



## DBIA Meeting Minutes

Date: March 13th, 2025

Called to Order: 5:46 pm at Presqu'ile Waddling Art Center

Those Present: Gina Boyd, Wayne Jefferson, Gerry Drage, Emily Rowley, Dwane Barratt, Melissa Brant, Kathryn Corbett, Kendra Parris, Caylee Close (Admin)

Absent: Caroline Birch, Darlene Lewis

Guests:

### Approval of the Agenda

Motion to approve Agenda, approved by Dwane Barratt

Second by Gina Boyd

**Motion Carried**

Declaration of Pecuniary Interests and the General Nature Thereof - None

- I. Any amendments to minute-None

### Approval of Minutes

Motion to approve, February 14<sup>th</sup>, 2025, AGM minutes by Dwane Barrat

Second by Gina Boyd

**Motion Carried**

### Announcements

Caroline Birch – Currently working on CIP (Community Improvement Program) has some draft copies for review (handed to board), this is for businesses to be used for various improvements. March 24<sup>th</sup> it will be taken to council to have programs approved. Three programs, first redesign the front of their shop can submit for funding 50% up to 3000 design costs, second is updating facade with landscaping e.g. windows, doors that is 50% up to 10,000, the third is new for upgrading community access is 50% up to 5000 e.g. ramps, handrails, and overall better accessibility. Community Accessibility Committee is in support of the program.

Once approved by council to send out documents to the downtown businesses. Re-evaluating the

programs every 2 years, municipality has put aside 60,000 for this year to these programs. Discussed a possible issue as most business downtown don't own their buildings take time to navigate this issue as it arises.

Launching the love local campaign, new Facebook group sent out an invite (Buy Canadian, Buy Ontario) individuals sharing where to buy local products. Another new Facebook group Made in Canada Bought in Brighton can share and promote your products. Caroline has been taking photos with businesses, that sell Canadian products.

Week before Easter week, posters to promote shop local really promoting the shop local campaign. Tote bags love local to be distributed downtown when you spend an amount in stores receive the tote bag, DBIA has contributed to make 1000 bags made and DBIA logo will be on the bag.

#### **President's report – Gina Boyd**

PIN program Prosper in Northumberland is being relaunched in response to the tariffs, Gina was asked to join the committee/taskforce with Robert Day, however Gina is unable to commit herself and has asked the board if anyone is available. Emily offered her time, as well as Kendra. Wayne also inquired the dates to possible attend as well.

Welcomed our new board members.

#### **Treasurer's report – Wayne Jefferson**

Wayne reviewed with the board the final expenditures for 2024, final items in red were not approved previously.

Motion to approve the final 2024 expenditures by Dwane Barrat

Seconded by Melissa Brant

**Motion Carried**

Discussed budget items for the current year, entrance and exit signs to Brighton for Buy Canadian, Shop Local, to go up tomorrow. New Canadian flags to go up on our poles, in vinyl these should last longer. Roughly \$4,000 for the flags, count of about 50 flags. Send out PDF file for the Buy Canadian Shop Local signs for businesses to put in their shops.

Motion to accept the purchase of the Canadian flags at \$4,000 by Dwane Barratt,

Seconded by Melissa Brant,

**Motion Carried**

#### **Correspondence –**

Marketing plan for small businesses workshop from BOQ to be sent out membership.

#### **COMMITTEE REPORTS**

##### **Municipality Report – Emily Rowley**

Emily has joined the BOQ marketing committee. Community Events starting up with Concerts in the Park, Just like Grannies to be there selling treats and Harry's Hots, for June 3<sup>rd</sup>. Canada Day add a little

more patriotism look forward to that. DBIA once again has donated glow sticks for the fireworks. August 16<sup>th</sup> hosting movie in the park, August 8<sup>th</sup> Barns to Beaches, concert and BBQ, promoting new talent, more info to come. Applefest planning is going ahead.

Community Award May 1<sup>st</sup>, regarding volunteers if you would like to nominate anyone send it in.

#### Light up Brighton/Beautify Brighton – Wayne Jefferson

Beautify Brighton – Little Village planning to change up the flowers this year, step away from the Petunias go with something a little more sustainable. Had 12 individuals apply for the summer student this year, Jacob (previous student) applied again.

Music on Main – Gina to speak with Frank soon, Fridays and Saturdays.

#### Economic Development Committee –

Chain hotel most likely to be coming to Brighton, 80 rooms. Retail space as well.  
Long-term care home, 256 rooms will bring more jobs to town.

Government has sent down, approx. \$35 million for new sewage treatment plant, updating our infrastructure.

Applefest applied to Festival & Events Ontario, Applefest was recognized as a top 100 event in Ontario  
Applefest is in line with air show and CNE.

Main St Variety – New owners, acknowledge new owners and wine time. Send flowers  
Council Directive – Brighton Homelessness Taskforce, Wayne offered to attend.

#### New Business

**Code of Conduct** – Passed around a document planning to be adopted by the DBIA as our code of conduct board reviewed, if there was any conflict, or to add any items. No conflicts or additions were made, a revised version to be provided later to be approved.

**Map Printing** – No longer beneficial. Taking the remainder to KOA, Presqu'île or send to membership that would be interested.

#### Roundtable

Put to the Board move meeting out a week, meeting to changed to April 15<sup>th</sup> Tuesday 5:30pm.

Gerry Drage mentioned radio is doing a lot of shop local promoting and still playing national anthem at noon daily.

Motion to adjourn the meeting at 6:56 pm by Wayne Barrat.

**Next Meeting for April 15<sup>th</sup>, 2025 at Presqu'île Waddling Arts Center at 5:45pm**