1.0 DBIA Board of Management Agenda

DBIA Board of Management Meeting
Wednesday, April 11, 2024.
Outpost 379, 379 George St., 2nd Floor
5:00 to 7:00 pm

Agenda

Expected attendees: *Michael Cherney, Brad Collyer, Tiffany Arcari, Madeleine Hurrell, Sacha Lai-Svirk, Laura Montague, Nigel Lister, Mark Million, Paul Hurley, Joe Rees, and Neil Hannam*

***Regrets sent**: Alex Bierk*

Staff in attendance: Hillary Flood, Amanda McBain
Recorder: S. Lai-Svirk

Item #	*Time Allotted*	*Subject*	*Attachment*	*Lead*	*Action*
1.0	5:05 pm	Welcome/Land Acknowledgement		L. Montague	
2.0		Approval of the DBIA Board of Management Minutes from March 13, 2024		S. Lai-Svirk	*Moved by: M. Hurrell Seconded by: M. Cherney*
3.0		Approval of the Agenda		S. Lai-Svirk	*Moved by: J. Rees Seconded by: N. Hannam*
4.0		Declaration of Pecuniary Interest /		S. Lai-Svirk	*None*
5.0	40 mins	Community F.I.R.S.T Presentation by Constable Videto		R. Videto	
6.0	10 mins	Staff Reports: 1. Office move 2. CAP Funding 3. Grant Update 4. OBIAA Conference 5. Audit Update + Financial Reports *MOTION: To receive Staff Reports as information* *Moved by: L. Montague* *Seconded by: T. Arcari*	6.1 CAP.Agreement 6.3 MainStreetSubmission 6.5 MarchFinancialReports	H. Flood B. Collyer	
7.0		Liaison Reports:			
8.0		Correspondence:			
9.0		Budget Discussion	9.0 2024Budget.Staff.comments		*Action Item: B. Coyller to set up a committee meeting to discuss*
11.0		In Camera		S. Lai-Svirk	
13.0		New Business		S. Lai-Svirk	
14.0	7:00 pm	Adjournment		S. Lai-Svirk	*Moved by: J. Rees*

DBIA Board of Management Meeting
Wednesday, March 13, 2024.
Outpost 379, 379 George St., 2nd Floor
5:00 to 7:00 pm

Minutes

Expected attendees: *Michael Cherney, Brad Collyer, Tiffany Arcari, Madeleine Hurrell, Sacha Lai-Svirk, and Neil Hannam*

***Regrets sent**: Laura Montague, Nigel Lister, Mark Million, Paul Hurley, Joe Rees and Alex Bierk*

Staff in attendance: Hillary Flood, Amanda McBain
Recorder: S. Lai-Svirk

Item #	*Time Allotted*	*Subject*	*Attachment*	*Lead*	*Action*
1.0	5:13	Welcome/Land Acknowledgement		L. Montague	
2.0		Approval of the DBIA Board of Management Minutes from February 21, 2024		S. Lai-Svirk	M. Hurrell B. Collyer
3.0		Approval of the Agenda		S. Lai-Svirk	M. Cherney T. Arcari
4.0		Declaration of Pecuniary Interest /		S. Lai-Svirk	
5.0	10 mins	Staff Reports: 6. Office Move + Coms Plan 7. Clint's Property Maintenance Contract 8. Grant Update 9. Financial Reports *MOTION: To receive Staff Reports as information* *Moved by: M. Hurrell* *Seconded by: M. Cherney*	5.1 Com's Plan 5.2 Clint Contract 5.4 Financial Reports	H. Flood B. Collyer	
6.0		Liaison Reports:		A. Bierk	
7.0		Correspondence:			
11.0	10 mins	Recruitment Update		S. Lai-Svirk	
13.0		New Business		S. Lai-Svirk	
14.0	5:56	Adjournment		S. Lai-Svirk	N. Hannam

6.1 DBIA Staff Report- Office Move – One Month Out

TO: DBIA Board of Management
FROM: Vibrancy Manager
DATE: Apil 10, 2024
SUBJECT: DBIA Office Move

PURPOSE
To inform the Board of Management on the DBIA's office move efforts to ensure a smooth transition.

RECOMMENDATION
To receive this update as information.

MOVE COMMUNICATIONS
On March 18th DBIA began sharing news with stakeholders, members, and media about our office relocation as part of a coordinated communications plan.

- DBIA staff have informed all DBIA suppliers of our intended move date and new address.
- For the next 3 months (May-July) all DBIA mail will be forwarded to our new office space to ensure DBIA doesn't miss any important mail items.

MOVING LOGISTICS
DBIA staff are currently preparing for the office move with the goal of being fully operational at the Venture North space by May 1st, 2024. Throughout April all staff will be organizing and relocating items from 12:00pm to 4:00pm until April 28. To support this effort, DBIA will hire a casual labourer to assist staff with setup for long term storage in the basement of Venture North at the rate of 18/hr and to help transfer of items including tents and program materials from DBIA to Venture Noth basement. Larger furniture items will be moved on April 24 by a contracted moving company with excess office items donated to Habitat for Humanity.

- Hydro services will terminate April 30
- DBIA's outdoor office sign will be dismantled by Signarama before the end of the month.
- DBIA's phone and Wi-Fi will be installed at the new office on April 25 by Cogeco
- DBIA's new printer will be installed on April 26 by RedX

OFFICE UPGRADES
To enhance the professional atmosphere of the new office, staff plan to repaint the office before moving furniture into the space. Painting work is slated to take place on April 16 through a local painter RTM Quality, who has worked for DBIA in the past. RTM will be painting over 4 walls in the new office that is currently painted lime green. Staff will be sourcing a more calming colour pallet from Charlotte Paint and Wallpaper and anticipates 3 gallons of paint will be needed. Additionally, staff will be acquiring a new compact fridge for the breakroom. DBIA's current fridge will not fit inside the doorway of the new office. This new smaller fridge will be tucked away in the new break room, enabling staff to continue to store drinks and food for board meetings, volunteer events, and daily office use. Further enhancements to the new space, including murals and personalized touches, will be added once new leadership has settled into the space.

Anticipated Moving Expenses: $3,137.00		
Description	**Supplier**	**Expense**
Moving services (estimate)	On The Move	$1200.00
Storage containers	Amazon + Walmart	$195.30
Casual Labour x 5 hrs max	n/a	$100.00
Sign removal	Signarama	$350.00
Office phone setup	Diversified Communications	$200.00
Adress label stickers x 200	Vistaprint	$30.00
Painting services	RTM Quality	$600.00
2 gallons of paint	Charlotte Paint & Wallpaper	$262.50
New compact fridge	Marketplace	$200.00

6.2 DBIA Staff Report- CAP Funding

TO: DBIA Board of Management
FROM: Vibrancy Manager
DATE: April 10, 2024
SUBJECT: CAP Funding

PURPOSE
To inform the Board of Management on DBIA's successful funding application

RECOMMENDATION
Motion to receive this report as information.

ATTACHMENTS: 6.1 CAP.Agreement

COMMUNITY FUTURES CAP FUNDING
DBIA staff were successful in our funding application for Community Futures Peterborough's Community Advancement Program and will receive $4,400 to cover the cost of piloting the new Digital Boro Card.

- 75% of the funding has been disbursed into DBIA's account via EFT
- The final 25% of the funding will be disbursed upon completing our final report on March 31, 2025
- All funds must be spent by January 20, 2025

DBIA staff are currently working with MiConnex our gift card provider to pilot a new digital card and anticipates the program will be active in late spring/early summer.

Project Expenses funded by Community Advancement Program

- Digital Gift Card Licensing: 1,980
- Card Provider Digital Implementation Fee: 650
- Digital Load Fee (2.25 per card load coverage for up to 200 cards): $450
- Marketing/ Website Updates: $1,350

6.3 DBIA Staff Report- Grant Update

TO: DBIA Board of Management
FROM: Vibrancy Manager
DATE: April 10, 2024
SUBJECT: Grant update

PURPOSE
To inform the Board of Management on DBIA's current grant activity for RTO8 Partnership Allocation Program and recent Community Activator submission to My Main Street

RECOMMENDATION
Motion to receive this report as information.

ATTACHEMNTS: 6.3MyMainStreetSubmission

RT08 2024-2025 PARTNERSHIP ALLOCATION
DBIA staff are currently developing a proposal for the RTO8 match-fund Partnership Allocation Program. All projects must be completed by February 17, 2025. The maximum match funding contribution for this program is $14,000. Priority is given to organizations with two or more funding partners.

DBIA staff are actively investigating funding partnerships and has a meeting with the Municipal Urban Planner on April 18 to discuss interest. The application deadline is May 31, 2024

Without a seconding funding partner attached to the project DBIA could utilize matched funds to market downtown Peterborough in out-of-region markets or offset costs for a number of 2024 DBIA projects including:

- theboro.ca website redesign
- Photography/videography
- Murals or wayfinding

MY MAINSTREET GRANT UPDATE

Background

After much consideration, the Municipality decided to not submit a proposal to My MainStreet as a Co-Applicant with DBIA. The decision to back out as Co-Applicant was informed by DBIA's past history and current lack of leadership. Staff at the City felt uncomfortable partnering with DBIA and tethering itself to projects that are outside of their capacity to fulfill.

Based on this decision, both the Municipality and the DBIA submitted applications independent of each other for the My MainStreet Community Activator Program. Some of the projects The Vibrancy Manager initially included in the original grant proposal with the Municipality will be submitted as part of the City's grant application and led internally by City Staff rather than DBIA. The City has included DBIA in their grant as a communications partner to support marketing efforts and the Vibrancy Manager ensured City Staff DBIA will fulfill its role as a partner with the Municipality regardless of DBIA's grant outcome.

New Application Scope

On March 28 DBIA staff have submitted its grant proposal to the My Mainstreet Community Activator Program, seeking $196,710 to rejuvenate downtown Peterborough over a 5-month period. Given that DBIA was applying as a sole applicant, the Vibrancy Manager reworked DBIA's original ReVIBE grant into a larger more ambitious scope, bringing several partners to the project including Peterborough & the Kawarthas Tourism, Peterborough Square, AON Inc., Cherney Properties, Ashburnham Reality, Professional Musicians Union Local 518, Public Energy, Electric City Arts Council, New Canadians Centre, E-Fry Society, Thomas A Stewart Secondary School Integrated Arts Program, Trent Central Student Union and Nogojiwanong Friendship Centre

ReVIBE Budget: $221,807

2 Employees	$46,558.00
Program Expenses	$77,383.00
Labour	$68,673.00
Marketing	$26,193.00

Funding Sources:	
My Main Street:	$196,710.00
DBIA	$20,009.00
PKED	$5,088.00

Staff Resourcing

All proposed activities and expenses must be finalized by December 31, 2024. If successful in our grant application, this non-repayable fund will enable DBIA to employ two additional full-time staff members from May to November.

In order to fulfill the project scope detailed in our proposal, DBIA staff will tentatively resource and coordinate the project to establish a strong foundation for success pending grant approval. This effort will involve:

- Crafting individual work plans for each program
- Drafting job descriptions for two new hires
- Formulating a marketing and communications plan for the project
- Establishing a brand and logo for the project
- Submitting and event application for Quaker Foods City Square

- Creating Memoranda of Understanding (MOUs) for consultants and contractors
- Developing *Call for Artists*
- Provisionally securing talent for June activation

Revised Program Summary
The Boro ReVIBE Project delivers a series of playful recurring downtown activations, over a 5-month period to demonstrate the social value of third spaces. This project reimagines the Boro as a vibrant urban centre that values the arts, social interaction, diversity, and inclusion at the street level. This high impact placemaking initiative challenges local perceptions of the Boro, its users, and the environment around us- illustrating that ordinary spaces have the potential to be extraordinary places.

- **Busk The Boro:** This multi-site, performance-based project features five emerging artists monthly, injecting new energy into the urban core five days a week from June to October.
- **Boro Afterhours Series:** Revives the nighttime experience in the Boro. The Afterhours Series will host 4 free concerts at the Peterborough Square Courtyard from June- September and a summer movie series every Sunday at the new Quaker Foods City Square in July and August.
- **Craft The Boro:** Enriches creative and social health by providing barrier-free access to participatory art culminating into a large public art installation to revitalize chain link fences in the downtown core from June to September.
- **Paint the Boro:** Temporarily transforms vacant storefronts with 5 window mural installations from June- October.
- **Boro Promenade Project**: Revitalizes the Charlotte Mews into a vibrant urban shopping corridor and gathering space.

Project Outcomes
ReVIBE's activation success will be defined by three community outcomes: evidenced social benefit, increased positive perceptions, and increased visitation.
- **Evidenced Social Benefit:** This includes fostering a sense of belonging and cohesion among residents, promoting social interaction and engagement, and encouraging community pride and ownership of public spaces.
- **Increased Positive Perceptions:** Another key goal of ReVIBE is to improve perceptions of the downtown area and its cultural offerings. ReVIBE seeks to change the narrative surrounding the downtown core, shifting negative perceptions towards pride of place.
- **Increased Visitation:** Through engaging events, interactive installations, and compelling cultural programming, ReVIBE seeks to attract residents and tourists alike to explore the downtown core.

After ReVIBE completes its activation work, success will be further defined by the long-term impact of its initiatives.
- **Development of a Sustainable Framework:** ReVIBE's efforts will contribute to the development of a sustainable framework for future placemaking initiatives. By identifying best practices, documenting lessons learned, and establishing protocols for ongoing community engagement and participation, ReVIBE will ensure that its legacy extends beyond the duration of the project, providing a roadmap for future initiatives to follow.
- **Establishing Financial Viability:** ReVIBE seeks to demonstrate the financial viability of public performance and cultural programming within the arts community. By leveraging partnerships, sponsorship opportunities, and revenue-generating activities, ReVIBE aims to show that cultural initiatives in The Boro can be economically sustainable for artists who make their work public.
- **Stewarding Change at the Municipal Level:** ReVIBE's advocacy efforts will aim to effect change at the municipal level, promoting policies and practices that support public space activation and cultural programming through a supportive a supportive policy environment.
- **Elevate our Digital Storytelling:** In partnership with Peterborough & The Kawarthas Tourism, DBIA will capture the essence of our arts-driven revitalization initiative through video. This content will be utilized for future downtown promotion, sponsorship, and to bolster our advocacy for sustained revitalization efforts. Additionally, the video footage will be repurposed into a short documentary film and submitted to local, provincial, and national documentary circuits.

6.4 DBIA Staff Report- OBIAA Conference

TO: DBIA Board of Management
FROM: Vibrancy Manager
DATE: April 10, 2024

SUBJECT: Conference Update

PURPOSE
To inform the Board of Management on DBIA's Conference Activity at OBIAA

RECOMMENDATION
Motion to receive this report as information.

From April 28- May 1, DBIA staff will be in Mississauga Ontario for the Ontario Business Improvement Area Association. Staff are excited for the conference and have strategically selected seminars and workshops based on individual skillsets and job functions to learn new industry standards and strategies.

Amanda's Seminars:
+ Business succession planning: How to support small business transition,
+ Beginners guide to effective funding proposals,
+ Expert tips and tricks for bringing out your inner marketing champion,
+ ChatGBT & AI tools for digital marketing.

Hillary Seminars:
+ Operations and how to save a buck,
+ Evolving role of BIA's in shaping communities,
+ Engaging your main street community,
+ Developing strategies for cultural districts in BIA neighborhoods.

6.5 DBIA Staff Report- Audit + Financial Report

TO: DBIA Board of Management
FROM: Vibrancy Manager
DATE: April 10, 2024
SUBJECT: Audit + March Financial Report

PURPOSE
To inform the Board of Management on DBIA financial activity and audit

RECOMMENDATION
Motion to receive this report as information.

ATTACHMENTS: 6. 5March.Finanacial. Report *Please note: March financial reports will be sent next week before the board meeting.*

FINANCIAL UPDATE
Given the shortened week and recent holiday, DBIA's Bookkeeper will be reconciling March accounts on Tuesday April 9. DBIA staff cannot run financial reports before accounts are reconciled.

2023 AUDIT
DBIA staff have been preparing audit documents for Baker Tilly, our auditor. Baker Tilly has requested audit documents be delivered the week of April 8, and DBIA staff anticipate we will meet this deadline. Baker Tilly is aware of our special budget meeting on May 22, 2024, and have confirmed attendance at our AGM to present.

9.0 2025 Budget Discussion

TO: DBIA Board of Management
FROM: Vibrancy Manager

DATE: April 10, 2024
SUBJECT: 2025 Budget Discussion

PURPOSE
Facilitate budget discussion to inform the Finance Committee's 2025 Budget

RECOMMENDATION
Motion to receive this report as information.

ATTACHMENTS: 9.0 2024BudgetStaffComments

DBIA staff have created a list of budget suggestions for the Board of Management to review. This document is meant to act as a springboard for the Board to visualize budget changes more reflective of our strategic plan. Discussion and recommendations from Board members will be used to inform the final 2025 budget created by the Finance Committee. The final budget will be voted on by the Board during our special budget meeting on May 22.

Note on staff budget excel file: ***2024BudgetStaffComments***

- Two budget columns are detailed one represents our 2024 finalized budget the other details 2025's draft budget created by DBIA Safff.
- Items highlighted in blue represent potential savings/revenue.
- Items highlighted in red represent anticipated expense/ recommended increases.
- Beside the 2025 draft budget column is a notes section for additional context
- Beside the note's column, details where the 2025 budget corelates to our strategic priorities/action plans

Discussion Items

- 2025 is a significant year for DBIA, our streetscape contract ends in March. DBIA has an opportunity to reimagine our approach to streetscape and through this work strengthen our relations with the City of Peterborough. Leadership may want to discuss what that looks like from a budgeting perspective.
- DBIA leadership can also look towards investing in programs that have the potential to generate revenue.
- DBIA leadership may also want to establish a 2025 short term goal and allocate a portion of our budget to actualize a specific project or priority.

Background
DBIA has 5 Strategic Priorities: Financial Sustainability, Governance and Operations Compliance, Membership Engagement and Satisfaction, Strengthening Government Relations, and Investing in Awareness. These priorities inform our Marketing and Communications Plan, Beautification / Public Realm Action Plan (still in development) and a Future Ready Plan. DBIA's budget plays a vital role in operationalizing our strategic priorities and action plans. Without correlation between our budget and our strategic goals, staff are not properly resourced to actualize our strategic vision of downtown Peterborough.

DBIA typically recycles its budget with slight variations from year to year, DBIA is now in a position to reimagine its budget to better reflect our strategic plan. Staff have made suggestions on the existing 2024 budget to intentionally resource our action plans in 2025.

DBIA Current Revenue Sources
DBIA receives $536,950 of its core revenue from:

- BIA Levy $351,500,
- Streetscape Contract $132,950,
- Public Woks Supplement $27,500,

- Shorelines Casino Settlement: $150,000
- Shorelines Casino Sponsorship: $25,000.

The remaining DBIA revenue of $15000 is generated through:
- summer student grants $8000,
- Associate Memberships $2000
- creative outdoor advertising $5000

Areas for Potential Savings/ Revenue
- Reducing or eliminating the streetscape contract
- Increasing Associate Memberships
- Program Revenue
- Setting an annual grant target beyond summer students
- Office cleaning
- Utilities
- Office upgrades + other expenses
- Reducing programming
- Professional development

Areas for Potential Increased Expenses
- Clint's streetscape
- Rent
- Office equipment
- Special projects
- Boro digital gift card
- Software subscriptions
- Holiday Season
- New programming
- Beautification
- Communications
- Marketing
- Smart Citi's Challenge
- Outdoor Decoration