

1.0 DBIA Board Meeting – February 2025 Minutes



DBIA Board Meeting

Date: February 12, 2025

Location: Howser Boardroom

Time: 5pm

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

Attended: Alexandra Pyle, Nigel Lister, Deanna Guttman, Matt Couture, Joe Rees, Neil Hannam, Michael Cherney, Madeleine Hurrell, Sacha Lai-Svirk, Tiffany Arcari

Regrets: Paul Hurley, Shelby Leonard-Watt, Brad Collyer,

Staff in attendance: Nour Mazloun and Connor English

Recorders: Connor English

Meeting called to order at: 5:03

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: M. Hurrell Seconded by: N. Lister
2.0	Approval of the minutes: January 2025	S. Lai-Svirk	Moved by: M. Couture Seconded by: J. Rees
3.0	Dennis Nephin presenting Rib Fest 2025 -Del Crary park will be the new location. -August 23rd Weekend -Ask DBIA to support event - Daily entertainment sponsor \$5000 -Bring in the Little Piggy campaign for the Downtown.	D. Nephin	

	-Offer VIP bracelets as giveaways or promotions -Raffle Prizes Income? Roughly 4-5 thousand - Sponsor for Hootenany -BBQ table for sponsors \$800 value. Sponsors make \$300. -Local food vendors are available with conditions. -Any local vendor can sell food just limited to not selling RIBS. -Local Vendors are Limited to one of each variety of food. DBIA FEEDBACK: -There is concern about bringing food and drink activities away from the DBIA. -Potential money to bring to the DBIA but not to the Downtown. -It can have value for money. \$5000 in and \$15,000-\$25,000 back. -Weigh the benefits of the money against the support of the businesses. Is risking damaging the reputation of the DBIA to make money. -The DBIA can't stop this event from happening outside of DBIA perimeters. -shuttle from downtown to the Ribfest and back to maximize ties. -Round table with the restaurants to see how this can be done effectively and benefit the businesses. -Hold on the decision making for some time until members have been consulted. -Feeling of a split board vote at the moment.		
4.0	Executive Director's report -The DBIA will be partnering with the chamber to host provincial debate at Market hall. -Chamber AM will continue to be sponsored by the DBIA all year. -Nour will be speaking at How Women Superpower Canada's Economy with Mariam Monseff and other local leaders. -Nour and Michelle toured downtown. Nour introduced her to the new businesses downtown. -Breakfast with MPP Dave Smith is cancelled, until after the Provincial election. -VBIA is willing to give \$25,000 to DBIA to make East City businesses associate members before becoming Full members. They will receive full benefits as associate members before looking at bylaws changing next year. -The 2024 Audit will be April 14th. Preparation for the 2024 audit has started. Moving forward the Audit will be digital from 2025 onward.	N. Mazloum	

	-Nour was asked to sit on the sports and tourism committee with the city. It's a small committee with large local tourism hubs. -		
5.0	Snowflake Lights Update -15 Snowflake lights are broken. -cost of repairing the snowflakes will cost between 7-25 thousand to repair. -Look for sponsors to cover costs in the future. -Look for an eco version to fix if an option is available. -Are there DBIA's that have stock swaps available? - Push this to a later meeting.	<i>N. Mazloun</i>	
6.0	In-camera: Budget 2025 Approve the motion that was made in camera about the RRSP contribution matching. -Defer the budget until the VBIA budget is included. DBIA board would like to see the budget with both.	<i>S. Lai-Svirk</i>	Motion to move into in-camera Moved by: N. Hannam Seconded by: N. Lister Time: Motion to exit in-camera Moved by: J. Rees Seconded by: N. Lister Time: Motion from in-camera: Moved by: B. Collyer Seconded by: N. Hannam
7.0	New Business -Nour will be doing a walk with city staff on infrastructure improvements downtown.	<i>S. Lai-Svirk</i>	
8.0	Adjournment Next meeting: March 12 at 5 pm at the Howser Boardroom	<i>S. Lai-Svirk</i>	<i>Moved by: N. Lester @6:38</i>