

 <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.

- 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

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

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.