

Downtown Brighton

Downtown Brighton Meeting Minutes

Date: August 10, 2023

Called to Order: 5:49pm at King Edward Community Centre

Those Present: Wayne Jefferson, Gina Boyd, Gerry Drage, Melanie Horner, Emily Rowley, Dwane Barratt

Absent: Sarah Hilwerda, Melissa Brant, Kathryn Corbet, Bobbi Wright

Approval of the Agenda

Motion to approve the August 10th, 2023, Agenda approved by Emily Rowley,
Seconded by Dwane Barratt

Motion Carried

Declaration of Pecuniary Interests and the General Nature Thereof

- I. Any amendments to minute -None

Approval of Minutes

Motion to approve June 8, 2023 & July 13, 2023, meeting minutes by Wayne Jefferson,
Seconded by Melanie Horner

Motion Carried

Announcements

President's report – Gina Boyd

Treasurer's report – Wayne Jefferson

The board reviewed and discussed financial statements actual to date provided by the treasurer.

Motion to approve the presented financials by Gina Boyd,
Seconded by Gerry Drage,

Motion Carried

Correspondence

Great Lakes Waterfront Trail Adventure- Caroline Birch

Great Success, fewer cyclist than expected due to weather but overall good turnout. Many had lunch downtown and took postcards which had many local businesses and links to DBIA site.

Memorial Park Birthday for August 30 brief celebration at 6:15 before music in the park, Dan Buchanan to give a brief history followed by remarks from the Mayor and unveiling of the mural by the BACC.

Wayne represented the DBIA at a touch base meeting with the BACC regarding the mural concept.

BACC – Art in the park was a success, went very well, felt like there was more people downtown for a Saturday. The DBIA is now a member, should be getting some feedback going forward. And looking to growing with them in support and partnership.

COMMITTEE REPORTS

Municipality

Not much to report at this time. Farm tour today throughout the county, summer can be slow for council, less meetings.

Beautify Brighton – Wayne Jefferson

Summer student Ethan is working out great, very happy with his work, very hard worker.

Hanging planters have been removed, flowers are not doing well very early; looking into the possible causes and will report back later.

Marketing/Advertising

Watershed/Grapevine ad designs have been pushed forward to fall due to the deadline, Beacon will be doing a full-page ad again at half price.

Music on Main

Music on Main going well, Ross played for the bike event went very well, began performing at 10am.

Tornado Task Force

Went very well, lots of good feedback/comments. Roughly 250 people through the event, Great effort by the committee and a special thanks to the Brighton digital archives, doing great work.

New Business

Future Construction Impacts

Discussed upcoming construction work, suggested the DBIA as a whole request municipality to have a more detailed and transparent schedule for the community.

Discussed the impact it will have on local businesses; also, health and other essential services the public will need access to, in the areas affected. Initially it will be going across the highway near Ontario st, most of the work will be done on the sides and ditches, this is part 1 of 2 or 3 phases; Prince Edward Street not sure how long it will take as it is a large project; construction is to be starting early spring 2024.

Looking to invite the parties involved (municipality & public works) for a meeting with a list of questions/concerns, suggested a call by the municipality or town hall to hear the possible concerns and reassure the business owners/ public; as well invite outside the dbia; to hopefully mitigate all the coming impacts.

Media- Gerry Drage

Facebook page has been wiped out; everything has been removed from the radio's page, due to the federal government. Social media has become a large part of how the radio station/media gets information to the public, therefore this has had quite an impact. Currently working to redirect the public to their webpage, as well their newsletters, and check out community calendars. The DBIA to assist in working to get the message out as well.

Gina suggested a one pager of recent items going on that can be put in local businesses to update the public on where to get their local news and what is happening.

Announcements

Wish (florist) has had a soft opening – Wed August 9th – (to reach out and provide DBIA member package)

August 24th Oldies is hosting their all-hands-on deck Food Drive, live remote radio throughout the day to be at Sobeys, No Frills and Smileys in Trenton – DBIA to share food bank drive on our social media. Industrial Park – new business yogurt producers (manufacture); groundbreaking to happen next week.

Planning department building starts for July, next to the retirement home 2 more buildings going up, 4 story apartment building and 3 story apartments with store fronts on the bottom.

Follow-up Action List

Make a post to 'stay up to date' with local news for the oldies and other media outlets.
Website traffic numbers – send out an email to board.

Adjournment

Motion to adjourn meeting at 6:46pm by Melanie Horner.

Next Meeting September 14th for 5:45pm at King Edward Community Center