

Minutes for Downtown North Bay Board of Management

February 2, 2022

Call to Order

A board meeting of Downtown North Bay was held on February 2, 2022 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, Dave Mendicino, Katie Bevan, Brannyn Hale, 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 February 2nd agenda was made by Katie Bevan and seconded by Dave Mendicino. **Resolution 2022-08**

2 Approval of Minutes

A motion to accept the minutes of the previous January 12, 2022 meeting was made by Barry Klus and seconded by Brannyn Hale. **Resolution 2022-09**

3 Financial Reports

The January expenses were presented by Sara Gage; expenditures were for advertising for Merry & Bright event in December, rent and petty cash for gift card reimbursement.

The following resolutions were adopted:

Motion to adopt expenses for January 2022; cheques 2161-2179 totaling \$10,488.02 as presented was made by Brannyn Hale and seconded by Barry Klus. **Resolution 2022-10**

Motion to accept the 2022 operating budget as presented with a potential overage of \$12,000.00 to be taken out of reserves was made by Brannyn Hale and seconded by Dave Mendicino. **Resolution 2022-12**

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 11th 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:

First Committee meeting scheduled for February 22 at 8:15am via Zoom. The tree has been removed; greenery and snowflakes should be removed by mid-February.

Safety:

Parking/security meeting with municipality, NB Police Services (NBPS) and DNSSAB happened January 27th. Healthy Communities Ambassador Program (HCAP) funding ended on December 31, 2021. CAMH is covering funding until February 28th. DNSSAB waiting to hear on funding for this year for HCAP. Sustainable funding is important for HCAP.

NBPS patrolling the parking garage, and are patrolling the Downtown more. Still a gap in overnight security. Downtown has \$20,000 to partner with municipal security. NBPS advised that the majority of calls for Downtown are mental health related as well as anti-social behavior.

Promotions and Marketing report was presented by Rae Brenne.

First committee meeting is scheduled for February 8th at 8am via Zoom.

2022 Budget has been categorized into the four seasons, plus Christmas.

Uncertainty around what events will be possible this year. Connecting with organizations about potential plans. Bringing back the March Break Bundle for winter. Considering late night Wednesdays for spring, along with Science North Great Northern Ontario Roadshow, Five the Dionnes musical premiere and bringing back Gallery Hops/Shop & Hop. Summer may see the return of Bay Block Party; we will connect with NB Real Estate Board (NBREB). Fall is currently open. Christmas events will include the Santa Claus Parade and hopefully the Downtown Walk can happen.

Rejuvenation project must be factored in to potential events for 2022 and 2023.

Katie shares that the Rotary Club of North Bay can assist with volunteers, and to check their website for more information.

DIAC

1. Rejuvenation project – 60% plan. To be discussed shortly within this meeting.

5 City Councilor's Report

1. Safety and Security meeting – previously discussed.

8:53 am Bev Hillier departs meeting

6 2022 Budget

A 2-year plan is needed for a rejuvenation marketing strategy. Need to present the budget to the membership: Tuesday, February 8th at 6pm via Zoom. Email membership Friday – include Chair and Committee Chair summaries and copy of budget.

7 Downtown Rejuvenation

Consideration of using art on railings; could be laser cut. Could put out a call for submissions for this. Brannyn expresses the need for timely communication with regards to the planning of the project. Focus group to be created with the Board and other invitees to keep apprised of plans, and discuss marketing strategy.

Need to communicate information on the project to the membership; led by focus group. More information is needed on timelines. Perhaps use newsletter teasers.

9:07am Dave Mendicino departs meeting

8 Executive Director's Report

- Participating in weekly OBIAA calls; very helpful information and discussions from the weekly meet ups
- Membership newsletters went out January 6th and 20th
- Ongoing website updates
- Ongoing social media posts
- Tweaked the 2022 Dashboard to reflect the changes in the committee budgets
- Joined the Customer Relationship Management (CRM) committee within OBIAA; weekly meetings on Wednesdays
- \$8,575 outstanding in bonus gift cards

New to Downtown (2)

MVM Inc. (Magic Vs Machine)

King of Queens Cannabis Co.

Relocating within Downtown (0)

Leaving Downtown/Closed (0)

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9:23am Brannyn Hale departs meeting

9 Adjournment

Katie Bevan moved that the meeting be adjourned, this was seconded by Dave Mendicino, and was agreed upon at 9:24 am. **Resolution 2022-11**

Michelle Trudeau

Chair, Downtown North Bay

Date of Approval