

# Minutes for Downtown North Bay Board of Management

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## August 4, 2021

### Call to Order

A board meeting of Downtown North Bay was held on August 4, 2021 via Zoom. It began at 8:07 am and was presided over by Chair Michelle Trudeau.

### Attendees

Voting members in attendance included Michelle Trudeau, Barry Klus, Rae Brenne, Dayna Greco, Brannyn Hale, and Dave Mendicino. Also in attendance were municipal liaison Bev Hillier and executive director Amber Livingstone.

Regrets: Katie Bevan, Sara Gage, Mac Bain

Guests: Mary Davis, Chris Wyness, Benji Nelson and Cassidy Tompkins

### Declaration of Conflict of Interest

Verbal declaration by Michelle Trudeau on behalf of Katie Bevan re: gift card reimbursement via cheque.

### 1 Acceptance of Agenda

A motion to accept the August 4, 2021 agenda was made by Brannyn Hale and seconded by Barry Klus. **Resolution 2021-50**

### 2 Approval of Minutes

A motion to accept the minutes of the previous July 7, 2021 meeting was made by Barry Klus and seconded by Dave Mendicino. **Resolution 2021-51**

### 3 Financial Reports

The July 2021 expenses were presented by Amber Livingstone on behalf of Sara Gage.

The following resolutions were adopted:

Motion to adopt expenses for July 2021; cheques 2069-2086 totaling \$14,810.86 as presented was made by Barry Klus and seconded by Brannyn Hale. **Resolution 2021-52**

Motion to accept payments totaling \$375.00 to The FARM – cheque 2068 re: gift card reimbursement was made by Brannyn Hale and seconded by Dave Mendicino. **Resolution 2021-53**

8:17 am Dayna Greco joins meeting.

8:27 am Chris Wyness and Mary Davis join meeting.

8:31am Benji Nelson and Cassidy Tompkins join meeting

#### **4 Discussion with CMHA**

Outreach team has been very busy visiting encampments through the pandemic. They have weekly meetings re: encampments and specific individuals; Chief Tod attends. There is office space available for police in outreach area if needed/wanted. Note: Healthy Community Ambassador Program (HCAP)/Outreach can only go out in teams; not solo. Partnering with police officers could expand efforts.

DNSSAB Day programming was cancelled; where can people go during the day?

CMHA Day program opening on 8/9/21 on Ferguson Street 9am-4pm.

HCAP have less of a presence downtown because they are needed at encampments; which is their funding mandate through DNSSAB.

Former OPP building turned residence off of Highway 11 is DNSSAB project.

Crisis Centre shelter reopened on 8/1/21.

9:06 am Chris Wyness, Mary Davis, Benji Nelson and Cassidy Tompkins depart

#### **5 Committee Reports**

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

##### Beautification:

Need to remind membership to keep entrances tidy. Building Blocks group meeting August 4th to discuss Main West walkway.

Healthy Communities Initiative (HCI) grant – site specific: Alleyways; ideas to activate the space. RFP needed for lighting design work (contemporary lighting in alleyways, market lighting in parkette and parking lot).

Art Fix Mural location needed; 12x8 ft. Provide group with multiple locations to choose from, along with contact information of building owners.

##### Safety:

St. Andrews Church concerned with individuals sleeping on their property and leaving messes.

Discussion about the need for public washrooms for community, tourists and street-involved people.

Police presence has not been seen as much Downtown in recent weeks.

People have been sleeping in the parking garage; whose responsibility is this; municipality or police? Bev to share comment with parking staff. Brannyn asks if there's an option to secure the garage with sealed doors and pass cards. Larger conversation needed with John Severino. Residential parking needs to be safe.

9:15 am Brannyn Hale departs.

9:17am Bev Hillier departs.

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

Discussion and information from Open Air Dunlop in Barrie for potential pedestrian Saturdays in the future.

Buzzmasters follow up: Discussion about drone footage and 3D Imaging for members.

Website redevelopment: We need to decide our wants, needs before moving further. Separate meeting is needed.

Pop-Up Shop Parameters: Need to develop a strategy for vendor applications.

Christmas Walk: Start correspondence with vendors (include cancellation contingency).

One week of radio ads monthly August through December on KISS and Moose.

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

No updates at this time.

**5 City Councilor's Report**

Redesign update expected early-mid December.

Decision to hold off on remaining agenda items 6-8 until next Board meeting.

## 6 Public Washrooms

## 7 Police Presence Downtown

## 8 Commissionaires roles

## 9 Executive Director's Report

- Photo documentation of 2021 seasonal banners
- Created TikTok account as per direction from Promotions & Marketing Committee, and have been creating video content for the platforms
- Banners printed and installed
- Asked and collected information from new followers on their favourite Downtown businesses, then created Friday Favourites posts to run each week from these followers
- Participating in weekly OBIAA best practice
- Membership newsletters went out July 8<sup>th</sup> and 22<sup>nd</sup>
- Ongoing website updates
- Ongoing social media posts
- \$11,800 in bonus gift cards unredeemed

### 2021 Membership Updates

#### **New to Downtown (10)**

Culture Club

VIP Hydroponics-still not open

LookSee Checklist

Brainstorm Productions

AIDS Committee of North Bay & Area

Good Glaze Dessert Bar

Dupuis Properties

Rebel Muse Photography

Ontario Insurance Network

Terry Parolin

#### **Relocating within Downtown (1)**

Tattoos by Zandra (133 Main West)

**Leaving Downtown/Closed (4)**

Love at First Cut

Precision Nails

Wallace Klein

The Bay Spa

Next meeting is scheduled for Wednesday, September 1, 2021 at 8 am.

**6 Adjournment**

Dayna Greco moved that the meeting be adjourned, this was seconded by Barry Klus, and was agreed upon at 9:32 am. **Resolution 2021-54**

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Michelle Trudeau

Chair, Downtown North Bay

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Date of Approval