

Downtown Brighton

Downtown Brighton Meeting Minutes

Date: September 14th, 2023

Called to Order: 5:45pm at King Edward Community Centre

Those Present: Wayne Jefferson, Gina Boyd, Gerry Drage, Melanie Horner, Melissa Brant, Emily Rowley, Dwane Barratt, Bobbie Wright, Katherine Corbett

Absent: Sarah Hilwerda

Approval of the Agenda

Motion to approve the September 14th, 2023 Agenda with amendments to Marketing & Advertising as per Gerry Drage presenting approved by Bobbi Wright

Seconded by Melissa Brant

Motion Carried

Declaration of Pecuniary Interests and the General Nature Thereof

Gerry Drage relating to Christmas Advertisements

Approval of Minutes

Motion to approve August 10th, 2023, meeting minutes by Emily Rowley,

Seconded by Melissa Brant

Motion Carried

Announcements

Gerry Drage - Christmas Radio Programming

Gerry provided two documents with proposals to the board for review, Gerry has also provided an annual proposal, that would be ongoing throughout the year. Gerry noted it is possible to change and updates ads quite quickly.

Proposal A first proposal is similar to last year beginning at Remembrance Day. Proposal B would be starting in October in time for Thanksgiving, this gives some more ads before the larger holidays begin; it is roughly 65 commercials between now and Christmas, including the Christmas advertising.

Proposal C is an annual proposal, advertising throughout the whole year during long weekends, any special events and general advertising; with the annual package this would give a discount on the Christmas package.

Gerry also provided the scripts. Discussed some futures ads highlighting the different downtown businesses.

Motion to accept the Proposal B for radio advertising by Gina Boyd,
Seconded by Bobbi Wright,

Motion Carried

President's report – Gina Boyd

Music is winding down. Looking towards Applefest, hoping the wasps wind down before then as there has been an issue, has made municipal aware of the issue.
Saturday 23rd music will be playing.

Treasurer's report – Wayne Jefferson

The board reviewed and discussed financial statements, the actuals to date provided by Wayne. The first page in red is the current month, nothing significant to note at the moment. A little more detail on the 2nd page for the month. At the end of 'movies in the park', DBIA provided snacks and water. The Curling club requested we donate remaining drinks and snacks for their Applefest dance on Saturday. Will have our sign donated by the DBIA present.

Motion to approve the presented August 2023 financials by Melanie Horner
Seconded by Kathryn Corbett

Motion Carried

COMMITTEE REPORTS

Municipality

Applefest is going well, few last-minute items. November the 17th for Santa Claus parade, Light Up Brighton partnership to go ahead as done in previous years. Council to begin looking at the budget for next year.

Applefest parade will not be taking place this year as there are too many safety concerns.

Beautify Brighton & Light up Brighton – Wayne Jefferson

Briefly discussed flowers still looking at the cause, Wayne will be reaching out to other municipalities to see what they do compared to us and how we can learn going forward. Great summer student, student is now working at the arena, however we are able to utilize him if needed.

Update on the streetlamp decorations, we bought 8 snowflakes last year only to find out they could not be installed with an electrical (CSA approval) issue on the poles.

Plan b is to install GFI receptacles for the cost of approx. \$500 per pole, spoke with the electrician possible to do it in time (pushed out to 2024). Roughly \$8000 to do the whole 16, will be a budget item for DBIA / Municipality 2024.

To invite vocalese, carolers, Mayor and Council to the opening of Light Up Brighton 6:00pm parade day. Wayne or Emily to also approach Smithfield school for this year.

Santa in the Park

Looking to set a date, BACC has approached for partnering that day.

The board has tentatively decided on Saturday, December 16th, 2023 10 - 1pm , Gina to confirm with the Santa and reach out to the carolers.

Economic Development- Emily Rowley & Wayne Jefferson

Review of the highlights of this previous year, building permits this year have dropped since last year.

Discussed the 2 apartments buildings going up. Estimated 16 million cost.

Yogi Veggi (yogurt business) has begun building in the industrial park, committee attended the groundbreaking. Talked about the short-term rentals so far 40 have been approved or in compliance, about 80 total.

New Business

Accessibility in the downtown area to be a budget item, council has set for Monday's meeting, recommending making the main street business more accessible.

BACC – Proposal for Christmas Décor in the downtown area, Wayne provided photos. Build (hand painted wooden Christmas characters/designs) and attach to downtown lamp posts or posts to decorate the downtown. They did not request any support, however DBIA to be aware to ensure there isn't any impact on businesses and doesn't impede the snowplows.

Chamber of Commerce meeting coming up – Email was sent out

Adjournment

Motion to adjourn meeting at 6:40 pm by Wayne Jefferson.

Next Meeting October 12th, 2023 for 5:45pm at King Edward Community Center