



MINUTES OF MAY BOARD MEETING
DOWNTOWN BOARD OF MANAGEMENT
Wednesday, September 30th, 2015
Bud's on the Bay

Board Members in Attendance:

Wendy Onstein, Paul Klepaczko, Dan Sparring,
Anne Barabash, Leigh Bursey, Teanne Larocque

Staff in Attendance: Meg Plooy and Mary Morris

Absent: Keeley Moure

ITEM	DISCUSSION	ACTION
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1.0 CALLED TO ORDER:

Meeting called to order by Wendy Onstein at 5:35pm.

2.0 CHAIR REMARKS: Wendy Onstein

The Chair began by welcoming everyone to the meeting. It was noted that Culture Days was a success.

3.0 EXECUTIVE DIRECTOR REMARKS: Meg Plooy

There have been 3 new businesses that opened in downtown Brockville in September. They are Hear More Canada, Sheila's Vintage Bombshell, and Sunshine Beam Yoga. Also, this month was "Trucking for a Cure". Two of the downtown businesses took prizes for their windows. They were 1st prize, O'Mally's Kourt Fudgery, and 3rd prize the Jewel Box. The DBIA received a plaque for the downtown participation.

It was mentioned at this time that the DBIA was looking into Loyalty Cards to help promote the businesses. In partnership of the Brockville Public Library, a concept has been discussed. How it would work is that if someone goes into the library and gets a free library card, then businesses could post a poster and give a discount if they show their library card. It would be beneficial to both the library and the DBIA.

The fees that the DBIA is paying for phone, internet, and computer services was discussed. It was thought that changing providers would be a cost saving measure, and was being looked into.

It was noted that Tait's will be opening soon.

4.0 DISCLOSURE OF INTEREST:

There was no disclosure of interest at this time.

5.0 ADOPTION OF AUGUST MINUTES

Leigh made a motion to adopt the August minutes. CARRIED

6.0 CORRESPONDENCE AND ATTACHMENTS:

6.1 Budget – Motion to Accept

The budget was reviewed briefly.

A motion was made by Teanne to accept the 2016 budget. CARRIED

6.2 Website – Content Suggestions

The website redesign is moving along very well. It was asked if anyone on the Board had any suggestions that could be added to the new website.

Some topics discussed were: adding little video clips of events, store-owners, etc., discover downtown section, promotional videos, direct links, changing the calendar of events, etc.

6.3 Corporate Sponsorship – Draft Policy

The idea of having corporate sponsorships for businesses outside the DBIA catchment area was discussed. Items discussed were: block sponsors, pricing, levels of sponsorships, how to retain control, will we be able to keep the downtown flavour with our events, dedicating blocks for sponsorships, and possible fall-out. The Promo & Events committee will take this on.

7.0 COMMITTEE REPORTS:

7.1 Economic Development – Wendy Onstein

These minutes will be discussed at a future date.

7.2 Beautification (Commercial Lighting Demo): Anne Barabash

The Bliss lights were demonstrated, and explained.

Leigh made a motion to go ahead with the Bliss lighting, but first getting a few samples to see if they would work as expected. CARRIED

7.3 Events – Teanne Larocque

A review of the last meeting was given. Items reviewed were:

- Sponsorships
- Culture Days
- 3 sidewalk sales next year, and will try to partner with the BAC
- Creating a sub-committee that can help out with the sidewalk sales
- Wine and Food Festival – pros and cons

8.0 NEW BUSINESS:

8.1 Board Member Resignation & New Application

The Board was informed that Gale-Ann Dunn and her husband was moving their business to Westport and had resigned her position on the Board. An application by Dan Morris, Sequence Comics and Gaming, to join the Board has been received. The application was accepted.

8.2 Letters of Support; CIP, Security Cameras, and Wifi:

A brief explanation of the CIP was given.

Anne made a motion that the DBIA will write a letter of support for the Community Improvement Plan. CARRIED

The topic of Security Cameras was discussed.

Paul made a motion that the DBIA will write a letter of support to the Police Services Board for them to form a committee to do research on the topic of security cameras. CARRIED

After a brief discussion on wifi, Leigh made a motion that a letter of support be written by the DBIA CARRIED

8.3 Block Leader Update – Dan Sparring:

A Block Captain meeting will be scheduled, and the results will be reviewed at the next Board meeting.

8.4 Brainstorming / Open Discussion

- Student Volunteers
- Sister city / first impressions

9.0 Adjournment

Teanne made a motion to adjourn the meeting at 7:20 pm.

CARRIED