



## DBIA Meeting Minutes

Date: November 13<sup>th</sup>, 2025

Called to Order: 5:45pm at Presqu'ile Waddling Art Center

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

Absent:

Guests:

Land Acknowledgement – Gina Boyd Chair

### Approval of the Agenda

Motion to approve Agenda by Kendra Parris

Second by Melissa Brant

**Motion Carried**

Declaration of Pecuniary Interests and the General Nature Thereof - None

- I. Any amendments to minutes –

### Approval of Minutes

Motion to approve, October 9<sup>th</sup>, 2025, minutes by Kathryn Corbett

Second by Gina Boyd

**Motion Carried**

### Announcements

#### Caroline Birch

In support of businesses Municipality is looking at how to reach more customers outside of Brighton. They working with a company out of Cobourg, a search engine to ping and linking words to drive traffic to the Municipality web page as well as the DBIA page. It will also give an idea of what kind of traffic is coming to the sites.

Municipality has budgeted for the campaign, asking DBIA to partner/sponsor \$1000.

Love local bag campaign that was held during easter, continuing with the campaign to give out buttons to compliment the tote bags previously given out when a customer purchases above the threshold of 35-40 from a partnering business. Municipality asking DBIA to contribute 500 in support. Campaign to take place 2<sup>nd</sup> week of December buttons will only be available that week to create scarcity. Looking to get 1300 buttons created. Discussed how inclusive it can be for different businesses. Helped previously by having very defined rules or guidelines. Board to contribute another 500 towards engaging food and beverage businesses in the campaign.

Motion to approve 500 \$ contribution to retail stores and 500 to restaurants for Love Local Button campaign and 1000 contribution to search engine data, by Gina Boyd,

Second by Kathryn Corbett,

**Motion Carried**

CIP applications will be coming out mid-January, details on website, push on socials

### Delegations/Presentations

None

### President's report – Gina Boyd

Facebook Group has challenged council regarding an individual who's been living on the steps of the curling rink and stage. Community members have been bringing clothing and food. OPP and Outreach workers have interacted with this individual have done wellness checks, but she has refused help.

Cutting back on hours for washrooms at stage, hoping to deter loitering in the bathrooms. Discussed the need for continuing the free WIFI in Memorial Park.

### Treasurer's report – Wayne Jefferson

Wayne reviewed with the board the most recent financials.

Motion to approve the current Treasury reports by Gina Boyd

Seconded by Kendra Parris

**Motion Carried**

### COMMITTEE REPORTS

#### Municipality Report – Emily Rowley

Speed Cameras are down today, however over 70% of people say it should stay up.

Budget to start this month, November 24 3-5pm public meeting in council chambers, directors will be there for a night of discussion.

Brighton is getting a new logo, will probably roll out next year. Groundbreaking ceremony was done for sewage treatment plant where the lagoon is, to operate in early 2027. Longterm care facility is moving along, haven't heard much more regarding progress on the hotel.

#### Beautify Brighton – Wayne Jefferson

- I. Additional two Waste & Recycle Containers, plus hardware for repairs  
Bins get damaged and broken each year during winter season, proposing to order 4 new 2 blue and 2 black. Approximate cost 4,500\$

Motion to accept the purchase of 4 Waste and Recycle bins at approximately 4500\$ by  
Gina Boyd,  
Seconded by Emily Rowley  
**Motion Carried**

### Light up Brighton –

Happy Harmony to perform

- I. Draw for Tree Sponsors – Before names were pulled it is noted the board discussed guidelines of business entering, to be noted it will and has always been open to all Brighton businesses. Names were drawn from bag by Dwane, Gina announced names, and Wayne held the bag. Stage Trees pulled first in order with placement.

### Stage Trees

Meg Fox - The Tin Roof/ The Rainbow Youth Center (**East Tree**)

Lisa Pederson - Psychotherapy & Healing Hub (**Middle Tree**)

Keli Dingle - The Whistling Duck (**West Tree**)

### Ground Trees

Angela Harrington - Sunny Days (**1 West Tree**)

Jennifer Letz - Switching Gears (**2 West Tree**)

Eric - The Beer Store (**3 Middle Tree**)

Amy McQuaid - Mortgage Architects (**4 East Tree**)

Stephanie Bedard - Presqu'ile Animal Hospital (**5 East Tree**)

- I. New Picture Panels – Being displayed painted by BACC members, structure and frame contributed by DBIA.

### Marketing/Advertising- Caylee Close

All advertising is up to date. Light up Brighton poster created and updating Santa in the Park Poster

### New Business

- The Beacon Silent Auction – Gift certificates contributed by DBIA for local restaurants, (5 x 50.00\$)  
LOLAs, Gables, Vitos, Chicken kingdom, Smokehouse

Motion to support The Beacon silent auction with 250\$ in gift cards for locally owned downtown restaurants by Wayne Jefferson

Second by Kathryn Corbett,

**Motion Carried**

- Potential Upgrades to downtown, the Board led a discussion.
  - I. Sobey's Parking Lot  
Planting trees in part of parking lot
  - II. Memorial Park Lights  
Updating the lights in the park, enhances the downtown park
  - III. Post Office  
New tree in front of the post office

2026 Budget

Consensus from board of no increase in levy for budget. Proceed along with 2025 format.

**Roundtable –**

Starting sign up for annual turkey dinners from Just like Granny's  
AGM suggestion have it at Gables restaurant this year.

Motion to adjourn the meeting at 7:01pm by Gina Boyd.

**Next Meeting for December 11<sup>th</sup>, 2025 at Presqu'ile Waddling Arts Center at 5:45pm**