

## 1.0 DBIA Board Meeting – January 2026 minutes

---



DBIA Board Meeting – January 2026

Date: January 14, 2026

Location: Howser board room at Venture North

Time: 5:00 pm

**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:** Sacha Lai-Svirk, Deanna Guttman, Joe Rees, Neil Hannam, Nigel Lister, Shannon Mak, Paul Hurley, Tiffany Arcari, Alexandra Pyle, Michael Cherney, Madeleine Hurrell

**Absent:** Brad Collyer

**Staff in attendance:** Nour Mazloun and Connor English

**Recorder:** Connor English

**Meeting called to order at: 5:00**

| Item # | Subject                                                                                                                                                                        | Lead         | Action                                                                                              |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------|
|        | Welcome<br>Land acknowledgement                                                                                                                                                | S. Lai-Svirk |                                                                                                     |
|        | Declaration of Pecuniary Interest<br>None                                                                                                                                      |              |                                                                                                     |
| 1.0    | Approval of the Agenda as amended                                                                                                                                              | S. Lai-Svirk | Moved by: J. Rees<br>Seconded by: N. Lister                                                         |
| 2.0    | Approval of the November 12 and November 28 Minutes:                                                                                                                           | S. Lai-Svirk | Moved by: D. Guttman<br>Seconded by: S. Mak                                                         |
| 3.0    | Approval of Matt Couture's Resignation                                                                                                                                         | S. Lai-Svirk | Moved by: T. Arcari<br>Seconded by: N. Lister                                                       |
| 4.0    | Appointment of new Vice Chair<br>1) Motion to accept N. Lister to stepping down as vice chair<br>2) Motion to elect D. Guttman as the vice chair for the remaining of the term | S. Lai-Svirk | 1) Moved by: M. Hurrell<br>Seconded by: A. Pyle<br>2) Moved by: N. Lister<br>Seconded by: T. Arcari |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                  |  |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|--|
|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                  |  |
| 5.0 | <p>Executive Director's report</p> <ul style="list-style-type: none"> <li>-We welcome Lily to the DBIA team through the Trent Business</li> <li>-We have seen a successful Holiday passport campaign.</li> <li>-We are working with the city to buy new Festive Lights.</li> <li>-Digital gift card has been launched. Holiday sales reflected a good start to the program.</li> <li>-Peterborough police received funding for the NOH8 campaign. DBIA will support the campaign.</li> <li>-The city hosted a round table to discuss waste removal and disposal.</li> <li>-Snow fest will be co hosted by the city and the DBIA Music, Vendors, firepits and entertainment will all be included in the lineup.</li> <li>-We have applied for 3 grants , Exp ontario, canada summer jobs, and opportunity ontario</li> </ul>                                                              | <i>N. Mazloun</i>                |  |
| 6.0 | <p>Marketing Committee Report</p> <ul style="list-style-type: none"> <li>-holiday Passport volume in question about a new redesign and revamp.</li> <li>-Make it as accessible as possible for customers and businesses</li> <li>- Discussion about moving the parade ( formal talk with city and kinsman group in the spring)</li> <li>-Look into alternative activation during the parade time</li> <li>- gift wrapping stations could be tried ( look into how it could be worked with and who could take on this job.)</li> <li>-We need to approach 2026 to best prepare how to discuss the date of the Santa Clause Parade</li> <li>-reach out and stay ahead of the game for the Santa Clause Parade Conversations.</li> </ul>                                                                                                                                                    | <i>N. Lister,<br/>M. Hurrell</i> |  |
| 7.0 | <p>Boundary Expansion Presentation</p> <ul style="list-style-type: none"> <li>- Mayor and Counselors are interested in hearing about the boundary expansion. This is to look at merging the VBIA, south towards del crary park. Include Millennium park.</li> <li>- Phase 1 expands into East city and Millennium park. Include Lions club, Pepsico, Burnham</li> <li>- Mayor brought up Peterborough Square in expansion conversation.</li> <li>-Nour has the contact information for the New owners at the Peterborough Square.</li> <li>-Aim to collaborate and merge instead of takeover and going through Bi-law change</li> <li>-Separate East City and Peterborough Square as merger options to avoid one negatively affecting the other.</li> </ul> <p>Phase 2 Expands to an art gallery and covers Del Crary park and adjacent businesses. Also expanding down charlotte st</p> | <i>N. Mazloun</i>                |  |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------|
|     | <ul style="list-style-type: none"> <li>-Sacha would like to know how much levi this would increase.</li> <li>-DBIA will look into how the levi could be introduced in a gradual way to help with merger.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                            |
| 8.0 | <p>New Business</p> <ul style="list-style-type: none"> <li>-Telus cup is taking place from April 20-26 2026</li> <li>-estimated audience will be more than 500 people to the city as well as national audience for the tournament.</li> <li>-The city has provided two sponsorship options for the DBIA.</li> <li>-Staff will be at full capacity during that week to try and activate against this.</li> <li>- Look into 10-12 businesses to sponsor and set up activation interest.</li> <li>-Could the DBIA help local businesses to cut the cost of sponsorship.</li> <li>-DBIA should wait to see if the price should drop.</li> <li>-DBIA staff will try to convince the City and Hockey Canada to use BORO cards to give spending value to the Support staff.</li> <li>-The DBIA will still be able to contribute to swag bags whether sponsorship is purchased or not.</li> <li>-Choose the businesses who could benefit this best</li> </ul> |  |                            |
| 9.0 | <p>Adjournment: 6:03</p> <p>Next meeting: February 18 at 5pm</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  | <i>Moved by: N. Lister</i> |