request for Memorandum of Understanding between the DBIA and the Town of Cobourg

REFERRED: Meeting was referred until next schedule meeting for Marketing Director to provide more information on the request.

9.5. Open Board Positions

Discussed in closed session, refer to closed session motions.

9.6. Policies/Procedures - Refer to Marketing Report

9.7. Sidewalk Sale Confirmations/Setups

REFERRED: Referred to future meetings to discuss options of over scheduling vendors to accommodate businesses that do not participate in events put on by the DBIA.

10. CLOSED SESSION

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) Contract negotiations

MOVED by Adam Bureau THAT the Cobourg Downtown Business Improvement Area move into open session to continue with the agenda as approved.

Carried

MOVED by Adam Bureau THAT the Downtown Business Improvement Area Board of Management accept Jenna Fitzgerald and Amanda de Silva as appointed Downtown Business Improvement Area Board Members pending satisfactory police checks.

Carried

11. UNFINISHED BUSINESS

11.1. 07/03/2018: Accessibility in Downtown (Presentation)

11.2. Grand opening dates to be determined:

- Golden Dragon - August 25th, 2018, 11:30AM
- Best Wishes in a Basket (August 8 at 1:30pm)
- The Painted Tree (August 8 at 2pm)
- The Royal Spa (August 17 at 2:30pm)
- Raw 101 - August 25th, 2018, 12:00pm
- Royal Spa and Thermal Circuit - August 17th, 2018, 2:30pm
- Best Wishes in a Basket - August 8th, 2018 - 1:30pm
- The Painted Tree (10 year) August 8th, 2018 - 2:00pm
- Bourbon Street (August)

12. ADJOURNMENT

12.1. Next meeting September 4th, 2018 at 8:30am.

12.2. The meeting was adjourned at 10:00 a.m. by Chairperson Adam Bureau.



THE CORPORATION OF THE TOWN OF COBOURG

LEGISLATIVE SERVICES DEPARTMENT
VICTORIA HALL
55 KING STREET WEST
COBOURG, ONTARIO, K9A 2M2

Telephone: (905) 372-4301
Toll Free 1-888-972-4301
Fax: (905) 372-7558
www.cobourg.ca

August 14, 2018

VIA EMAIL

Cobourg Downtown Business Improvement Area (DBIA)
201 Second Street
Cobourg, ON
K9A 3N7

Adam Bureau, Chair of DBIA Board of Management

Re: Response to letters from the DBIA

Thank you for providing correspondence on behalf of the Cobourg Downtown Business Improvement Area.

Please find attached the reports from the Director of Public Works for information purposes. The report is a response to a letter dated May 2, 2018 requesting a Mid-Block Pedestrian Crossing, as well as a response to letters dated December 15, 2017 and June 18, 2018 Requesting Loading Zones.

If you require further clarification on this matter, please contact the undersigned or the Director of Public Works.

Yours very truly,

Brent Larmer
Municipal Clerk

c.c Laurie Wills, Director of Public Works



 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor and Council	
FROM:	Laurie Wills	
TITLE:	Director of Public Works	
DATE OF MEETING:	July 23, 2018	
TITLE / SUBJECT:	Response to a letter from the DBIA dated May 2, 2018 requesting a Mid-Block Pedestrian Crossing	
REPORT DATE:	July 3, 2018	File #:

1.0 STRATEGIC PLAN

N/A

2.0 PUBLIC ENGAGEMENT

N/A

3.0 RECOMMENDATION

THAT Council receive this report for information.

4.0 ORIGIN

Letter from the DBIA dated May 2, 2018 requesting a mid-block pedestrian crossing at the Henley Arcade on King Street.

5.0 BACKGROUND

The Ontario Traffic Manual (OTM) Book 15 defines the rules of the road, including conditions under which pedestrians can cross a road. The OTM is consistent with the Highway Traffic Act (HTA).

Categories of Pedestrian Crossings

It can be interpreted from the OTM that when a pedestrian is about to step from the side of the road onto the roadway, there are fundamentally two distinct categories of pedestrian crossings:

1. A controlled crossing — where vehicles are required to stop or yield to traffic legally in the crossing, which includes pedestrians, or

2. An uncontrolled crossing — where pedestrians must wait for a safe gap in traffic, sufficient for them to cross the roadway, prior to attempting to enter the roadway.

An uncontrolled crossing is a crossing that does not have any traffic control measure to provide a dedicated pedestrian right-of-way. Pedestrians must wait for a safe gap sufficient to fully cross the roadway or for vehicles to stop before crossing. **In accordance with Ontario's HTA, controlled pedestrian crossings in the Province of Ontario are only at locations where vehicles are controlled by any of traffic signals, intersection pedestrian signals, mid-block pedestrian signals, pedestrian crossovers, stop signs, yield signs, or school crossings when a school crossing guard is supervising the crossing.**

The rules of the road are distinct between a controlled crossing and an uncontrolled crossing. Pedestrians do not have the right-of-way at uncontrolled crossings.

Pedestrian's Rights and Responsibilities

Notwithstanding the distinction between controlled and uncontrolled crossings, the rights and responsibilities for pedestrians are recognized in the HTA:

1. In the absence of statutory provisions or bylaw, a pedestrian is not confined to a street crossing or intersection and is entitled to cross at any point, although greater care may then be required of him or her in crossing. However, pedestrians crossing the highway must look to ensure the crossing can be made safely or possibly be held responsible for any ensuing collision.
2. Pedestrians must exercise due care even when they are lawfully within a crossing and have right-of-way. It is not an absolute right and they must still exercise care to avoid a collision with a vehicle. Due care meaning exercising common sense on both sides — cars have to avoid hitting pedestrians and pedestrians have to avoid putting themselves in danger.
3. If there is a crosswalk at a signalized intersection, pedestrians have to walk within the crosswalk.

Distance to a signalized crosswalk

If the distance of the site to the closest traffic control device is less than 200 m, the site is not a recommended candidate for a pedestrian crossing, even when there is system connectivity or pedestrian desire line requirements.

6.0 ANALYSIS

The requested King Street crossing is 60 m from a signalized intersection at King Street and George Street. Staff do not recommend installing an uncontrolled mid-block pedestrian crossing at this location since it is preferred that pedestrians use the traffic lights if they do not feel safe crossing King Street when there is a gap in traffic.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

Should Council support the proposed crossing, Staff would recommend that it be consistent with the coloured concrete that crosses Albert Street. The cost to retrofit King Street with the same installation may be upwards of \$10,000 and

would include closing at least one lane of traffic during construction and possibly closing all access to King Street at this location for 3-7 days to allow the concrete to cure.

8.0 CONCLUSION

THAT Council receive this report for information.

Approved By:

Stephen Peacock, Chief Administrative Officer

Department:

CAO



Downtown
Cobourg

TO: HONORABLE MAYOR AND TOWN COUNCIL MEMBERS
FROM: COBOURG DOWNTOWN BUSINESS IMPROVEMENT AREA (DBIA)
DATE: May 02, 2018

SUBJECT: IMPLEMENTING A PEDESTRIAN CROSSWALK AT THE HENLEY ARCADE ENTRANCE ON
KING STREET

May 02, 2018

To the Honorable Mayor and Town Council Members,

Reaching out on behalf of the Cobourg Downtown Business Improvement Area (DBIA) Board of Management to ask Town Council to assist us in implementing a pedestrian crosswalk downtown at the Henley Arcade.

Every day we see pedestrians jaywalking from one side of King Street to the other. Jaywalking is particularly high at this location because of the Henley Arcade walkway to the Covert Street Municipal parking lot. The walkways central location to Victoria Hall, its midway position along King Street and the CIBC bank on the other side of King Street make it a natural crossing point.

As both the Chair of the Board of Management and a business owner located near the Henley Arcade, I have watched all ages cross at this location and it is a growing concern in downtown. We believe that safety measures need to be implemented for both drivers and pedestrians. The Cobourg DBIA is in support of the installation of a pedestrian crosswalk, similar to the one at the entrance of Victoria Park, at the Henley Arcade entrance on King Street. This would slow down vehicle traffic through the main section of King and increase safety for those visiting downtown.

We would like to ask Town Council for your consideration in this matter to ensure the safety of our community and visitors.

Thank you for your time.

Respectfully,

Adam Bureau
Chair of the DBIA Board of Management

201 Second Street, Cobourg, ON K9A 3N7

905-377-8024

dbia@downtowncobourg.ca

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor and Council	
FROM: TITLE:	Laurie Wills Director of Public Works	
DATE OF MEETING:	July 23, 2018	
TITLE / SUBJECT:	Response to letters from the DBIA dated December 15, 2017 and June 18, 2018 Requesting Loading Zones	
REPORT DATE:	July 11, 2018	File #:

1.0 STRATEGIC PLAN

N/A

2.0 PUBLIC ENGAGEMENT

N/A

3.0 RECOMMENDATION

THAT Council receive this report for information.

4.0 ORIGIN

Letters from the DBIA received on July 3, 2018 regarding two (2) requests for loading zones dated December 15, 2017 and June 18, 2018.

5.0 BACKGROUND

The December 15, 2017 letter requested a loading zone on Covert Street and the June 18, 2018 letter requested a pick up/drop off zone on King Street.

6.0 ANALYSIS

There is an existing loading zone located on the east side of Division Street, north of King Street.

Parking is free for 2 hours in the Covert Street parking lot and is limited to 1 hour for on-street parking on Covert Street to free up parking spaces regularly. Due to the close proximity of Covert Street to King Street and the fact that Covert Street has less traffic than King Street, it is suggested that short term parking/drop offs for the downtown core occur in these locations as

well as at the existing loading zone on Division Street.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

The financial loss to the Town can be estimated to be \$2,920.00 annually per on-street parking spot lost (\$1/hr x 10hr x 365 days x 80% utilization) or \$180.00 annually per off-street parking spot lost (\$15/month x 12 months).

The Town already has a limited level of service for parking lot maintenance and operations. Any decrease in revenue is not recommended.

It is suggested that if the DBIA requires a loading/temporary stop zone the Town would be willing to lease parking spots in accordance with the above noted rates and in a location approved by the Town. The lease would be subject to any rate increases implemented by the Town.

8.0 CONCLUSION

THAT Council receive this report for information.

Approved By:

Stephen Peacock, Chief Administrative Officer

Department:

CAO



Downtown
Cobourg

TO: HONORABLE MAYOR AND TOWN COUNCIL MEMBERS
FROM: COBOURG DOWNTOWN BUSINESS IMPROVEMENT AREA (DBIA)
DATE: June 18, 2018

SUBJECT: LAY-BY OUTSIDE SHOP FRONTAGES IN PARKING SPACES

June 18, 2018

To the Honorable Mayor and Town Council Members,

Reaching out on behalf of the Cobourg Downtown Business Improvement Area (DBIA) Board of Management to ask Town Council to discuss implementing lay-by outside shop frontages in parking spaces in downtown Cobourg.

“Lay-by” means a paved area, designated by pavement markings or Authorized Signs, beside a Roadway where Vehicles may Park or Stop temporarily; to facilitate pick-ups and drop-offs of passengers and/or merchandise and only for the time duration specified on the Authorized Sign.

We would like restricted drop off zones along King Street between 8AM and 6PM for a maximum of 20 minutes. These locations are only intended for drop off and pick up purposes, and would be beneficial for the flow of traffic downtown, accessibility, deliveries and rideshare services.

The parking restriction will assist in ensuring increase in turnover of parking spaces in the lay-by and prevent all day parking.

We would like to ask Town Council for your consideration in this matter.

Thank you for your time.

Respectfully,

A handwritten signature in black ink, appearing to read 'Adam Bureau', with a long horizontal flourish extending to the right.

Adam Bureau
Chair of the DBIA Board of Management

201 Second Street, Cobourg, ON K9A 3N7

905-377-8024

dbia@downtowncobourg.ca



December 15, 2017

Establish a Loading Zone on Covert Street

To the Deputy Mayor and Town Council,

The Cobourg DBIA would like to discuss turning the parking spaces on Covert Street into a loading and unloading zone for delivery trucks. The number of loading zones available in downtown Cobourg is limited. When large trucks park on main streets in downtown, it disrupts traffic and obstructs parking spots for customers. The intent of an established loading and unloading zone on Covert Street of large parcels from large vehicles would accommodate the needs of small businesses in downtown.

Loading zones are designated for rapid areas in the parking lane for the loading and unloading of deliveries to buildings. These zones are for commercial vehicles. Parking in this area is only permitted for short periods of time, normally no longer than 30 minutes, unless visible and continuously active loading or unloading of property cannot be completed within this period. These zones keep parking areas running smoothly, create consistency, assist with efficiency of deliveries and free up congestion of downtown.

The driver of a vehicle may stop temporarily at a loading zone for the purpose of loading or unloading passengers when such stopping does not interfere with any commercial vehicle waiting to enter the zone. Several considerations are involved including the location and length of the zone, and the hours of use. If parking is in high demand, we may limit the hours when the zone is active. Covert Street is designated for one-way traffic and suitable to accommodate a loading and unloading zone.

These zones are essential to the functioning of the system and economic growth. But these operations must be carried out in specific areas to maintain traffic harmony and local development. We would like your consideration in the decision to allow large commercial vehicles on Covert Street in a designated loading and unloading zone. We ask that council consider the benefits of the zone.

Thank you for your time.

Sincerely,

A handwritten signature in black ink, appearing to read "Adam Bureau", with a long horizontal line extending to the right.

Adam Bureau
Chair of the DBIA Board of Management

201 Second St., Cobourg, ON K9A 3N7

905-377-8024

dbia@downtowncobourg.ca

Purchasing Parking Permits Online (Most Recent to Least Recent)

From: Lorraine Harnden
Sent: 27-Aug-18 11:46 AM
To: DBIA
Subject: Re: Purchase Parking Permits Online

Paige: I want this addressed by the dbia executive. Our staff buy permits every month. It is ludicrous to charge them more money for parking because they print the ticket themselves. Do stores charge more to clients who use automated checkout?

Clients who buy a 5.00 daily pass are not going to give the town another 2.00 to print it themselves.

Lorraine

On Aug 27, 2018, at 11:29 AM, DBIA <dbia@downtowncobourg.ca> wrote:

Hi Lorraine,

This email came from the Renee at the Town of Cobourg. The convenience fee is if you are purchasing online versus in Victoria Hall. I am guessing they are justifying the \$2 by not having to drive into downtown to get a day or month pass, more directed at tourists vs locals. Any questions or feedback I'd recommend emailing her directly. This is her contact information:

Renee Champagne
Engineering and Public Transit Administrator
Public Works Division

740 Division St Bldg 7
Cobourg, ON K9A 0H6
Email: rchampagne@cobourg.ca
Tel: (905) 372-4555
Fax: (905) 372-0009

Thank you for your feedback, and I will add this under correspondence for our monthly agenda.

Sincerely,
Paige Wiggans

From: Lorraine Harnden
Sent: 27-Aug-18 11:25 AM
To: dbia@downtowncobourg.ca
Subject: Fwd: Purchase Parking Permits Online

I strongly oppose a convenience fee of \$2.00. My staff get their permits monthly. This is absolutely appalling to charge the end user. It should be discounted by 2.00. Collectively what can we do about this?

Lorraine



Downtown
Cobourg
—



905-377-8024



201 Second St.
Cobourg, ON
K9A 3N7



dbia@downtowncobourg.ca
www.downtowncobourg.ca

From: Renee Champagne
Sent: 24-Aug-18 1:52 PM
To: DBIA
Subject: Online Parking Permit Purchase

Good afternoon,

Please be advised that Residents, Business Owners and Visitors can now purchase Daily or Monthly parking permits for downtown municipal lots online through the Town of Cobourg's website.

Locations on the website to purchase a parking permit or to pay a parking ticket are...on the main page, under '**I'd Like To**' or on the **Parking** page under My Cobourg.

Monthly permits will be sold at a maximum of two (2) months at a time. Users can print their pass from their emailed receipt attachment (PDF) and put the parking pass in the window of their vehicle. If a user is unable to print a daily pass the day of purchase...no problem! Our parking enforcement software operates in real-time so once an officer enters the licence plate of a vehicle, they are able to see that the vehicle has a valid permit.

There will be a convenience fee of \$2.00 per transaction.

The Communications Manager will be sending out information to the public on Monday morning.

Recent parking enforcement technology enhancements have allowed the opportunity to proficiently monitor parking, issue parking permits and provide additional parking payment options in the Town of Cobourg.

Please pass this information onto the businesses in Downtown Cobourg.

If you have any questions, please let me know.

Renee



Downtown
Cobourg
—



905-377-8024



201 Second St.
Cobourg, ON
K9A 3N7



dbia@downtowncobourg.ca
www.downtowncobourg.ca

2019 Events Dates (Most Recent to Least Recent)

From: Julie Behan Jones
Sent: 24-Aug-18 4:56 PM
To: DBIA; Christopher Elliott; Jodi Ware-Simpson; Jackie Chapman Davis
Cc: Paul Gauthier; Dean Hustwick; Teresa Behan
Subject: RE: 2019 Event Confirmation

Thanks for the quick response Paige, will do! Have a care, Julie

From: DBIA
Sent: August-24-18 4:06 PM
To: Julie Behan Jones; Christopher Elliott; Jodi Ware-Simpson; Jackie Chapman Davis;
Cc: Paul Gauthier; Dean Hustwick; Teresa Behan
Subject: RE: 2019 Event Confirmation

Hi Julie,
The Cobourg DBIA has confirmed no dates for 2019 events, such as the Busker Festival, Food Festival and Harvest Festival you mentioned below. If you would please take these off the list until we send you what the Board has approved. That way there is no date confusion later on.

Thank you,
Paige Wiggans

From: Julie Behan Jones
Sent: 24-Aug-18 2:17 PM
To: Christopher Elliott; Jodi Ware-Simpson; Jackie Chapman Davis; DBIA
Cc: Paul Gauthier; Dean Hustwick; Teresa Behan
Subject: 2019 Event Confirmation

Good afternoon all, I am in the midst of preparing for 2018 booking day at the campground and as per usual we need to supply our guests with details of events to book their stays for. Could you please confirm the following:

2019 Events

- Farmer's Market Beginning May 4th and every Saturday after
- Country Wild June 1st
- Busker Festival June 8th
- Cobourg Highland Games June 14th & 15th
- Waterfront Festival June 29th through July 1st
- Canada Day & Parade July 1st
- Food Festival Downtown July 6th
- Movies in the Park July 13, August 3rd, August 24th
- Lakeside Antique & Classic Car Show July 14th
- Downtown Sidewalk Sale August 2nd to 4th
- Sandcastle Festival August 3rd
- Northumberland Ribfest August 16th, 17th, 18th
- Harvest Festival October 12th

Sincere thanks for your time and partnership, Julie



Downtown
Cobourg



905-377-8024



201 Second St.
Cobourg, ON
K9A 3N7



dbia@downtowncobourg.ca
www.downtowncobourg.ca

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor and Council Members	
FROM: TITLE:	Brent Larmer Municipal Clerk/Manager of Legislative Services	
DATE OF MEETING:	May 14, 2018	
TITLE / SUBJECT:	Municipal Banner Display Policy	
REPORT DATE:	April 18, 2018	File #:

1.0 STRATEGIC PLAN
N/A

2.0 PUBLIC ENGAGEMENT
N/A

3.0 RECOMMENDATION
THAT Council receive the Staff report, entitled "Town of Cobourg Municipal Banner Policy" LEG-PW1; and

FURTHER THAT Council enact the Municipal Banner Policy to provide a structured and consistent approach for granting eligible organizations requesting to display banners within the Town of Cobourg and to outline the guidelines and requirements for displaying banners on Municipal property.

4.0 ORIGIN
The Town of Cobourg is reviewing existing protocols and developing, updating policies and procedures across all Municipal Departments.

6.0 ANALYSIS
The Town of Cobourg has multiple areas suitable for the placement of banners making community announcements and to promote local cultural, historical, recreational, civic events or activities that provide particular interest or benefit to the Town of Cobourg community.

This policy is designed to regulate the process related to the placement of banners on designated and assigned poles, and in any other location owned by the Town of Cobourg.

The Municipal Banner Display Policy requires that any eligible group seeking the placement of a banner(s) shall follow the attached policy and submit an application form to the Legislative Services department for review and approval.

In accordance with Section 2.4 of the draft policy, the application process and deadline each year is to take place on October 30 in order to schedule for the upcoming year for displaying of banner(s).

The application process will be modeled after the Municipal Community Grants Policy and application process. Municipal Staff will accept and receive applications in order to determine eligibility. All submissions are sent to General Government Services for final review and scheduling and finally the schedule will be sent to Council for information and final approval.

In order to provide opportunity for eligible organizations to display banner(s) for the current year the Town will receive applications to display banners immediately following the approval of the policy by Municipal Council while still following the provisions of the policy.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

There are no direct financial or Budget implications associated with adopting the Municipal Banner Display Policy. There are fees associated with the procedure of erecting the banners on the designated poles by the Public Works Department, but this will be covered by the fees charged to the Applicant.

8.0 CONCLUSION

THAT Council receive the Staff report, entitled "Town of Cobourg Municipal Banner Policy" LEG-PW1; and

FURTHER THAT Council enact the Municipal Banner Policy to provide a structured and consistent approach for granting eligible organizations requesting to display banners within the Town of Cobourg and to outline the guidelines and requirements for displaying banners on Municipal property.

Approved By:

Ian Davey, Treasurer/Director of Corporate Services
Stephen Peacock, Chief Administrative Officer

Department:

Finance
CAO



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: Banner Display- Operations

Section #

3-1

Policy #

LEG-ADM23

Purpose

To provide a structured and consistent approach for granting eligible organizations requesting to display banners within the Town of Cobourg and to outline the guidelines and requirements for displaying banners on Municipal property.

Policy

1. PROVISIONS

1.1 Eligibility for the displaying of banners in the Town of Cobourg include:

1. Banners promoting charitable organizations or their related functions/activities;
2. Activities of a non-commercial nature; and
3. Municipal sponsored functions and events.

1.2 All banners shall be installed and removed by the Public Works Department on the prescribed and assigned poles provided by the Town of Cobourg attached this policy as Appendix "A".

1.3 All banners must represent or promote local non-profit or cultural, historical, recreational civic events or activities or particular interest or benefit to the greater Town of Cobourg community.

1.4 Banners shall not be used for commercial advertising or to advertise or promote political candidates or issues.

2. REQUESTS AND APPLICATIONS

2.1 Any organization or agency wishing to place/hang a banner within the Town of Cobourg in designated areas shall complete an application and submit the application to the Town of Cobourg Legislative Services Department.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: Banner Display- Operations

Section #

3-1

Policy #

LEG-ADM23

2.2 Upon determination by the Legislative Services Department that:

- 1) The Banner Application is complete;
- 2) The organization or agency applying for the proposed banner, meets the eligibility criteria listed within this policy; and
- 3) All applicable fees have been received, the Legislative Services Department shall approve the application if deemed eligible provided the timeframe requested for the banner does not conflict with that of a banner previously approved by the Town of Cobourg.

2.3 Once an application has been reviewed and accepted by the Legislative Services Department, a completed listing of all applications will be generated and forwarded to General Government Services for final review and recommendation to Municipal Council.

2.3 Any applicant whose application is denied by the Legislative Services or General Government Services on determination of ineligibility may appeal to Municipal Council, who shall consider the matter at a Council Meeting whose decision shall be final and binding.

2.4 All Town of Cobourg Departments wishing to reserve banner locations and dates shall do so in the first week of October. All DBIA Banners (within the DBIA District) wishing to reserve a banner location and dates shall do so by application in the first week of October. A schedule for the upcoming year of Town of Cobourg and Downtown Business Improvement Area (DBIA) banners shall be established by the Legislative Services Division.

2.5 All eligible organizations and agencies banner requests shall be reserved on a first come first serve basis and sent to the Legislative Services Department no later than October 30th of each calendar year through the banner application process with the Legislative Services Department of the Town of Cobourg.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: Banner Display- Operations

Section #

3-1

Policy #

LEG-ADM23

3. REQUIRMENTS

3.1 Banner Specifications:

- Grommets must be steel, all other grommets will not be accepted;
- Banner material must be outdoor scrim vinyl: 18 oz minimum, 23 oz maximum
- Thread material must be outdoor marine grade;
- Banners over 27" in width must have wind vents; and
- Banners shall have a nylon belt woven across the fold top and bottom 18 oz minimum, 23 oz maximum.
- Banners proposed for downtown and the two (2) Elgin Street intersections shall be 20" wide X 71" high.

3.2 Approved banners shall be installed by the Public Works Division for a four (4) week period immediately prior to the date of a specific event. However if there are no other requests for banner installation, a banner may be displayed for a longer period of time at the discretion of the Town of Cobourg, giving consideration to significant municipal/community events.

3.3 All approved banners shall be permitted in the Downtown and at the Elgin Street, Division Street and Elgin Street, Burnham Street intersections, on poles already fitted with banner arms.

3.4 Banners are to be delivered to the Town of Cobourg Public Works Office by 11:00am on the Friday of the week prior to the scheduled time the banner(s) is to be hung.

3.5 Maintenance and storage of banners is the responsibility of the owner of the banner. The Town of Cobourg will not maintain or store any banner(s) beyond one (1) week from removal, and notification by the Division of such removal to the owner.

5. FEES

5.1 A permit fee shall be charged to hang banners in the Town of Cobourg, which shall be paid in full prior to the hanging of any approved banner by Public Works. All fees shall be approved through the Town of Cobourg Fees and Charges Schedule.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: Banner Display- Operations

Section #

3-1

Policy #

LEG-ADM23

6. INDEMNIFICATION

6.1 The Town of Cobourg will not be held liable or responsible for the condition of banners, damage to a banner, or damage caused by any banner. All those seeking permission to hang a banner (other than the Town and their respective departments) as provided herein shall sign an agreement as provided by the Town of Cobourg that holds the Corporation of the Town of Cobourg harmless and indemnifies them from any liability in the event the banner causes damage to persons or property.

Scope

This policy shall apply to groups, organizations, Municipal Departments, charitable groups making requests to the Town of Cobourg to display banners.

Administration

The Chief Administrative Officer hereby designates the Director of Public Works or designate to implement and administer the terms of this policy and shall establish related operating procedures as required.

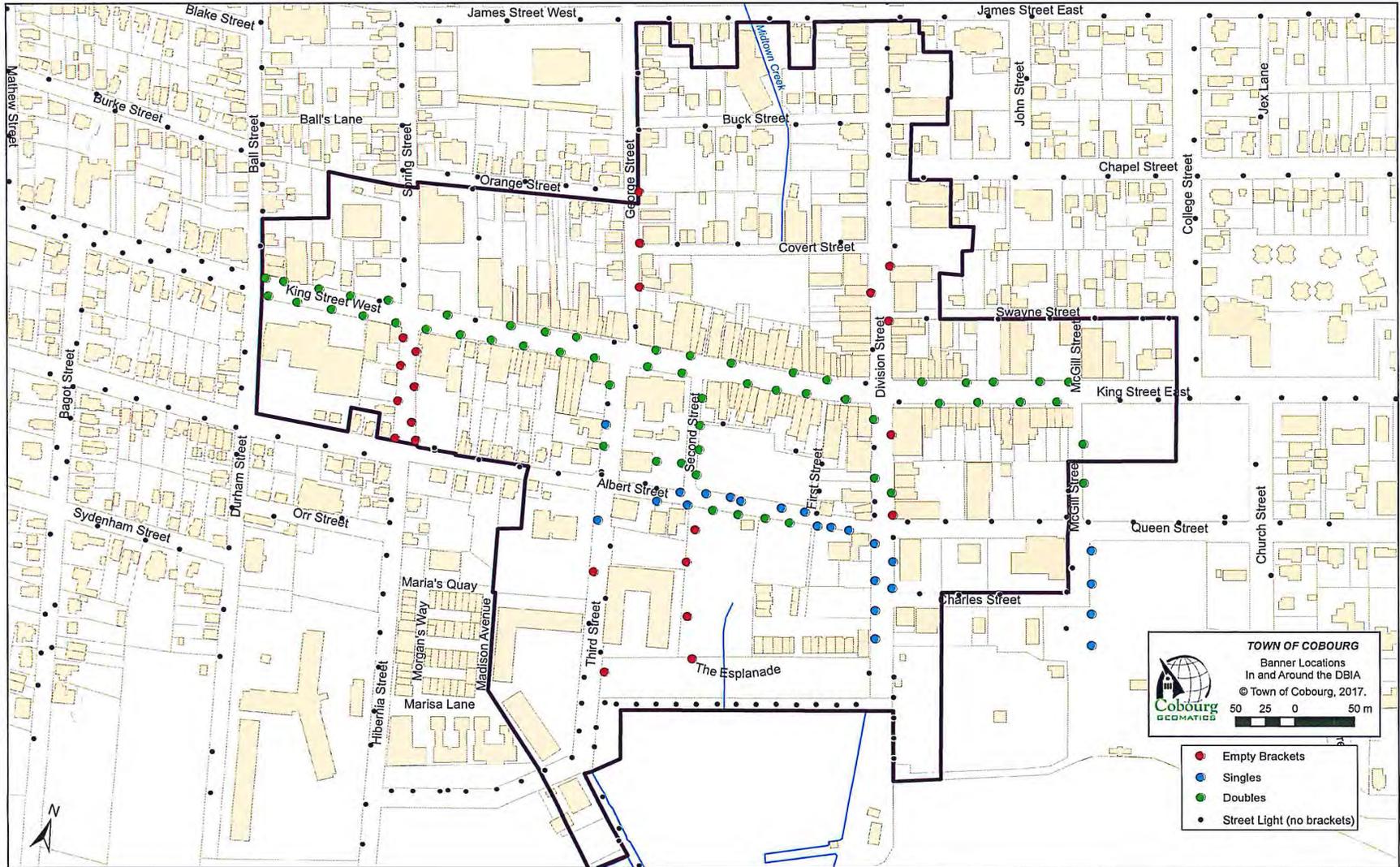
Cross Reference

Policy #

Procedure #

Resolution #	Revision Description:	Signature/Municipal Clerk: _____	Council Approval Date:
--------------	-----------------------	-----------------------------------------	------------------------

Appendix "A"



August 23, 2018
VIA EMAIL

Brent Larmer
Municipal Clerk
55 King Street
Cobourg, ON K9A

Subject: Banner Display - Operations

Dear Mr. Larmer,

On behalf of the Board of Management of the Cobourg Downtown Business Improvement Area (DBIA), I am reaching out in regards to the existing banner policy for the future of downtown banners.

To align with the DBIA Board of Management's responsibilities for improvement, beautification and maintenance of Downtown Cobourg; the DBIA Board of Management respectfully recommends that the Town of Cobourg, Legislative Services Department consider having a representative from the DBIA Board of Management including staff on the Banner Application Review Committee.

We look forward to initiating further discussion with you.

Yours truly,



Adam Bureau,
Chairperson of the DBIA Board of Management

c.c. P. Wiggins, DBIA Coordinator
c.c. T. Kennedy, Legislative Services
p.c. M. Graham, Secretary



Downtown
Cobourg



905-377-8024



201 Second St.
Cobourg, ON
K9A 3N7



dbia@downtowncobourg.ca
www.downtowncobourg.ca

**Board of Mgmt for the Cobourg DBIA
Budget - Current Year - 2019**

Account Number	Account Name	January	February	March	April	May	June	July	August	Sept	October	November	December		
4020	Town of Cobourg Tax Levy	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	180,000.00	levy based on current monthly payments of \$14,300.
4030	Town of Cobourg - Wage Subsidy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12,500.00	12,500.00	Annually sent by Town
4050	Miscellaneous Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00	800.00	Points from visa card
4060	Expense Reimbursement					675.00	675.00	675.00	675.00	675.00	675.00	0.00	0.00	4,050.00	Payroll re-imbursment for summer help, installation of replacement flags
4110	Fundraising and Sponsorship	0.00	0.00	0.00	0.00	200.00	200.00	200.00	5,000.00	5,000.00	200.00	200.00	0.00	11,000.00	Vendor charges and sponsership at events
Total Revenues		15,000.00	15,000.00	15,000.00	15,000.00	15,875.00	15,875.00	15,875.00	20,675.00	20,675.00	15,875.00	15,200.00	28,300.00	208,350.00	
5410	Salaries	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	42,000.00	Wages
5411	Wages					1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	0.00	0.00	6,000.00	Summer help and event help
5412	Special Project Salary	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5420	EI Expense	55.42	55.38	55.42	55.42	55.42	55.42	55.42	55.42	55.42	55.42	55.42	55.42	665.00	fixed cost to payroll
5421	EI Expense- Special Project	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5430	CPP Expense	90.33	90.37	90.33	90.33	90.33	90.33	90.33	90.33	90.33	90.33	90.33	90.33	1,084.00	fixed cost to payroll
5440	WSIB Expense	31.25	31.25	31.25	31.25	31.25	31.25	31.25	31.25	31.25	31.25	31.25	31.25	375.00	fixed cost to payroll
5610	Accounting & Legal	320.00	320.00	320.00	2,000.00	320.00	320.00	2,000.00	320.00	320.00	320.00	320.00	320.00	7,200.00	bookkeeper and KPMG audit
5625	Courier & Postage	41.66	41.66	41.66	41.66	41.66	41.66	41.66	41.66	41.66	41.66	41.66	41.74	500.00	
5630	Subscriptions, Fees & Memberships	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	Socan and ESA permits for events
5640	Interest & Bank Charges	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	
5645	Office Expenses	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	1,500.00	paper cheques envelopesETC.
5646	I.T. Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	We use Towns WIFI
5647	Strategic Planning	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5650	Meetings and Board Development	166.66	166.66	166.74	166.66	166.66	166.66	166.66	166.66	166.66	166.66	166.66	166.66	2,000.00	Board attending meeting for training
5665	Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5670	Telephone/Cell/Internet	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	CO-ordinator cell phone
5705	Staff and Volunteer Development	0.00	0.00	0.00	0.00	0.00	800.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00	Co-ordinator training
5720	ADVERTISING	500.00	500.00	500.00	500.00	4,500.00	4,500.00	4,500.00	4,500.00	3,500.00	2,500.00	2,500.00	1,500.00	30,000.00	Facebook,Twitter, adobe systems, radio and print,plus posters
5730	Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5733	EVENTS	3,000.00	2,000.00	0.00	0.00	5,000.00	12,000.00	7,000.00	9,000.00	5,000.00	2,000.00	10,000.00	0.00	55,000.00	Tent rentals, bouncy castles, security, permits,entertainers, ETC.
5734	Entertainment	0.00												0.00	
5755	Downtown Event Sponsorship	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,500.00	3,500.00	Santa Clause parade
5810	Supplies	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	(garbage bags, cord protectors,ETC-)
5815	BEAUTIFICATION	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	36,000.00	flowers, lights,banners,flags, weed control and falconhurst
5816	Seasonal Decor/ Xmas Lights	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5817	Seasonal Decor/ Flags	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5820	Banners	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5830	Maintenance & Repair	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5835	Utilities - Outside Decor (Hydro)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5910	MEMBERSHIP	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	newsletters.general meeting and member relations
5920	Member Relations & Presentations	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5921	Employee Loyalty Program	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5925	Website Development	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	Website Completed 2018
5930	Website Hosting	373.00	373.00	373.00	373.00	373.00	373.00	373.00	373.00	373.00	373.00	373.00	373.00	4,476.00	Hosting our web site
5935	Newsletters	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
5976	Special Publicity Project Expenses	0.00	0.00	0.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	0.00	0.00	0.00	0.00	5,000.00	Capital projects pending
		12,203.32	11,203.32	9,203.40	11,883.32	20,203.32	28,003.32	23,883.32	24,203.32	18,203.32	14,203.32	21,203.32	13,703.40	208,100.00	
Generated On: August 29,2018														250.00	in reserve

Events Report September 2018

I am pleased to provide a proposed outline of events for 2019. This will be the third year for this current committee and I feel that we have learned from our past challenges and offer improvements and changes that will make 2019 the best yet.

While keeping many of the events and dates the same we have added a focus to the shoulder months. A rock concert at Vic Hall in January is proposed (Pending venue Confirmation) complementing our February Pub Crawl and continuing to bring people downtown at a quite time of year. The summer Pub Crawl will move to late October and a Car Show (Mercedes of Peterborough) will join the Art Walk.

Adding low cost atmospheric events is another committee focus for 2019. Featuring local music and artists on Second Street each Saturday in August allows a natural connection to the farmers market and enhances our Downtown experience. The Christmas event will be shorted to one night (Christmas Magic) with a focus on decorations for the month of December.

Thanks

Rino

Event	Date	Budget Proposed	Details	Sponsor	Feature	Hours	Actual
**** DBIA Vic Hall Rocks !!	Jan 19 or 26th	\$ 3,000.00	Band/Bar	Charity	Tribute band	7:-10pm	
Downtown Cobourg Pub Crawl	February .23	\$ 2,000.00		Town		4-12 pm	
Girls Night Out	May.10	\$ 5,000.00		yes		5-9 pm	
Busker Festival	June.8	\$ 12,000.00		yes		10-5 pm	
Food Festival- Cobourg Eats	July.6	\$ 7,000.00	Licensed Bar	yes	Brown Bag- Chilli	11-9 pm	
51st Sidewalk Sale	August. 1-4	\$ 8,000.00		Yes	Shorter Hours	9-6, 9-6, 9-6, 11-4	
**** Atmosphere Features	August 10,17,24,31	\$ 1,000.00			Second st Closed	9:-3	
** Art Walk / Car Show	August.24	\$ 1,000.00		Yes		10:-4 pm	
Harvest Festival	September.29	\$ 5,000.00		yes		9-5 pm	
***** OctoBEER Fest - Pub Crawl	October. 19	\$ 2,000.00		Town		4-12 pm	
Christmas Event	November.22	\$ 10,000.00		yes	Focus on Decorations	4:-10	
	Total	\$ 56,000.00					

 <p>Downtown Cobourg —</p>	THE CORPORATION OF THE TOWN OF COBOURG	
	DBIA BOARD OF MANAGEMENT MEETING MINUTES	
	Date: August 7, 2018	Meeting Location: Conference Room

A regular meeting of the DBIA Board of Management Committee was held with the following members in attendance:

DBIA Board Members:

Adam Bureau
 Julie Dreyer
 Lou Trozzolo
 Rino Ferreri
 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

GUESTS:

Jenna Fitzgerald
 Amanda de Silva

1. CALL TO ORDER

The meeting was called to order at 8:30 a.m by Chairperson Adam Bureau

2. APPROVAL / ADDITIONS TO THE AGENDA

2.1 Approval of agenda

Moved by Lou Trozzolo THAT the DBIA Board of Management approve the agenda as amended with the additions of the Coordinator's Report, Brown Bag Proposal, and Police Services Report.

Carried

3. DECLARATIONS OF INTEREST BY MEMBERS

There were no declarations of interest.

4. ADOPTION OF MINUTES

4.1 Adoption of the regular DBIA Board Minutes from July 3rd, 2018

Moved by Deputy Mayor John Henderson THAT the DBIA Board of Management adopt the regular board meeting minutes dated July 3rd, 2018 as amended

Carried

5. BUSINESS ARISING FROM THE MINUTES

5.1. Adam will write a letter to clerks department regarding the banner policy during the "winter light" season.

ACTION: Adam has spoken with the Municipal Clerk in regards to the Banner Policy, however will write a letter for council's consideration.

5.2. Councillor Suzanne Seguin will reach out to Local Food for Local Good organizer to discuss consideration of changing proposed dates that conflict with existing DBIA events with the new Courtyard Summer Series event.

COMPLETED: Councillor Seguin reached out to organizer Local Food for Local Good regarding the conflicting dates with existing DBIA events. Unfortunately, once council approved the dates, they began signing vendor contract thus making the dates concrete and unable to be rescheduled.

5.3. Paige will share the slides from DBIA Safe and Inclusive Street Strategy: Opioid Crisis seminar with the DBIA board of members and membership.

COMPLETED: Paige provided "Mailchimp" email to all members with the slideshow attached.

5.4. Marketing committee to investigate the use of gift cards/cost.

COMPLETED: Continuing research on gift cards/cost, however due to multiple styles of debit/credit card terminals and cost associated with this it is unlikely that the DBIA will proceed with the gift cards. They will only provide gift certificates for DBIA events at this moment.

5.5. Theresa and Rino to reach out to other board members/membership to discuss municipal candidate questions in partnership with Northumberland Central Chamber of Commerce.

REFERRED: Due to board absences at the time item came up, it was referred to the next scheduled meeting to review with Theresa and Rino.

6. PRESENTATIONS / DELEGATIONS

There were no presentations and delegation.

7. COMMUNICATIONS / CORRESPONDENCE

7.1. DBIA Correspondence

1. Accessible Main Street workshops - Provided to DBIA Board of Management for information purposes.
2. Cobourg Grand Prix -
3. Tourism surveys/bike rentals
4. W.Keeler regarding Cobourg sign:
5. Save the date for Explore the Core
6. King street closure to extend past division street:
7. Food and music festival feedback:
8. Free shuttle service for events
9. Courtyard summer series
10. Start here campaign (most to least recent)
11. Health and safety training
12. List of food vendors at food festival
13. Free marketing tool
14. Axe throwing league
15. Busker festival/town involvement
16. Spring passport request
17. Financial – sage accounting
18. Busker festival/town involvement
19. Summer pub crawl
20. Sidewalk sale closure
21. Gift cards/certificates

COMPLETED: DBIA Paige Wiggans provided correspondence to information purposes.

The following key highlights are from the verbal discussion of the correspondences:

- With the member request of closing the east side of King Street the DBIA Board of Management requested a strategic plan completed with the special events committee for the recommendation of "block parties" and to present to the DBIA Board of Management for their consideration.
- The feedback received from the Burnham Family Farm it was recommended that the DBIA formalize a presentation for the Farmer's Market AGM to ask for their participation/partnership in the Food and Music Festival.
- **ACTION:** Councillor Suzanne Seguin is going to find out the ridership from the Waterfront Festival to bring forward to DBIA Board of Management to review for consideration for future DBIA events.
- **ACTION:** Coordinator Paige Wiggans will share interactive training session link for Health and Safety information from a DBIA member via MailChimp.
- Coordinator Paige Wiggans sent a MailChimp email out telling all of the DBIA Membership about the free marketing tool that the Town of Cobourg Business Directory offers. All businesses are able to maintain their own business listing by reaching the Town of Cobourg Economic Development office.
- Gift certificates that have been provided to winners of the Spring Passport do not expire, however encouraged to use during the slower spring seasons.
- The participating Summer Pub Crawl businesses will be meeting with Deputy Chief Paul Vandegraaf and Paige Wiggans to review the AGCO regulations on August 23rd. The Summer Pub Crawl is scheduled for August 25th.

DBIA Board of Management Meeting Minutes

AUGUST 7, 2018

- Event map that was printed by the Town of Cobourg Tourism department was to be reprinted. Paige has reached out with no responses. **ACTION:** Councillor Seguin will reach out to Director of Recreation and Culture to follow up on the printing of event maps.

8. REPORTS

8.1. Chairperson Report - Adam Bureau

8.1.1. Downtown Coalition Strategic Planning Session

The Downtown Coalition strategic planning session occurred on July 19th, 2018 to discuss the vision and mission for future Revitalization initiatives. The committee is creating this strategic plan as a recommendation to the future council consideration.

8.2. Vice Chair Report - Julie Dreyer - No report

8.3. Treasurer Report - Lou Trozzolo - No report

8.4. Marketing Report - Theresa Rickerby

- 50th Annual Sidewalk Sale

ACTION: Melissa will send letter to Julie Dreyer and Regional District Manager on behalf of the DBIA Board of Management for sponsorship of the 50th Annual Sidewalk Sale.

- Downtown Cobourg - Home for the Holidays 2018

It was brought to the attention of the Board that CIBC has a request to become a sponsor for Home for the Holidays passport, **ACTION:** Theresa and Paige will meet with CIBC to create a proposal for the sponsorship details. Once this is completed it will be provided to the DBIA Board of Management to consider.

MOVED by Julie Dreyer THAT the DBIA Board of Management approves the use of up to 45,000 Avion points to secure a Canadian flight for the winner of the Home for the Holidays 2018 marketing promotion and an additional \$2000.00 from our reserve funds to fund airline ticket taxes, fees, transportation costs and additional promotion of this campaign.

Carried

- Policy & Procedures

Recommendations of changes to the job descriptions for the policies and procedures were made by Chairperson Adam Bureau.

ACTION: Deputy Mayor Henderson/DBIA Coordinator will change the Board of Management job descriptions to read "as a guideline only".

Moved by Adam Bureau THAT the statement "as guidelines only" be added to each of the job description for the DBIA Board of Management Directors.

Carried

ACTION: Board of Management treasurer requests that the Special Events and Marketing Committees provide a proposed budget for 2019 marketing and events initiatives for Board of Management review prior to final budget creation. Final Board approval of draft budget by October 2018 meeting.

Carried

DBIA Board of Management Meeting Minutes

AUGUST 7, 2018

8.5. Special Events Report - Rino Ferreri

8.5.1. Harvest Festival Request

ACTION: Request for 30 picnic tables will be brought forward at the MOU meeting.

ACTION: Paige will reach out to Parks Department Manager Jason Johns to get more than the allowable 24 picnic tables.

Request to see the status of access to the sound system to always be playing via DBIA office. Update included that Compton Computer Services is looking into the wiring from Victoria Hall to the Market Building and the cost associated with this.

[CHILI COOK OFF PROPOSAL 1.1 - Harvest Festival](#)

8.6. Beautification/Maintenance - No report -

8.7. Membership - No report

8.8. Coordinator Report - Paige Wiggans

Key highlights:

On August 11th, the Cobourg Grand Prix bike race will have road closures from Bagot Street to Division Street along King Street and Albert Street. Pedestrians are encouraged to come and view the event and all downtown businesses are open.

Paige provided the Years in Business in Downtown Cobourg document to Board of Management members for information purposes. Quite of a few businesses will be celebrating milestone events in 2020 and 2022. DBIA plans on providing plaques to business celebrating milestone events. Plaques will be purchased from a Cobourg business on a needed basis.

[Coordinator Report August 2018](#)

[Sidewalk Sale Vendor Locations Final 2018](#)

[Art Walk Business Windows](#)

[Years in Business - 2018](#)

[cateringgraphic-updated](#)

[catering-update-instagram](#)

8.9. Police Liaison Report - Deputy Chief Paul VandeGraaf

[DBIA Board Report August 2018](#)

Report was provided to DBIA Board of Management for information purposes.

8.10. Council Report

8.10.1. Councillor Suzanne Seguin

Councillor Seguin provided the Board of Management an update regarding the results from the July Tourism Surveys. Notable mentions included, Corfu Grill, Buttermilk, Sakura Sushi, Millstone and Oasis. Although the surveys do not indicate how many responses shopped in Downtown Cobourg, 54.8% did indicated that they shopped somewhere within the Cobourg boundaries. 91.1% of the responses visited the beach, but 50% of those responses came to Cobourg for the beach.

8.10.2. Deputy Mayor John Henderson

DBIA Board of Management Meeting Minutes

AUGUST 7, 2018

Deputy Mayor Henderson let the Board of Management know that Advisory Committees would not be meeting in the months of October –December until then next term of council is sworn in.

ACTION: Deputy Mayor Henderson will provide information from the Municipal Clerk on the council meeting policy for DBIA Board of Management board meetings which could be affected by the municipal election.

9. NEW BUSINESS

9.1. DBIA Election Procedures

Deputy Mayor Henderson would like to bring the draft documents of DBIA election procedures to General Government meetings to align with Town of Cobourg election policies.

ACTION: Secretary Melissa Graham will provide Deputy Mayor and Municipal Clerk the OBIAA draft election documents.

9.2. DBIA Boundaries

DBIA boundaries map was provided to Board for information purposes.

9.3. Collaboration with Town for event support request

Referred until next scheduled meeting to prepare discussions with Town of Cobourg Event Coordinator.

9.4. Port Hope request for Memorandum of Understanding between the DBIA and the Town of Cobourg

REFERRED: Meeting was referred until next schedule meeting for Marketing Director to provide more information on the request.

9.5. Open Board Positions

Discussed in closed session, refer to closed session motions.

9.6. Policies/Procedures - Refer to Marketing Report

9.7. Sidewalk Sale Confirmations/Setups

REFERRED: Referred to future meetings to discuss options of over scheduling vendors to accommodate businesses that do not participate in events put on by the DBIA.

10. CLOSED SESSION

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) Contract negotiations

MOVED by Adam Bureau THAT the Cobourg Downtown Business Improvement Area move into open session to continue with the agenda as approved.

Carried

MOVED by Adam Bureau THAT the Downtown Business Improvement Area Board of Management accept Jenna Fitzgerald and Amanda de Silva as appointed Downtown Business Improvement Area Board Members pending satisfactory police checks.

Carried

11. UNFINISHED BUSINESS

11.1. 07/03/2018: Accessibility in Downtown (Presentation)

11.2. Grand opening dates to be determined:

- Golden Dragon - August 25th, 2018, 11:30AM
- Best Wishes in a Basket (August 8 at 1:30pm)
- The Painted Tree (August 8 at 2pm)
- The Royal Spa (August 17 at 2:30pm)
- Raw 101 - August 25th, 2018, 12:00pm
- Royal Spa and Thermal Circuit - August 17th, 2018, 2:30pm
- Best Wishes in a Basket - August 8th, 2018 - 1:30pm
- The Painted Tree (10 year) August 8th, 2018 - 2:00pm
- Bourbon Street (August)

12. ADJOURNMENT

12.1. Next meeting September 4th, 2018 at 8:30am.

12.2. The meeting was adjourned at 10:00 a.m. by Chairperson Adam Bureau.

From: Catherine Martin [<mailto:dreamoccasionsquinte@yahoo.com>]

Sent: 14-Aug-18 7:36 PM

To: DBIA

Subject: Re: 50th Annual Sidewalk Sale - Location, Setup and Contact Information

Hello Paige,

I hope that you are having a great summer so far.

I am planning a Free Community Halloween event for October 31st from 5:00pm to 8:00pm, at the Knights of Columbus Hall.

The purpose of the event is to provide a fun, safe environment for all children and families to celebrate Halloween. In the past, I organized the Halloween Dances at the YMCA, but these events were canceled a few years ago. With Halloween evening left empty, families have to rely on trick-or-treating for the holiday's entertainment. This poses several safety concerns, especially for young children, and community members with food sensitivities or special needs. My event will include free children's activities, entertainment, and treats, all within a safe and positive atmosphere (not too spooky). The event will be free to the public, so anyone will be able to attend regardless of income.

In order to host the event, I am looking for volunteers. I was wondering if you know of any downtown businesses that might be interested in contributing to the event. Free vendor space would be offered, in exchange for the business providing a free treat or activity (game, craft, etc.) to the kids that attend the party. Businesses may also consider sponsoring an activity (bouncy castle, face painting, balloon twisting) for advertising purposes. I feel that the cause will be a great way to draw the community together, and it would be excellent if the downtown businesses were involved.

Also, I know that there were a lot of hay bales and pumpkins left over at the end of the Harvest Festival last year. If you are left with extras again this year, we would be happy to take them off your hands.

Thanks!

Catherine

On Wednesday, July 25, 2018, 10:07 PM EDT, DBIA <dbia@adventuresintheheart.com> wrote: