

Minutes for Downtown North Bay Board of Management

April 6, 2022

Call to Order

A board meeting of Downtown North Bay was held on April 6, 2022 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, Rae Brenne, MacBain 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 April 6th agenda was made by Katie Bevan and seconded by Barry Klus.

Resolution 2022-21

2 Approval of Minutes

A motion to accept the minutes of the previous March 2, 2022 meeting was made by Barry Klus and seconded by Dave Mendicino. **Resolution 2022-22**

8:08 am Dayna Greco joins meeting.

3 Financial Reports

The March expenses were presented by Sara Gage; expenditures were for the credit card and parking.

The following resolution was adopted:

Motion to adopt expenses for March; cheques 2189-2190 totaling \$500.65 as presented was made by Brannyn Hale and seconded by Katie Bevan. **Resolution 2022-23**

8:12 am Mac Bain joins meeting.

Sara has information about the auditors; as a local board under the city, we are required to accept the auditors that the municipality chooses. We will need to compensate for the increase in fees. Sara met with KPMG for a planning meeting. We will need to sign a terms and conditions engagement letter.

4 Committee Reports

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

Safety:

Barry to meet with Ron Melnyk to discuss terms and share how we worked with Sword Security in 2021. Amber will join the meeting.

Dave mentions that the \$42,000 is allocated to the Community Safety & Well-Being budget. He suggests that we invite Brent Kalinowski (CSWBP coordinator) to a meeting in the summer.

Mac suggests that we invite Brent Kalinowski to our security meeting with Ron Melnyk. Perhaps set up a walk about with Brent for the future.

Beautification:

We received an extension for the Healthy Communities grant. Our extension deadline to have purchased materials and spent funds is September 30, 2022. Hoping to collaborate with the redesign. We are focusing on the 2 alleyways, and the parkette. The parking lot is off the table. We need to book a chat with Bev Hillier about necessary permits for alleyway, and festoon lighting near Cheapskates.

Discussion about staircase in the middle of Main West, that needs repair. Bev will look into temporary repairs in advance of rehabilitation project.

Promotions and Marketing report was presented by Rae Brenne.

No updates, as we did not have a committee meeting in March; we have one scheduled for April 12th. Science North event and opening of Farmer's Market happens on the May long weekend.

We are working with EcDev on a redesign campaign for the Little Dig, and investment and attraction strategies. We will be applying for a grant to assist with associated costs.

DIAC

Nothing to report at this time. Expecting to meet in April or May. Revisit of a Board structure review. Michelle suggests that we work together with DIAC to review/amend Board By-Laws.

Boundary expansion update: City in talks with Heritage North Bay, and agreement to operate the museum. Partnerships are important to our organization; we're very interested in collaboration and promoting tourism within the area.

Consider revisiting the mandate/vision at the Board level, then give to DIAC to explore.

5 City Councilor's Report

Be mindful that it is an election year, and to bring items before council by August or sooner if necessary.

Reminder that the \$42,000 from council is now CSWBP funds; need to look within the existing budget; will this help with safety and well-being plan? If so, then some funds may be allocated to safety in Downtown.

Mac advises us that the provincial leader's debate is happening May 10th at the Capitol Centre. Expecting 250 people to attend from FONOM. Also anticipating protestors; NBPS and OPP are aware of expected protest.

6 Executive Director's Report

Working on communication campaign strategy for construction with sub-committee.

Brainstorming investment and attraction strategies, needs for next 3-5 years; will be part of grant application.

Have started member videos to introduce business owners to the community and share their personalities.

Started inventory of items in storage locker.

ONGOING

- Participating in weekly OBIAA calls; very helpful information and discussions from the weekly meet ups
- Committee member and future beta tester for OBIAA Customer Relationship management (CRM) software project
- Membership newsletters went out March 3rd, 17th, and 31st
- Ongoing website updates
- Ongoing social media and Google My Business posts
- Monthly parking and security meetings with Bev Hillier, Bruce Robertson and David Jackowski
- \$8,250 outstanding in bonus gift cards as of March 31st.

New to Downtown (1)

King of Queen's Cannabis

Relocating within Downtown (0)

Leaving Downtown/Closed (2)

Harvey Jewelers

MVM Inc. (Magic Vs Machine)

7 Adjournment

Katie Bevan moved that the meeting be adjourned, this was seconded Rae Brenne, and was agreed upon at 8:58 am. **Resolution 2022-24**

Michelle Trudeau

Chair, Downtown North Bay

Date of Approval