

Minutes for Downtown North Bay Budget Presentation to Membership

February 9, 2022

Call to Order

A budget presentation was made to the membership of Downtown North Bay on February 8, 2022 via Zoom. It began at 6:06pm and was presided over by Chair Michelle Trudeau.

Attendees

Voting members in attendance included Jaymie Lathem from Creative Industries. Additional attendees included Downtown North Bay Board members Rae Brenne and Katie Bevan. Treasurer Sara Gage and Executive Director Amber Livingstone were present as well.

1. Introduction from the Chair, Michelle Trudeau.
Michelle Trudeau welcomed those in attendance and thanked them for their interest.
2. 2022 Budget presentation from treasurer Sara Gage.
Treasurer for Downtown North Bay, Sara Gage discussed the budget process; the DIA is governed under the Municipal Act; aiming to present the budget to council at the February 23, 2022 meeting. Notices will be sent to property owners advising them that they have 60 days to object. Hope to pass the budget by the May 23, 2022 council meeting. The levy will be added to the June 2022 tax bill. There is no increase for 2022; rates have not been raised since 2004.

Sara noted that the tax levy was adjusted by \$975.00. Changes reflect renovations or contested assessments. There were no new assessments in 2021. The management committee has increased their budget, Promotions and Marketing Committee budget has decreased.
3. Beautification & Safety Committee Report from Katie Bevan and/or Barry Klus.
Katie Bevan provided an update from the Beautification & Safety Committee. Focus on snowflake repairs; half were repaired in 2021; committee will pick away at remaining repairs. 2021 holiday décor looked great; decorators were hired from the film industry. The 2021 summer planters looked good. The 2022 flower selection has different plans for shaded streets/sidewalks; the arrangements and types of flowers should look great! Canada Healthy Communities grant of \$71,516 to improve lighting and improve aspects of Main East and West alleyways. Funds must be spent by end of June 2022. Rejuvenation plans are in discussion, and we're excited for small infrastructure changes and electrical updates. Summer banners were added to Oak Street in 2021; looked great and will put them up again for 2022. With regards to

safety, the Healthy Communities Ambassador program (HCAP) has been a great program for Downtown. Excited to see what we can do with our safety budget this year; the municipality is providing \$42,000 in matching funds.

4. Promotions & Marketing Committee Report from Rae Brenne.

Rae Brenne provided an update from the Promotions & Marketing Committee. For 2022 we have outlined budget by the four seasons and Christmas, which includes the Christmas Walk and the Santa Claus Parade. Possible 2022 events are the hopeful return of Bay Block Party, Gallery Shop Hop. Possibility of Science North Great Northern Road Show coming to Downtown. Possibility of late-night shopping opportunities, musical theatre show with a local history. General advertising funds, and Downtown Dollars promotions, Passport program, Shopify fees. Would like to see a self-guided public art tour.

Jaymie Lathem shared that Tourism North Bay has an app that can be used; possibility of future partnership paired with analog info. Perhaps look into OTEMP to have maps funded for adults, and differing ones for children with symbols. Discovery Routes is putting together bicycle tours, and there is a cultural one with some Downtown locations included.

5. Motion to accept the 2022 Budget as presented to the membership.

A motion to accept the 2022 budget as presented to the membership was made by Jaymie Lathem and seconded by Rae Brenne. **Resolution 2022-13**

The meeting ended at 6:34pm.