



DBIA Meeting Minutes

Date: December 11th, 2025

Called to Order: 5:48pm 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 Emily Rowley

Second by Kendra Parris

Motion Carried

Declaration of Pecuniary Interests and the General Nature Thereof - None

- I. Any amendments to minutes –

Approval of Minutes

Motion to approve, November 13th, 2025, minutes amendment to improvements under Beautify Brighton by Gina Boyd

Second by Wayne Jefferson

Motion Carried

Delegations/Presentations Caroline

Still receiving feedback from holiday button campaign, 29 businesses participated, so far response has been good. Holiday restaurants campaign, no initial feedback yet, 8 downtown business participated.

Community Improvement Program starts in January, to send the details and how to apply to Caylee to be distributed.

The New Years Levee is approaching, 3 days of events; from January 8th to January 10th, 2026.

Digital Campaign is ongoing, DBIA map and map of Brighton businesses was sent, about 2-3 months to begin seeing results/data from pings.

The Board expressed its gratitude to Caroline personally and the Economic Dept for the continued and growing partnership with the municipality.

President's report – Gina Boyd

Light up Brighton – received great feedback, another successful event.

Treasurer's report – Wayne Jefferson

Wayne reviewed with the board the most recent financials. Annual donation of 400\$ to Just like Grannys in support of their turkey dinner. Support of 250\$ to the Beacon event. Smithfield School 500\$ xmas support.

Budget levy has remained the same \$52,000 zero increase over 2025. Format the same with some small adjustments in the \$ distribution.

Motion to approve the current Treasury reports by Gerry Drage

Seconded by Gina Boyd

Motion Carried

COMMITTEE REPORTS

Municipality Report – Emily Rowley

Budget by 1st of 2026 below 5% tax increase

Light up Brighton –

Event went well, great feedback. Good support from Smithfield School again.

Marketing/Advertising- Caylee Close

Watershed confirmed for 2026

Board discussed to renew triple banner in the Presqui'le Park Guide 700\$ cost.

Motion to approve 700\$ towards a triple banner in Presqui'le Park Guide by Kendra Parris

Seconded by Emily Rowley

Motion Carried

Economic Development Committee

Nothing to report.

New Business

- AGM 2026
 - Tentatively moving AGM earlier to January 6th

Follow Up

Upgrades – Board discussed, to revisit in the new year.

- Sobey's parking lot
- Memorial Park lights
- Post office
- Memorial Park stage wall sign (Logo)

Roundtable –

Wished everyone Happy Holidays!

Motion to adjourn the meeting at 6:43pm by Dwane Barratt.

Next Meeting for January 8th, 2025 at Presqu'ile Waddling Arts Center at 5:45pm