

Downtown Brighton

DBIA Meeting Minutes

Date: April 11th, 2024

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

Those Present: Wayne Jefferson, Gina Boyd, Emily Rowley, Gerry Drage, Melanie Horner, Melissa Brant

Absent: Sarah Hilwerda, Kathryn Corbett, Bobbi Wright, Dwane Barratt, Caroline Birch

Guests:

Approval of the Agenda

Motion to approve the April 11th, 2024, Agenda approved by Emily Rowley

Seconded by Wayne Jefferson

Motion Carried

Declaration of Pecuniary Interests and the General Nature Thereof - None

- I. Any amendments to minute -None

Approval of Minutes

Motion to approve, March 14th, 2024 meeting minutes with amendment under president report by Melissa Brant

Seconded by Emily Rowley

Motion Carried

Announcements

Municipal of Brighton Staff Change - Robin van de Moosdyk has accepted the permanent, full-time position of Legislative Coordinator (formerly known as Records and Committee Clerk) in our Clerk's Department.

President's report – Gina Boyd

Nothing to report at this time.

Treasurer's report – Wayne Jefferson

Wayne led the board through the current financials, nothing major to note at the moment.

Motion to approve the financials to date by Gerry Drage,

Seconded by Melanie Horner,

Motion Carried

Correspondence

Notice for the *second round* of Public Information Centre #1 for the **Municipality of Brighton Transportation Master Plan _ Send to Membership via Email**

Email from Hisham Younes - Behalf of Emergent BioSolutions, a global life-science company dedicated to fighting public health threats such as the opioid epidemic. Discuss sharing their email with the membership regarding distribute to businesses naloxone.

From Caroline Birch – ‘Just wanted to inform the board, that I’m working on new signage for the Downtown board that also feature the DBIA maps so we can replace the ‘Tis the Season ones!’

Applefest - Gina Boyd – Gina has applied, notice some changes this year; your booth has to be occupied at all times, and cannot be empty to only access your store. However this may become an issue for the standing downtown businesses that are likely to be blocked in, who previously purchase a booth so their store is to be more visible and accessible from the street. The businesses may not have the capacity to occupy their booth at all times, as well the merchandise to fill. If they don't purchase a space then, will their storefront be blocked in by other booths. Inquire about storefronts/entrance being blocked by other vendors, will additional space be given for walk ways to access storefronts; as some do get a walkway where as others don't. Gina will reach out to Caroline.

COMMITTEE REPORTS

Municipality Report – Emily Rowley

Budget is complete. New CAO Elana Arthurs started Monday. Concerts in the Park are fully booked, to begin in June. Canada Day planning is going ahead.

Movies in the Park will not be returning however, it is very early stages it is being discussed instead doing a themed night ex. 50's drive in music, costumes, vintage cars; beginning to work on the logistics.

Light up Brighton/Beautify Brighton – Wayne Jefferson

Summer student has been hired, name is Jacob Worley.

Discussed again doing Brighton themed led lights in the windows, an Apple or Lighthouse in the downtown business windows, also discussed was a large Christmas tree in the park to add to Light up Brighton. Discussed the idea to partner with BACC to design an interactive photo op for families to also set up during Light up Brighton. Also the idea of Wish etc. has offered designing themed doors for the downtown businesses; something to really unify the downtown, DBIA would support. Gina to reach out to Wish etc.

Marketing/Advertising – Melanie Horner

BOQ Marketing – Discussed the BACC and their event Art in the Park August 3rd, Appleroute Studio Tour June 22 & 23rd. Mentioned Northumberland Fine Foods has been bringing more traffic to town. BOQ

marketing will be coming film create reels/content, themes with the local businesses. Maps to be distributed.

New Business

Crossing Guard Shelters – Melissa Brant

Noticed a growing need for huts/shelters our local crossing guards especially in bad weather or the colder months, similar to the huts Trenton has. Brought to the board, the idea of the DBIA to spearhead and/or support the building of shelters for our local Cross guards, working with the municipality, high school and other local organizations. DBIA will approach the Municipality & Public Works to begin discussions.

Announcements

Gerry Drage- Northumberland Spirit Awards BrightonToday.ca website to nominate a business – nomination period, the top 5 in each category will to a vote for the business you want and there will be an event in Cobourg to announce winners. To send to Caylee to distribute to Membership.

Branding Seminar May 1st by RSVP only.

Adjournment

Motion to adjourn meeting at 7:10pm.

Next Meeting May 10th, 2024, for 5:45pm at King Edward Community Center