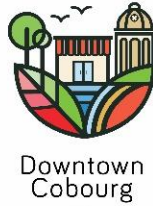


**August 7, 2020**

**News Release**

**For Immediate Release**



**COBOURG, ONT./** –The Cobourg Downtown Business Improvement Area Board of Management would like to announce the appointment of new Chair, Erika Cotton effective August 7th, 2020.

Erika Cotton is a Mortgage Agent with the Mortgage Centre in Downtown Cobourg. She is a passionate advocate for supporting and promoting local business.

Erika currently serves as a Board Member with the DBIA with the portfolio of Special Events. Erika replaces Councillor Adam Bureau’s Interim Chair role with the DBIA. Councillor Bureau will remain on the Board of Management in his portfolio with Council.

The Board of Management, invites our valued DBIA members and members of the community to participate in a meeting via video conference Friday, August 14th, 2020 at 10am. This meeting will primarily be to meet Erika and for a discussion about what’s happening downtown.

For those who would like to participate in this meeting please contact Tracey Gainforth, Events and Communications Coordinator by 5pm Wednesday, August 12th, 2020 at the email/phone below so you can receive the coordinates for the meeting.

As well, Erika invites those who may have questions or would like to offer input to reach out to her by phone at 647-988-2945 or by email at [erikacottonmortgages@gmail.com](mailto:erikacottonmortgages@gmail.com)

The DBIA looks forward to Erika’s leadership in her new role.

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For more information, please contact:  
Tracey Gainforth, Event & Communications Coordinator  
Cobourg Downtown Business Improvement Area  
[dbia@downtowncobourg.ca](mailto:dbia@downtowncobourg.ca)  
(905)-377-8024 Cell: (905)-269-5019

For more information, and a complete list of businesses in downtown Cobourg, visit [www.downtowncobourg.ca](http://www.downtowncobourg.ca)