

# Minutes for Downtown North Bay Board of Management

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## July 7, 2021

### Call to Order

A board meeting of Downtown North Bay was held on July 7, 2021 via Zoom. It began at 8:05 am and was presided over by Chair Michelle Trudeau.

### Attendees

Voting members in attendance included Michelle Trudeau, Katie Bevan, Barry Klus, Rae Brenne, Dayna Greco, Mac Bain, and Dave Mendicino. Also in attendance were municipal liaison Bev Hillier, treasurer Sara Gage and executive director Amber Livingstone.

Guests: Ian Kilgour

### Declaration of Conflict of Interest

Verbal declaration by Dayna Greco re: gift card reimbursement via cheque.

Verbal declaration by Rae Brenne re: gift card reimbursement via cheque.

### 1 Acceptance of Agenda

A motion to accept the July 7, 2021 agenda was made by Dayna Greco and seconded by Dave Mendicino. **Resolution 2021-44**

### 2 Approval of Minutes

A motion to accept the minutes of the previous June 2, 2021 meeting was made by Katie Bevan and seconded by Brannyn Hale. **Resolution 2021-45**

8:11 am Mac Bain joins meeting.

### 3 Financial Reports

The June 2021 expenses were presented by Sara Gage.

The following resolutions were adopted:

Motion to adopt expenses for June 2021; cheques 2057-2067 totaling \$4,745.17 as presented was made by Katie Bevan and seconded by Dayna Greco. **Resolution 2021-46**

Motion to accept payments totaling \$950.00 to London Underground – cheque 2064 re: gift card reimbursement was made by Barry Klus and seconded by Dave Mendicino. **Resolution 2021-47**

Motion to accept payments totaling \$850.00 to Rae Brenne – – cheque 2066 re: gift card reimbursement was made by Katie Bevan and seconded by Dayna Greco. **Resolution 2021-48**

## 4 Committee Reports

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

### Beautification:

Seasonal lamp post banners are going up soon via Price Signs; 3 different designs on vinyl. There will be some banner arms replacements. New murals have been installed and funded by Rod Bilz through DCIP. Katie feels that a downtown cleanup is needed; she will do a walk around and identify storefronts in need.

### Safety:

No updates to previous discussions at this time.

**Promotions and Marketing report was presented by Rae Brenne.**

Currently running radio advertising for each step of reopening. Gateway to the Arts is hosting the Gateway to Diversity Festival September 24-25 as part of Nipissing Culture Days. Passport Promotion has launched. Committee has talked about pop-up parameters-creating a package for membership and alternate vendors. Received a quote from Buzzmasters for videographer project 25K with \$15K coming from budget and \$10K coming from membership participants at \$750/each. Barry mentioned that 3D store tour from Buzzmasters cost about \$300-350/store; perhaps they would provide a better price with a bulk buy-in. Mac Bain shared that FONOM was able to get a grant from FedNor for a video project. Mac also suggested partnering with Canadore College second year film students annually for updated content. Katie suggests that we ask the membership to provide us with updated business hours for the website. Katie suggests that we may want to focus on a new website versus individual videos. Mac to reach out to FedNor re: website, social media videos. We need to determine an amount to spend and create a plan. Request funding and add in funds from reserves. Committee meeting to discuss website. Bev advises that early conversation is best and Stephane Graveline is the main contact.

8:29 am Ian Kilgour joins meeting. (Jump to Item 8 on agenda)

8:52 am Ian Kilgour departs.

**DIAC report was presented by Dave Mendicino.**

Waiting for Downtown redesign plans. Consultation with Board regarding changes, discussion with Bev.

New event for 2022, first weekend in June; arts festival in Downtown and the waterfront, Capitol Centre, musical element, art, public art. Heritage North Bay and Creative Industries involved.

## **5 City Councilor's Report**

Question for Dave about the capabilities of the clock tower in front of the museum; it is a city-owned asset. Katie to call Naomi at the museum.

## **6 Sidewalk Usage – Follow up with Bev Hillier**

A separate discussion is needed; Amber to schedule.

9:03 am Bev Hillier departs.

## **7 CHCI Steering Committee Formation**

Katie working with Brannyn on quotes and permits for paving and electrical; permit required prior to accessing grant funds.

9:10 am Mac Bain departs.

## **8 CSWB Plan Final Report**

Guest Ian Kilgour shares that all municipalities were legislated to create a plan as per the Police Services Act amendment. The advisory committee includes service providers who must report back in a year's time on action items and what was accomplished. It is recommended that the Board should check in that the plan is being followed. Amber to send the Plan to the membership and invite comments, queries through the office.

9:21 am Brannyn Hale departs.

## **9 Executive Director's Report**

- Partnered with Military Family Resource Centre (MFRC) and membership to provide discounts to incoming military families to North Bay. MFRC also purchased specific items for their welcome kits
- Photo documentation of 2021 planters

- Photo and location documentation of completed traffic boxes; includes update to public art map on Google
- Working on having seasonal banners printed and installed
- Participating in weekly OBIAA calls; very helpful information and discussions from the twice weekly meet ups
- Membership newsletters went out June 10<sup>th</sup> and 24<sup>th</sup>
- Ongoing website updates
- Ongoing social media posts

Who	Action
Katie Bevan	<ul style="list-style-type: none"> <li>• Downtown cleanup is needed; will do a walk around and identify storefronts in need.</li> <li>• Call Naomi re: clock tower capabilities.</li> </ul>
Amber Livingstone	<ul style="list-style-type: none"> <li>• Send Buzzmasters quote to Board</li> <li>• Send CSWB plan to membership; invite comments, queries</li> <li>• Ask for membership to provide updated hours for business directory</li> <li>• Follow up with David Wooley on meeting in late July/early August</li> <li>• Schedule discussion on sidewalk usage with Bev</li> </ul>
Mac Bain	Reach out to FEDNOR re: website grants available
Brannyn Hale	Reach out to Dupuis Properties re: parking lot paving/lighting project

Next meeting is scheduled for Wednesday, August 4, 2021 at 8 am.

## 6 Adjournment

Barry Klus moved that the meeting be adjourned, this was seconded by Dave Mendicino, and was agreed upon at 9:32 am. **Resolution 2021-49**

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Michelle Trudeau

Chair, Downtown North Bay

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Date of Approval