

# Minutes for Downtown North Bay Board of Management

---

## November 3, 2021

### Call to Order

A board meeting of Downtown North Bay was held on November 3, 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, Barry Klus, Dave Mendicino, Katie Bevan, Brannyn Hale, Mac Bain, Rae Brenne and Dayna Greco. Also in attendance were treasurer Sara Gage, municipal liaison Bev Hillier, and executive director Amber Livingstone.

### 1 Acceptance of Agenda

A motion to accept the October 6, 2021 agenda was made by Barry Klus and seconded by Dave Mendicino. **Resolution 2021-67**

8:09 am Mac Bain joins meeting

### 2 Approval of Minutes

A motion to accept the minutes of the previous October 6, 2021 meeting was made by Barry Klus and seconded by Dayna Greco. **Resolution 2021-68**

### 3 Financial Reports

The September 2021 expenses were presented by Sara Gage; expenditures were for security, new cell phone, gift card reimbursements and the Canadore bursary.

The following resolutions were adopted:

Motion to adopt expenses for October 2021; cheques 2108-2115 totaling \$4,296.60 as presented was made by Barry Klus and seconded by Rae Brenne. **Resolution 2021-69**

Motion to accept payments totaling \$750.00 to The Framemaker – cheque 2112 re: gift card reimbursement was made by Barry Klus and seconded by Rae Brenne. **Resolution 2021-70**

Motion to increase credit card transaction limit to \$2000.00 was made by Katie Bevan and seconded by Dave Mendicino. **Resolution 2021-72**

## 4 Committee Reports

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

### Beautification:

Holiday decorators are 3 people from film industry. Starting with greenery this weekend. Red accents will look great. Gateway Signs are scheduled to put up snowflakes. Snowflake repairs: 15 need full replacements. Repairs are happening and we are shifting to warm white lights.

Katie mentions that the Parks Department assisted with planting shrubs in Main West planters. Great team led by Elaine Pepin!

### Safety:

Outcomes from parking/safety meeting with municipality and DTNB – ask about safety protocols.

Katie spoke with Chris Wyness and Bryan Eade from Canadian Association for Mental Health (CAMH) about Healthy Community Ambassador Program (HCAP). Talked about sharing space with security/police; room is available at CAMH. Discussed building the team's diversity – indigenous, nurse, Benji and Cassidy. Coverage area of Downtown and Waterfront. One number to call that will roll over to whomever is working.

Michelle asked if the process can be quicker to provide assistance/needs to individuals. Dave suggests talking to Chris again and Mary Davis about HCAP. Documents wants, etc for municipality.

Bev can coordinate discussion with NB Police Services and CAMH. Community Safety and Well Being Plan has over 70 organizations included.

Barry states that if there are no barriers for HCAP, why can we not see them downtown more? Their funding mandate states that they must visit encampments. How can we help? Budget discussions?

Dave suggests meeting with Chris and Mary first.

Michelle asks about Sword Security status. Barry indicates it is status quo until end of year. Discussed current expenditures on security.

Mac states that there have been positive experiences with Neptune Security through the municipality.

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

Merry and Bright Thursday night are scheduled for 6 weeks starting November 18<sup>th</sup>. Businesses are encouraged to be open from 5-8pm. Radio spots and remotes are booked, along with an influencer and photographer duo for the kick off. Influencer will take over our Instagram page for the evening.

We will share on social media what businesses will be open each week. Santa Glenn is scheduled to attend for 2 nights. Window display competition with participant prizes. Hoping to do additional display in parkette. Downtown online Holiday Shopping Guide. 100 sets of string lights ordered for membership.

## 5 City Councilor's Report

Redesigns for downtown, parking garage; municipal staff are on it. Possible solution for weed control has been brought to council.

## 6 Executive Director's Report

- Documented photos of parking signs on-street and in municipal lots
- Participating in weekly OBIAA calls; very helpful information and discussions from the weekly meet ups
- Membership newsletters went out October 14<sup>th</sup> and 28<sup>th</sup>
- Ongoing website updates
- Ongoing social media posts
- Merry & Bright Thursday Nights: Created [Facebook event](#), added to [Cogeco/Your TV community page](#), City event calendar, Confirmed Santa for November 18<sup>th</sup> and December 9<sup>th</sup>. Also confirmed Santa and Mrs. Claus for the parade on the 21<sup>st</sup>.
- Creation of [Holiday Gift Guide](#) featuring products/offerings from membership
- \$9,900 outstanding in bonus gift cards

### **New to Downtown (14)**

Culture Club

VIP Hydroponics (signage up in 2020, 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

Craig Dellandrea 355/357 Ferguson

VapeLord

Passionate Kisses

One Red Maple

Golden Syria

**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, January 12, 2022 at 8 am.

**10 Adjournment**

Barry Klus moved that the meeting be adjourned, this was seconded by Katie Bevan, and was agreed upon at 9:12 am. **Resolution 2021-71**

---

Michelle Trudeau

Chair, Downtown North Bay

---

Date of Approval