

Minutes for Downtown North Bay Board of Management

September 1, 2021

Call to Order

A board meeting of Downtown North Bay was held on September 1, 2021 via Zoom. It began at 8:06 am and was presided over by Chair Michelle Trudeau.

Attendees

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

Regrets: Bev Hillier

1 Acceptance of Agenda

A motion to accept the September 1, 2021 agenda was made by Katie Bevan and seconded by Barry Klus. **Resolution 2021-55**

2 Approval of Minutes

A motion to accept the minutes of the previous August 4, 2021 meeting was made by Mac Bain and seconded by Dave Mendicino. **Resolution 2021-56**

3 Financial Reports

The August 2021 expenses were presented by Sara Gage. Note payroll reimbursement to municipality. Financial report indicated \$2K deficit.

Time to start considering committee budgets for 2022.

The following resolutions were adopted:

Motion to adopt expenses for August 2021; cheques 2087-2097 totaling \$40,516.00 as presented was made by Barry Klus and seconded by Katie Bevan. **Resolution 2021-57**

4 Committee Reports

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

Beautification:

More evening activity resulting in more litter in the walkway. Concerns with lamp post in front of Deegan's and staircase in front of LookSee Checklist; Amber to get photos and share with Bev Hillier. Would like to hire decorators again this year. Healthy Communities Initiative grant: would

like to pave lot before winter, and work on lighting in 2022. Attempting to connect with co-owners of lot; they are difficult to reach. Amber will reach out to them as well.

Safety:

Board discussion with David Woolley from NB Police Services in August; spirited discussion. Update that Neptune Security through municipality are patrolling parking garage 3 times/night.

Promotions and Marketing report was presented by Rae Brenne.

Amber & Rae are meeting to discuss winter events this week. Monthly radio campaign for September through December on Moose FM and KISS FM. Winter Passport Promotion with weekly \$25 draws. Reminders on social media to spend gift cards.

DIAC report was presented by Dave Mendicino.

Waiting for draft of redesign. Need to increase level of standard. Municipality does not currently have weed control program.

5 City Councilor's Report

Parking garage is more in focus for the municipality. New parking officers are not commissionaires, but Neptune Security. Discussions at city level on Neptune's capabilities within existing contract. Mac shared that he came across interesting tourist stops while visiting Charlottetown; the [LOVE](#) sign and the [2021](#) sign. In checking their social media, they have had the year sign since at least 2017 and update it annually.

6 Cost-sharing for 3D Imaging with membership: Our commitment \$50, \$100 or \$150.

Barry shares that he used his Digital Main Street (DMS) grant to pay for the service; members could include it in their grant applications. Have membership reach out to the office for DMS applications. DMS could be beneficial for DTNB website upgrade; are we eligible? If so, we could purchase a Square reader at Staples for selling gift cards at events.

Mac spoke with FEDNOR in partnership with NOHFC; waiting to hear from Siobhan.

Decision to remove cost sharing and seek information on a grant. Tabling 3D Imaging.

7 Parking concerns: our role to improve what the community and businesses experience at street level.

Paid parking is necessary. Parking enforcement need to be community ambassadors. It's important for the Downtown North Bay Board to be included in parking contracts. We need to give customers a break while businesses recover; parking enforcement is very aggressive at this time.

Downtown will continue to promote and educate the community on how to use the free parking Downtown through social media.

Barry suggested to Ian Kilgour that we have a free parking promotion.

Creation of working document with Board regarding the parking situation: what is our ideal situation? What do we want from the new security company?

8 Covid Policy Discussion

Will wait for provincial announcement.

9 Executive Director's Report

- Photo documentation of 2021 season banners
- Continuing to ask and collect information from new followers on their favourite Downtown businesses, and used info to create Friday Favourites posts to run each week on socials
- Participating in weekly OBIAA calls; very helpful information and discussions from the weekly meet ups
- Membership newsletters went out August 6th and 19th
- Ongoing website updates
- Ongoing social media posts
- \$11,650 outstanding in bonus gift cards

New to Downtown (12)

Culture Club

VIP Hydroponics

LookSee Checklist

Brainstorm Productions (159 Main East)

AIDS Committee of North Bay & Area

Good Glaze Dessert Bar

Dupuis Properties

Rebel Muse Photography
Ontario Insurance Network
Craig Dellandrea 355/357 Ferguson
VapeLord
Passionate Kisses

Relocating within Downtown (1)

Tattoos by Zandra (133 Main West)

Leaving Downtown/Closed (5)

Love at First Cut
Precision Nails
Wallace Klein
The Bay Spa
Wild Arts and Crafts

Next meeting is scheduled for Wednesday, October 6, 2021 at 8 am.

10 Adjournment

Katie Bevan moved that the meeting be adjourned, this was seconded by Dayna Greco, and was agreed upon at 9:55 am. **Resolution 2021-58**

Michelle Trudeau
Chair, Downtown North Bay

Date of Approval