DBIA BOARD OF DIRECTORS' MEETING
Date/Time: January 10, 2023, 5:00 pm
Location: Outpost379, 379 George Street North, 2nd Floor, Teams link also provided

OUR MISSION: Continuously improve the experience of all who live, work and visit downtown by creating and championing initiatives that make Peterborough a unique destination and a prosperous centre that supports and celebrates its members and surrounding community.

EXPECTED ATTENDEES:
Alex Bierk, Michael Cherney, Brad Collyer, Neil Hannam, Paul Hurley, Tiffany Arcari Madeleine Hurrell, Sacha Lai-Svirk, Nigel Lister, Mark Million, Laura Montague, Joe Rees

Regrets sent: B. Collyer

STAFF IN ATTENDANCE: Hillary Flood
RECORDER: S. Lai-Svirk

Item #	*Time Allotted*	*Subject*	*Attachment*	*Lead*	*Action*
1.0	*5:04 pm*	Welcome/Land Acknowledgement		S. Lai-Svirk	
2.0		Approval of the DBIA Board of Management Minutes from December 13th, 2023		S. Lai-Svirk	*Moved: J. Rees Seconded: L. Montague*
3.0		Approval of the Agenda		S. Lai-Svirk	*Moved: M. Hurrell Seconded: A. Bierk*
4.0		Declaration of Pecuniary Interest		S. Lai-Svirk	*None*
5.0	20 mins	Reports: 1. Holiday Wrap-up and Progams Outcomes 2. Online Passport Pilot Proposal *THAT The Board to receive as information* *Motion to Receive: this operational update on the DBIA's Hot Chocolate Fest and its 2024 plans to introduce a new digital passport component into the program.* *CARRIED*		H. Flood	*Moved: P. Hurley Seconded: L. Montague*
6.0		Liaison Reports		A. Bierk	
7.0	10 mins	Correspondence: Media Communications		S. Lai-Svirk	
8.0		New Business			

9.0	30 mins	In Camera Session		S. Lai-Svirk N. Hannam	
10.0	*6:45 pm*	Adjournment		S. Lai-Svirk	*Moved:* *L. Montague*

2.0 DBIA Board of Management Minutes

DBIA Board of Management Meeting
Wednesday, December 13, 2023.
Outpost 379, 379 George St., 2nd Floor
5:01 to 6:05 pm

Minutes

In Attendance:
Alex Bierk, Michael Cherney, Brad Collyer, Neil Hannam, Paul Hurley, Tiffany Arcari
Madeleine Hurrell, Sacha Lai-Svirk, Nigel Lister, Laura Montague, Joe Rees

Regrets sent: Mark Million

STAFF IN ATTENDANCE: None
RECORDER: S. Lai-Svirk

Item #	***Time Allotted***	***Subject***	***Attachment***	***Lead***	***Action***
1.0	Start 5:01 pm	Welcome/Land Acknowledgement		S. Lai-Svirk	
2.0		Approval of the DBIA Board of Management Minutes from November 8th, 2023		S. Lai-Svirk	*Moved:* *B. Collyer* *Seconded: M. Hurrell*
3.0		Approval of the Agenda		S. Lai-Svirk	*Moved:* *N. Hannam* *Seconded: M. Hurrell*
4.0		Declaration of Pecuniary Interest		S. Lai-Svirk	*None*
5.0	30 mins	In Camera Session		S. Lai-Svirk N. Hannam	

6.0		Reports: Office update, space and equipment enhancement / *Moved: M. Cherney* *Seconded: N. Hannam* *THAT The Board to receive as information*			
7.0		Liaison Reports		*Alex update*	
8.0		Correspondence a) Community F.I.R.S.T.		S. Lai-Svirk	
9.0		New Business		*J. Reese update*	
10.0	6:05 pm	Adjournment		S. Lai-Svirk	*Moved: P. Hurley*

5.0 Reports

TO: Members of the Board of Management

FROM: Vibrancy Manager, Hillary Flood

MEETING DATE: January 10, 2024

SUBJECT: Holiday Season Program Outcomes

PURPOSE

To update the board on holiday programming impact

RECOMMENDATION

Holiday Window Contest- This year DBIA hosted its longest running iteration of our Holiday Window contest which ran from Nov 20 to December 31. The extended contest period led to community members casting a record-breaking number of votes with nearly 4k ballots cast (3,897). DBIA also noted a 35% increase of views on the voting portal with 11k views throughout the contest period.

Winners of the Holiday Window contest receive a cash prize for the top 3 window displays. The Art School will receive $1,000.00 for ranking 1st place, followed by Lavender Moon in 2nd place for $500.00 and Hi Ho Silver who came in 3rd place-winning $300.00.

Holiday Shopping Passport- DBIA is currently wrapping up this year Holiday Shopping Passport program. By the end of this week, DBIA will have collected all completed passports from 146 participating businesses. Staff have collected and counted 6,527 passports so far which captures $1,305,400 dollars of consumer spending.

Based on the number of returned/unused passports DBIA will be able to hypothesise the full economic impact of the 2023 Holiday Passport season.

Total Spend= (Completed Passports X 200) + ((Consumed Passports / 2) x 100)

This year 30,000 passports have been consumed by holiday shoppers. DBIA uses a formula to calculate and capture the value of passports that were not fully completed. In this formula, we surmise that half of the passport's consumers were not able to fully complete/submit will have collected $100 worth of stamps.

Although we are still collecting passports this early calculation has captured a total holiday spend of $2,805,400.00. Last year DBIA saw $2.3 million in spending. Staff believe that this increase might be influenced more by inflation than an actual increase in downtown patronage/ more robust shopping season.

Motion to Receive: this operational update on the DBIA's winter programming outcomes.

TO: Members of the Board of Management

FROM: Vibrancy Manager, Hillary Flood

MEETING DATE: January 10, 2024

SUBJECT: Hot Chocolate Fest Program update and passport beta test

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PURPOSE

To update the board on the 2024 Hot Chocolate Fest program

RECOMMENDATION

Hot Chocolate Fest: DBIA staff are currently planning a February 1st program rollout for the 2nd annual Ptbo Hot Chocolate Fest. 14 food service businesses have signed up to participate in this year's competition with photo production beginning Jan 15th.

DBIA plans to contract out photography services and social media to help with program delivery. Program support will enable staff to focus on post-event evaluation and reporting. It is recommended that DBIA continue to contract out components of our festival programming as we have in previous years and to fund the support through our programming budget.

New this year, DBIA will be using a digital passport system to reward event participants and give away $25 Boro cards each week during the festival through the passport app.

Its our intention to use the Hot Chocolate Fest rewards/passport app to evaluate a larger program rollout for 2024 Holiday Shopping Passport season. The digital passport will boost DBIA's data collection, and communications with downtown shoppers and digitally capture economic impact of the program with more accuracy than our current capabilities. The program will cost $10.00 per merchant in addition to a monthly $40.00 admin fee.

Program Budget: $5,000	
Photography	$1,000.00

Social media support	$500.00
Print material	$100.00
Trophy	$100.00
Digital passport	$200.00
Voting ap	$200.00
Advertising	$1,500.00
Giveaways	$100.00

Motion to Receive: this operational update on the DBIA's Hot Chocolate Fest and its 2024 plans to introduce a new digital passport component into the program.

8.0 Correspondence

TO: Board of Directors
FROM: S. Lai-Svirk
SUBJECT: Media Communications
DATE: January 10, 2024.

Correspondence:

- Email from Paul Rellinger
- Copied Hillary

Background:
I'm reaching out to ask for a few minutes of your time this morning (Wednesday) to do a short recorded Zoom interview on the search for a new DBIA executive director - where things are at, next steps, etc. We want to get something on air and on our website. Please let me know ASAP if this is do-able, with a specific time, and I'll send you a Zoom link. It should only take about 10 minutes.

Thanks so much, Sacha. I look forward to hearing back from you.

Cheers.

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No motion required.