

# Minutes for Downtown North Bay Board of Management

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## January 12, 2022

### Call to Order

A board meeting of Downtown North Bay was held on January 12, 2022 via Zoom. It began at 8:04 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, Rae Brenne, Dayna Greco and Mac Bain. 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 January 12 agenda was made by Katie Bevan and seconded by Barry Klus.

**Resolution 2022-01**

### 2 Approval of Minutes

A motion to accept the minutes of the previous November 3, 2021 meeting was made by Barry Klus and seconded by Brannyn Hale. **Resolution 2022-02**

### 3 Financial Reports

The November and December expenses were presented by Sara Gage; November expenditures were for decorating, snowflake repairs, decorations and security. December expenditures were for payroll, and advertising for Merry & Bright event.

The following resolutions were adopted:

Motion to adopt expenses for November 2021; cheques 2117-2145 totaling \$22,930.12 as presented was made by Brannyn Hale and seconded by Katie Bevan. **Resolution 2022-03**

8:08 am Mac Bain joins meeting

Motion to adopt expenses for December 2021; cheques 2146-2160 totaling \$26,828.13 as presented was made by Barry Klus and seconded by Brannyn Hale. **Resolution 2022-04**

Motion to accept payments totaling \$945.00 to The FARM – cheque 2119 re: gift card reimbursement was made by Barry Klus and seconded by Dave Mendicino. **Resolution 2022-05**

Motion to accept payments totaling \$645.00 to London Underground – cheque 2157 re: gift card reimbursement was made by Rae Brenne and seconded by Mac Bain. **Resolution 2022-06**

There is a possible \$3500 surplus; waiting on final VISA statement and payroll. Separate meeting will be held to discuss committee budgets in depth.

February 11<sup>th</sup> is Sara's budget deadline; a membership meeting to present the budget is necessary.

#### **4 Committee Reports**

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

Beautification:

Loved the community enjoying photos with the sleigh and Christmas tree; very popular in December.

Safety:

The contract with Sword Security is complete. Looking into partnership with municipal security. We have \$20,000 to put toward this partnership.

The next parking/security meeting with municipality is January 27<sup>th</sup>.

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

The sleigh was a great promotional tool. Merry & Bright has the potential to be an event to grow. Community feedback on extended hours was positive; many indicated they would like it to happen more often. Difficult to anticipate in-person events for 2022. Close to \$9000 in outstanding bonus gift cards. Social media – remind the community that Downtown businesses are open. Implement waterfront more into communication. Consideration of additional evening hours during high seasons for the later evening culture. Bring back Gallery Hops/Shop Hops.

#### **DIAC**

60%rejuvenation update meeting anticipated. Multi-use courts will open this summer. All wheel park and playground are in the works for locations near multi-use courts and splash pad.

Membership have concerns about construction on the heels of the pandemic and its impact on business. Promotional Plan is needed to get businesses through construction. Communication is important.

## 5 City Councilor's Report

City budget was passed on January 11<sup>th</sup>. City police are patrolling parking garage daily. Funds kept in budget on annual basis for safety and well-being in Downtown. Seeking matching dollars with DTNB and additional partners \$42,000. Suggestion to meet with CAMH, police and DNSSAB to discuss gaps and opportunities. Community Safety and Well Bring Plan - posting position for planner to coordinate, facilitate and implement broader plan. Consider connecting with NB Museum to co-market and direct community to both destinations.

9:00 am Mac Bain departs meeting

## 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 December 9<sup>th</sup> and 23<sup>rd</sup>
- Ongoing website updates
- Ongoing social media posts
- \$9,325 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 (6)**

Love at First Cut  
Precision Nails  
Wallace Klein  
The Bay Spa  
Wild Arts and Crafts  
Affordables 4 U

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**Leaving Downtown/Closed (5)**

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Next meeting is scheduled for Wednesday, February 2, 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 9:11 am. **Resolution 2022-07**

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Michelle Trudeau

Chair, Downtown North Bay

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Date of Approval