1.0 DBIA Board Meeting – October Minutes

DBIA Board Meeting – October
Date: October 7, 2026
Location: Everest Boardroom at Venture North
Time: 5:00 pm

Board members: *Deanna Guttman, Brad Collyer, Tiffany Arcari*, *Joe Rees, Michael Cherney, Madeleine Hurrell, Paul Hurley, Nigel Lister, Alexandra Pyle, Shelby Leonard-Watt and Shannon Mak*

Attended:*Deanna Guttman, Joe Rees, Shannon Mak, Tiffany Arcari, Michael Cherney, Madeleine Hurrell, Shelby Leonard-Watt, Nigel Lister*
Guests: Quinn White, Holly Butler
Absent: *Alexandra Pyle, Paul Hurley, Brad Collyer, Neil Hannam*

Staff in attendance: Nour Mazloum and Cassia Piper
Recorders: Cassia Piper
Meeting called to order at: 5:07 pm

Item #	***Subject***	***Lead***	***Action***
	Welcome Land acknowledgement	*D. Guttman*	
	Declaration of Pecuniary Interest	*D. Guttman*	
1.	Approval of the Agenda	*D. Guttman*	*Moved by: J. Rees* *Seconded by: N. Lister*
2.	Approval of the minutes:	*D. Guttman*	*Moved by: M. Cherney* *Seconded by: S. Mak*
3.	Executive Director's report Summer movie nights were a success, with only one event cancelled due to weather. The September Sidewalk Sale was very well received and expanded to include Charlotte Street. The event featured a live band and a fashion show on George Street, contributing to its success. Halloween in the Booro sponsorship has been secured for chocolate and a movie as part of the upcoming Halloween in the Booro event.	*N. Mazloum*	

	A partnership with Trent University has been initiated. Planning is underway for the George Street Market, with a target of accommodating approximately 70–80 vendors. Information regarding City grants has been shared with relevant parties. Monthly updates will be received, in coordination with the City, to support ongoing communication regarding new steps upon purchase of the building. The Brants location has transitioned to a sustainable workspace model. Access will be by invitation only.		
4.	Engagement Committee Report: Events Support Grant Move to accept the recommendation of the Engagement Committee of $5,075 and In Kind.	*J .Rees/ T.Arcari*	*Moved by: T. Arcari* *Seconded by: J. Rees*
5.	Financial Update The Q2 update was discussed. The Q3 update is scheduled for presentation at the October 21 meeting. Sidewalk sales are currently under budget. Cost savings from Mac and Cheese and SnowFest have allowed for additional candy purchases for event programming. Halloween in the Booro is currently over budget. A donation from Starter Company was received in lieu of the Win the Space initiative. Grants and additional support were also noted. The event format will focus on ticketed experiences hosted within participating restaurants rather than closing streets for the event.	*N. Mazloum*	
6.	Environics Report on the downtown Rural Downtown - Eligible for the report discount 2025 visitation data ; 11.1 million visits, separate thru traffic numbers May was the highest month 9% above Main Shoppers; Slow Lane Suburbs, Boomer Bliss, Just Getting by, Value villagers, suburban recliners	*N. Mazloum*	

	Recommendation; Suggestion for weekday shopping; Own weekday lunch, build may-led program, convert nearby postal loyalist, Recruit experience based retail, extend early evening activity, Q2 being the busiest time. *To review with city if patios can be out by mothers day* Line up patios with on street parking limits Specific events adds, event calendars, *A Director Inquired - weekend vs weekday area codes* Taste the Boro late Jan, Feb and March Continue to work with the zoo and canoe museum to push people downtown Media release; breakfast meeting, feed into strategic direction. Opportunity to flip the narrative with media Wins and opportunity for focus Early november member breakfast - invite new mayor, councillors		
7.	Letter from Concerned Businesses Need to respond New website is live Thursday or friday Clerk meeting; information was shared during AGM and Baker-Tilly presented audited report Chair to write a response - helpful to identify yourself if you are a member - address the board; provide website with the information	*D. Guttman*	
8.	In-Camera	*D. Guttman*	Motion to move in-camera Moved by: N. Lister Seconded by: M. Hurrell At 6:32 pm Motion to exit in-camera Moved by: J. Rees Seconded by: M/ Hurrell At 7:09 pm
9.	New Business	*D. Guttman*	
10.	Adjournment Next meeting: October 21, 2026	*D.Guttman*	*Moved by: S. Mak at 7:09 pm*