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| C:\Users\dmccarthy\Documents\01 - Community Services Portfolio\Cobourg DBIA\DBIA Logo\downtown_cobourg.png | **BOARD of MANAGEMENT**  **of the Cobourg DBIA** |
| **REGULAR BOARD MEETING**  **MINUTES** |
| **Tuesday, February 7th , 2017, 8:30 a.m.**  **Conference Room, Victoria Hall** |

A regular board meeting of the Board of Management of the Cobourg DBIA was held on Tuesday, February 7th, 2017 with the following members in attendance:

**DBIA Board Members**  
Adam Bureau  
Julie Dreyer  
Rino Ferreri  
Muhammed Kundan  
Theresa Rickerby  
Lou Trozzolo  
  
**DBIA Employees**  
Paige Montgomery, DBIA Coordinator  
Noah Hlapcic  
  
**Council Appointees**   
Deputy Mayor Henderson  
Councillor Suzanne Séguin  
  
**Guests**  
Jay Robinson, Creative Collective  
Councillor Debra McCarthy  
  
**Recording Secretary**  
Julie Savard, Town of Cobourg

**1. CALL TO ORDER**   
The meeting was called to order at 8:43 a.m.

Adam Bureau, Board Chair, introduced new council appointee, Suzanne Séguin. On behalf of the board, Adam thanked outgoing Councillor Debra McCarthy and presented her with a parting gift.  
This was followed by an introduction of the new DBIA Coordinator, Paige Montgomery.

**2. APPROVAL / ADDITIONS TO THE AGENDA**  
It was moved by Adam Bureau   
*“that the agenda be approved.”*  
**CARRIED**

**3. DECLARATIONS OF INTEREST BY MEMBERS**  
No declarations of interest

**4. ADOPTION OF MINUTES**   
It was moved by Adam Bureau   
*“that the minutes from the January 3rd , 2017 Regular Board meeting be adopted.”***CARRIED**

**5. BUSINESS ARISING FROM THE MINUTES**

* The board member resignation letter was delivered to the municipal clerk
* Police Check letters for members still need to be prepared
* Flag Policy Report – Requested to be tabled for March or April 2017 meeting

**6. PRESENTATION/DELEGATION**  
Jay Robinson of Creative Collective and Marketing Committee member gave a brief introduction of his business and presented the Cobourg DBIA – Logo Development Re Brand. Board members reviewed the logo and discussed.

**MOTION**It was moved by Theresa Rickerby  
*‘that the DBIA board adopt the new logo as recommended by the DBIA Marketing Committee pursuant to the fact that the logo will adhere to the Town of Cobourg’s heritage colours and that the logo be distributed to the DBIA membership and the Downtown Coalition for feedback.* **CARRIED**

**7. COMMUNICATIONS / CORRESPONDENCE**  
No Correspondence received

**8. REPORTS**

**8.1 CHAIR**

Adam Bureau reported on the following:

* Election of Membership Chair

**MOTION**  
It was moved by Theresa Rickerby  
*“that due to the resignation of previous Membership Chair Bart Spiewak, that Claude Hardenne be duly acclaimed, and subsequently appointed as new Membership Chair of the Board of Management of the Cobourg DBIA.****CARRIED***

* Cobourg Downtown Coalition
  + Board members were provided with the draft Cobourg Downtown Coalition Terms of Reference for review and discussion.
  + Since the DBIA board meetings are open to the public, the Cobourg Downtown Coalition Chair can attend as an observer at any time.
  + Board members were provided with a copy of the Arts Town Project Liability Agreement for review and discussion.
* DBIA representative on the Northumberland Central Chamber of Commerce Board

**MOTION**  
Moved by Theresa Rickerby

*“that Adam Bureau be the DBIA representative on the Northumberland Central Chamber of Commerce Board without voting capacity*.”

**CARRIED**

* Northumberland Central Chamber of Commerce office space and rent proposal

Board members discussed the proposal.

**ACTION**  
It was decided that Julie Dreyer, Lou Trozzolo and Adam Bureau will meet with Stephen Peacock, Town of Cobourg CAO within the next week to discuss office space options.

Adam Bureau to reach out to the Northumberland Central Chamber of Commerce to advise of action. A special board meeting may be required to further discuss.

**8.2 VICE-CHAIR/GOVERNANCE**  
Julie Dreyer had no report to present at this time regarding governance.

**8.3 TREASURER**

Lou Trozzolo reported the following:

* First levy has been received and expecting February levy soon.
* He has not explored the reserve fund as of yet. He will report back at the March meeting.

**8.4 COORDINATOR**

Paige Montgomery reported on the following:

* Has met with some of the board members
* Interviewed by Northumberland Today
* New computer is required as well as subscriptions to some programs have expired

**ACTION**

Paige to provide Deputy Mayor John Henderson with a list of program subscriptions. He will seek assistance through Town of Cobourg’s subscriptions.

Paige to go ahead and purchase new computer as this item has been allocated in the budget.

**8.5 BEAUTIFICATION/MAINTENANCE**

Co-chairs Deputy Mayor Henderson and Muhammad Kundan reported on the following:

* Still working on the flag policy in hopes of presenting to the board in either March or April
* Still working with Falconhurst in finalizing the contract.

**8.6 SPECIAL EVENTS**

Rino Ferreri reported on the following:

Upcoming events are Spring Passport Program, Girls Night Out and Busker and Arts Festival.

**MOTIONS**

It was moved by Rino Ferreri

*“that the DBIA board approve $2,000.00 for the Spring Passport Program.”***CARRIED**

It was moved by Rino Ferreri

*“that the DBIA board approve $3,000.00 for Girls Night Out Event.”***CARRIED**

It was moved by Rino Ferreri

*“that the DBIA board approve $8,000.00 for the Busker and Arts Festival Event.”***CARRIED**

**8.7 MARKETING**

Theresa Rickerby reported the following:

* Fox Ad in place in the washrooms at the Cobourg Community Centre (CCC) promoting Downtown Cobourg. These generic ads have been very effective. Will be adding a seasonal component to the ads.
* On February 22nd the Downtown will be participating in the Middle Night Mingle, a Town of Cobourg Event for the 55+Games. Membership has been visited by DBIA staff, event has been promoted on Social Media and membership has received emails encouraging them to be open until 9:00 pm for this event.
* Cooperative ad in Watershed Magazine
* Cut back on radio ads
* Social Media has money earmarked
* Will be working closely with Paige on ad campaign

**8.8 MEMBERSHIP**  
No report at this time

**8.9 COUNCIL REPORTS**   
Deputy Mayor John Henderson reported on the following:

* Town of Cobourg budget was approved at 1.5% with a new assessment growth of .9% for an overall of 2.4%. Tax levy is 1.5%.
* Community Improvement Plan (CIP) Implementation Plan is out and on Council’s agenda for Monday in hopes that council will approve for February 21st. If approved, this is good news for the Downtown membership as $150,000 has been allocated to businesses for improvements. There are currently 8 programs they can apply for, which are stackable. Done through the Planning Department. 2 entry points, first one being this spring.
* There is a motion going forward at the Northumberland County level as the Town of Cobourg is looking to move to an integrated Economic Hub. If this takes place, looking to move to a new facility. Town Council has allocated $50,000 towards this hub. Council is adamant that they want to move in the direction of working with other organizations and agencies under one roof/one location. Other communities have worked with this model and have been successful. Still working on Tourism relocation.

**9. NEW BUSINESS**

* Need for a Coordinator cell phone with a basic plan.

**ACTION**

Deputy Mayor John Henderson will investigate town cell phone rates.

* Signing authority of DBIA credit card

**MOTION**

It was moved by Adam Bureau

*“to remove Maggie Darling as DBIA credit card holder and replace with Paige Montgomery as DBIA*

*credit card holder with signing authority.”*

**CARRIED**

**10. UNFINISHED BUSINESS**

* Letter to Lions Club regarding name change to Santa Claus Parade has not been submitted
* Police Check letters for members still need to be prepared
* Flag Policy Report – Tabled for March or April 2017 meeting
* Reserve Fund Report – Tabled for March Meeting
* Falconhurst Contract

**11. ADJOURNMENT**

It was moved by Julie Dreyer that the meeting be adjourned at 10:37 a.m.

Next meeting Tuesday, March 7th, 2017, 8:30 a.m. in the Conference Room, Town Hall