



Annual General Meeting Meeting Minutes

Date: February 12th, 2026

Called to Order: 6:33 pm The Gables Restaurant

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

Absent:

Guests: Caroline Birch, Mayor Brian Ostrander, Lisa Patterson, Mary McEwan, Kelly McEwan, Joyce Cassin

Land Acknowledgement – Gina Boyd Chair

Approval of the Agenda

Motion to approve Agenda by Dwane Barratt

Second by Melissa Brant

Motion Carried

Declaration of Pecuniary Interests and the General Nature Thereof - None

Welcome 2025 Board and Guest introduction

Municipality – Mayor Brain Ostrander

Mayor Ostrander thanked the DBIA for their great work and continued support.

Caroline Birch provided a 2025 Year in review – Municipality of Brighton and Brighton DBIA.

2025 Year in Review – Municipality of Brighton and Brighton DBIA

- Several different initiatives we collaborated on
- Grateful to have the support of the DBIA for projects both financial and attitude

Love Local Campaign

- April 14th to 19th – created in response to US tariffs threats
- 1000 Love Local bags were distributed to 26 retail-based businesses in Brighton (19 in the DBIA and 7 additional retail-based businesses outside the DBIA)
- Customers qualified for bags after making a purchase of \$30 before HST

- Campaign generated approximately 500 qualifying transactions that took place during the campaign period, with an estimated economic impact of \$62,000

Barns2Beaches

- August 8th in Memorial Park
- DBIA a presenting sponsor
- Supported young performers and provided a community event in Brighton's Downtown core

Community Improvement Plan (CIP)

- Launched expedited 6-week intake period after launching program in the spring
- Two Downtown Brighton businesses were able to take advantage of the program improving accessibility and facades

Holiday ShopPIN' Campaign

- About the Campaign
 - December 8 to 13
 - distributed 1,000 limited-edition Brighton "Shop Local" pins to select retail-based businesses.
 - Offered as a complimentary gift with purchases over \$35 from December 8–13.
 - Each pin included a "thank you for shopping local" message, signed by: Gina Boyd, President of the DBIA and Ben Hagerman, Manager of Economic Development & Communications, Municipality of Brighton
- Goals of the Program
 - Strengthen community engagement with local businesses during the holiday season
 - Incentivize local spending through a value-added promotional item
 - Increase visibility of the "Shop Local" message
- Business Participation
 - Total Participating Businesses: 25, DBIA Member Businesses: 20
- Financial Contribution - \$400
- Results
 - 8 social media posts shared across Municipal channels (Facebook, LinkedIn and Instagram) totaling ~30,000 views
 - Tracked Spending: \$35,000+ in local purchases during the campaign period
 - This figure reflects only the spending that participating businesses were able to track, meaning the total economic impact is likely higher.
 - Strong engagement with the Shop Local brand
 - Strengthened collaboration between the Municipality of Brighton and the DBIA.
 - Reinforced community awareness of the importance of supporting local retailers
- Challenges & Feedback
 - Poor weather conditions during the campaign week resulted in reduced foot traffic for many participating businesses.
 - Businesses reported mixed experiences with the pins; some saw strong engagement, while others noted limited interest or uptake.
 - A few shops indicated that managing the pin distribution process was challenging during the busy holiday season.
- Next Steps
 - Remaining pins will be repurposed for future Shop Local campaigns.
 - Pins may also be used as giveaways to continue promoting the Shop Local message throughout the community.

Holiday Eats & Treats Campaign Overview

- About the Campaign
 - December 1 to January 3
 - Developed to encourage residents and visitors to dine locally throughout the holiday season
 - Participants visited three different Brighton eateries to complete a Holiday Eats & Treats Card
 - Completed cards were entered for a chance to win a \$50 gift card each month in 2026 (total value: \$600)
 - Prize structure required the winner to select gift cards from participating restaurants, ensuring reinvestment into the local economy
- Goals of the Program
 - Increase patronage at Brighton eateries during the holiday season
 - Encourage residents to explore multiple local dining options
 - Reinforce the “dine local” message through a fun, interactive challenge
- Participation Overview
 - Total Participating Restaurants: 13 DBIA Member Restaurants: 8
- DBIA Financial Contribution
 - The DBIA contributed approximately \$580 to support the program
 - \$500 prize contribution – winner selected gift cards from participating restaurants (\$350 of the prize value went directly back into DBIA member businesses)
 - \$79 for half of the printing costs for the Eats & Treats cards
- Campaign Marketing & Advertising Efforts
 - Printed cards distributed to participating restaurants and in high traffic areas around the Municipality
 - Posters and social media graphics distributed to participating businesses to use at their discretion to promote the program
 - 6 social media posts shared across Municipal social media channels (Facebook, LinkedIn, Instagram) that received over 22,000 views
- Results
 - \$885 in tracked spending at participating restaurants, \$400+ of this spending occurred at DBIA member businesses'
 - Strong engagement from both DBIA and non-DBIA restaurants
 - Direct reinvestment of prize funds into the local economy
 - Positive community response to a fun, seasonal dining challenge
 - Reinforced awareness of Brighton's diverse food and beverage offerings

Things to Look Forward to in 2026

Career Fair

- 17 different businesses from across different sectors
- 140 people through
- Leveraged connection with Work in Quinte

Community Improvement Plans open for 2026

- Last year for this specific set of programs, will be re-evaluated based on business needs for 2027

Community Economic Development 101

- March 25th in Colborne
- Ben guest speaking about Brighton's wins
- Registration NOW OPEN – Wayne

Spring Mingle – Date TBD

Delegations/Presentations

None

President's report – Gina Boyd

Thank you to Municipal staff for their support

Music on main well received and planned for 2026.

Summer student July and August street cleaning weeding etc. job posted for 2026.

Hanging baskets and planters performed well this year, with great support from Municipal Parks & Rec .

Replaced old pole hardware for a uniform approach with children's art and flags.

Purchased new Vinyl Canada flags.

Hydro pole electrical receptacles installed by Municipality for an easy uniform installation of the snowflakes.

Light up Brighton well attended- choir, Xmas trees, photo panels and support from Smithfield school.

Municipal staff are doing a good job with the downtown snow clearing this season.

Santa in the park was well attended with support from Smithfield public school.

Recycle pickup with the date change to Monday has been a problem we are trying to address.

Purchased addition waste and recycling containers.

Correspondence – email and messaging received will be brought to the next general meeting and addressed by the full board.

Treasurer's report – Wayne Jefferson

Wayne presented the 2025 actual and 2026 Budget (zero % increase over 2025) Financial reports.

Motion to approve: Dwane Barratt

Second: Kendra Parris

Carried

Election of Board of Directors for 2026

All existing Board members to remain in current positions

President: Gina Boyd, G Boyd Boutique.

Vice-president: Melissa Brant-Dean, Just Like Granny's.

Treasurer: Wayne Jefferson, Willow Lifestyle Boutique

Secretary: Dwane Barratt, Barratt Office Pro.

Appointed Council Rep, Emily Rowley.

Director: Gerry Drage, Oldies Radio.

Director: Kathryn Corbett, Lighthouse Books.

Director: Kendra Parris, Parris & Co. Cafe.

Joining the Board

Director: Joyce Cassin, Royal Heritage Realty (Gina nominated Joyce and accepted).

Director: Mary McEwan, Thompson law (Kendra nominated Mary and accepted).

Open forum

Wayne identified potential projects / upgrades to downtown for consideration.

Sobeys Parking Lot

Trees need maintenance / replacement and garden portion refresh.

Memorial Park Lights

Update the 3 pole lights in the park,

Memorial Park stage

Participate in signage for the stage wall possible Logo application

Post Office – Look at replacing tree and garden refresh in front of the post office

Motion to adjourn the meeting at 7:20pm by Gina Boyd.

Next Meeting February 12th, 2026 at Presqu'ile Waddling Arts Center at 5:45pm