

1.0 DBIA Board Meeting – January 2025 Minutes



DBIA Board Meeting – January 2025

Date: Wednesday January 8, 2025

Location: Howser Boardroom

Time: 5-7pm

Board members: Brad Collyer, Tiffany Arcari, Sacha Lai-Svirk, Joe Rees, Neil Hannam, Michael Cherney, Madeleine Hurrell, Paul Hurley, Nigel Lister, Alexandra Pyle, Shelby Leonard-Watt, Matt Couture, Shannon Mak, Deanna Guttman

Attendees: Tiffany Arcari, Sacha Lai-Svirk, Joe Rees, Neil Hannam, Michael Cherney, Paul Hurley, Nigel Lister, Shelby Leonard-Watt, Matt Couture, Shannon Mak, Deanna Guttman, Brad Collyer

Regrets: Madeleine Hurrell, Alexandra Pyle

Staff in attendance: Nour Mazloun and Connor English

Recorder: Connor English

Meeting called to order at: 5:01

Item #	Subject	Lead	Action
	Welcome Land acknowledgement	S. Lai-Svirk	
	Declaration of Pecuniary Interest none.	S. Lai-Svirk	
1.0	Approval of the Agenda	S. Lai-Svirk	Moved by: J. Rees Seconded by: N. Lister
2.0	Approval of the minutes: November Minutes	S. Lai-Svirk	Moved by: T. Arcari Seconded by: M. Couture
3.0	Presentations: Strategic Planning *Core Values *Live colourfully *people over everything *Celebrate the quirks *be bold, stay fresh *leave a little sparkle	S. Lai-Svirk N. Mazloun	MOTION: To approve the amendments to the strategic plan as presented. Moved by: N. Hannam Seconded: D. Guttman Carried

-The DBIA has regained our focus to Ignite the downtown core. -We are committed to supporting economic growth in our downtown. -Revitalize downtown vibrancy. -Enhance the downtown's beauty. Welcome sign, Holiday lights and other beautification initiatives. -elevate the downtown brand. -strengthen operational excellence strategy to ensure transparent, efficient and collaborative programming. -foster financial resilience - The DBIA will continue to seek funding, Seek sponsorships and leveraging partnerships moving forward. This is the start of something extraordinary! Shift the balance back to the new Strategy plan. *** 2025 Events -Mac and Cheese will be back as a festival on April 26th. The DBIA is committed to keeping it locally focused. -Win this space will be Re-launched. Partnering with Community futures for this project. -Movies at Quaker Square - Partnering with the Library and the city. This will run from July 8th-Aug 12th -Love yourself love the BORO will be hosted on Feb 13th. -Snowfest will be Co-hosted by the city and the DBIA from Feb 15-17th. DBIA will be responsible for SNOWGA in the park. Reoccurring In February the DBIA will host a breakfast with MPP Smith. In March the DBIA will host a breakfast with MP Ferrarie. sidewalk sale will be put on 4 times throughout the summer months Yoga at Quaker Square on Saturdays throughout the summer. halloween in the Boro The tree lighting ceremony will be Hosted by the DBIA and the city and held on December 6th 2025. Supporting events -The DBIA will co-host the Monthly Chamber AM. -The Tiffany show women's day event on March 8th. -The DBIA will support and participate in the St Patrick's day parade on March 16th.		
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	-Municipal sponsorship summit April 1-3 -Small business week - October		
3.0	Executive Director's report -annual campaign went successfully roughly 20k used -Tree lighting ceremony was successful with the launch of BORO merch. Over \$1000 sold. -The DBIA participated at the girls hockey tourney. Having a vendor table at the rink drew attention to what downtown has to offer. -The DBIA will be sharing the new board meeting space with community futures. . - DBIA was unsuccessful in the tourism growth grant, we are currently waiting to hear back from 4 other grants.	N. Mazloun	
4.0	2025 Budget presentation -Once the budget is approved the city will pay DBIA for the remaining 3 months of Clint's maintenance. -More associate membership involvement will create more revenue for DBIA. -DBIA staff will provide the board with a list of associate members but no vote is required for bringing on new members. -VBIA requested to look at amalgamating with the DBIA in a capacity where they can collaborate and be included into the downtown community. -We will be launching new merch and a coffee book to create new revenue. -HOLD on line 6590 RRSP matching (Neil requested in camera excluding staff to discuss at next board meeting) -Prioritize in rebuilding the reserves 2025 onward. - The board wants to look at where to redistribute the \$30k from the Ptbo green team. -Move the security Program line item to beautification/vibrancy. -Create a Window replacement grant for businesses in addition to camera grants.	N. Mazloun	
5.0	Adjournment Next meeting: Feb 12, 2025		<i>Moved by: N. Lister</i> <i>6:36</i>