

Minutes for Downtown North Bay Board of Management

January 13, 2021

Call to Order

A board meeting of Downtown North Bay was held on January 13, 2021 at the Chamber of Commerce boardroom and via Zoom. It began at 8:07 am and was presided over by Chair Michelle Trudeau.

Attendees

Voting members in attendance included Michelle Trudeau, Katie Bevan, Barry Klus, Rae Brenne, Brannyn Hale, Dayna Greco, Dave Mendicino, Mac Bain, Bev Hillier, Sara Gage and administrative assistant Amber Livingstone.

Regrets: Bev Hillier

No guests in attendance.

Declaration of Conflict of Interest

Verbal declaration by Barry Klus re: gift card reimbursements.

1 Acceptance of Agenda

A motion to accept the January 13, 2021 agenda as presented was made by Katie Bevan and seconded by Dave Mendicino. **Resolution 2021-01**

2 Approval of Minutes

A motion to approve the minutes of the previous December 2, 2020 meeting was made by Barry Klus and seconded by Dayna Greco. **Resolution 2021-02**

3 Financial Reports

The December 2020 financial update was presented by Sara Gage.

The following resolutions were adopted:

A motion to adopt the financial statement for December 2020 presented was made by Barry Klus and seconded by Brannyn Hale. **Resolution 2021-03**

A motion to accept payments totalling \$2250 to Cheapskates - cheques 1936 and 1943 re: gift card reimbursements was made by Rae Brenne and seconded by Katie Bevan. **Resolution 2021-06**

4 Committee Reports

Beautification & Safety report was presented by Katie Bevan and Barry Klus.

Safety: Initial contract with Sword Security over at the end of January. Monitoring seems positive for Downtown.

Dave suggests setting up a meeting with police, special community unit, Healthy Ambassadors and security. Important to ensure that all parties have contact information for each other.

Presence is needed during this lockdown.

Beautification:

Fire site mural to be installed very soon. We received good feedback on the holiday décor.

Katie to contact Dave Schroeder re: planters for 2021 (inspiration photos).

DIAC report was presented by Dave Mendicino.

Meeting scheduled for end of January. RFP closed December 3rd for reconstruction project; contract to be awarded to architect in February.

Suggestion to advance communication with Economic Development and invite Erin Richmond to present twice per annum to Downtown North Bay Board.

Promotions and Marketing report was presented by Rae Brenne.

Downtown Bonus Dollars put \$20,000 into December gift card campaign; felt it was important to put these funds back into Downtown membership. Shift funds from 2021 budget into other committees that need it. Billboards on Algonquin and overpass – need to ask Gateway Signs where the project stands. City of North Bay event hosting fund – apply for Christmas Walk.

5 City Councillor's Report

Nothing to report at this time.

6 Budget Discussions

Discussion to separate safety budget from Beautification. Discussion to shift monies from Promotions and Marketing to Beautification. Discussion to move social media to in house, and save funds for special projects with agency. Discussion to have training funds for executive director. Wish list for beautification: funds for public art, and maintenance and messaging banners to add to Downtown.

A motion to separate safety budget, and agree to \$20,000 for security costs in 2021 was made by Rae Brenne and seconded by Dave Mendicino. **Resolution 2021-05**

7 Correspondence

Wrmth pilot project proposal. Board believe the idea is good in theory, but is not the right fit for us. Amber to advise Wrmth contact.

8 Executive Director's Report

- Keeping up with gift card redemptions for the membership.
- Have drafted a gift card handout for the membership to attempt to help them when it comes to redemptions.
- Meeting new members weekly.
- Developing a newsletter for the membership to get the lines of communication open, as well as one for the general public, letting people know what's happening downtown. Would appreciate your input if you have suggestions that would be helpful to include in these newsletters.
- Still contacting membership re: filming quick interviews for social media posts.
- Daily posts on Downtown's Google My Business listing that includes membership post promotion
- Have started posting to social media platforms, and have developed a content strategy that will be implemented
- Drafted Dashboard to track ongoing budgets for 2021; will include expenses, income from Shopify, etc.
- Compiling parking information from a variety of City sources, so that questions can be answered accurately

Next meeting is scheduled for Wednesday, February 3, 2021 at 8 am.

Adjournment

Katie Bevan moved that the meeting be adjourned, this was seconded by Barry Klus, and was agreed upon at 9:47 am. **Resolution 2021-04**