

# Downtown Brighton

## Downtown Brighton Meeting Minutes

Date: December 12<sup>th</sup>, 2023

Called to Order: 5:48 pm at King Edward Community Centre

Those Present: Wayne Jefferson, Gina Boyd, Melissa Brant, Emily Rowley, Dwane Barratt

Absent: Sarah Hilwerda, Melanie Horner, Caroline Birch, Kathryn Corbett, Gerry Drage, Bobbi Wright

Guests:

### Approval of the Agenda

Motion to approve the December 12<sup>th</sup>, 2023, Agenda approved by Emily Rowley

Seconded by Melissa Brant

**Motion Carried**

### Declaration of Pecuniary Interests and the General Nature Thereof

- I. Any amendments to minute -None

### Approval of Minutes

Motion to approve, November 9<sup>th</sup>, 2023, meeting minutes by Gina Boyd

Seconded by Emily Rowley

**Motion Carried**

### Announcements

Jim Miller's Retirement Celebration on Friday, December 29 from 1 to 4 pm. (see attached invitation for more information) Please RSVP to [bstansel@brighton.ca](mailto:bstansel@brighton.ca), before December 20th, if you plan to attend.

### President's report – Gina Boyd

Discussed upcoming AGM and set a date of February 8<sup>th</sup>, 2024. Gina and Wayne will approach Tracy at Lola's Café to host for a 2<sup>nd</sup> year.

Discussed shop late till eight initiative, how it's been going, not as much uptake as hoped. Discussed the worth this year as well other nearby towns events have gone. Discussed future ways to draw shoppers in and how to have more businesses participate.

### Treasurer's report – Wayne Jefferson

Wayne provided the board with the up-to-date financials, discussed few items with the Municipality, waiting to have a meeting. Discussed public washrooms in Memorial Park, DBIA contribution was set at 2500. Items in red since last meeting are cheques that have been dispersed. The balance reflects we have paid the full amount for the peace sign. Wayne balanced the expenditures to budget with the money coming back from Municipality for their share of the sign as well as any outstanding invoices like Christmas events.

Motion to approve the presented financials by Dwane Barrat,  
Seconded by Melissa Brant,

### **Motion Carried**

### Correspondence

1. Susan Brose is looking for contributions to help publish a book she is working on. She has attached a proposal. Looking for contributions from \$500 to \$1,000 each or more if interested in publishing the book. The Presq'uile book is in detail of the landowners over the years.
  - This has been put to council, to be updated.
2. Jennifer Letz of LETZ Get Creative Vintage Markets at 240 Presq'uile Parkway, Brighton, Ontario and friend, Darlene Lewis, has opened Crafted Creations (Artisan Vendor's Market) at 46 Prince Edward St, unit #3, Brighton, Ontario. Jennifer is renting the large room at the back of Darlene's new business, as a 2nd location for Jennifer's business. She is wondering if LETZ would qualify to be a member due to our new location within the downtown area.
  - If Darlene chooses to support Jennifer as the representative, they can be a guest at our AGM, and can vote to be a board member if they would like. Jennifer can participate as a guest, however there must be one representative for each individual business address that can be the representing member for voting purposes (decided by the business), however all are welcome to attend the meetings.
  - Wayne to follow up.

### COMMITTEE REPORTS

#### Municipality Report – Emily Rowley

No update at the moment, currently part way through budget.

#### Light up Brighton – Wayne Jefferson

The week after new year's for tear down, January 2<sup>nd</sup> to 7<sup>th</sup>. Peace and Joy sign looked great, very good response. Peace sign will be moved to on the stage for some time after.

#### Santa in the Park – Wayne Jefferson & Emily Rowley

Set for this weekend, Santa is ready, he has his suit, a gift card has also been given to Santa. Ralph De Jonge has been doing the setup of the music for Thursdays 'shop late till eight' will be given a gift card. A donation will be made towards the Smithfield playground project for their support of Light up Brighton and Santa in the park.

#### Marketing/Advertising

Melanie and Christine are working on small tweaks for advertising, to create more of a branded image, geared towards the Beacon, to be rotated seasonally.

Beacon ad will be new for 2024, it is full page again; an updated board photo taken at the AGM for the Spring ad, full page to continue to be an infographic, continuing to inform the community on what the DBIA is and does.

#### Economic Development Committee

Last meeting went well, a lot done this year. Lots going on industrial park, the yogurt business has broken ground. A builder (name unknown) has bought lots 1 or 2.

#### New Business

Discussed DBIA contribution to Just like Granny's Christmas Dinner project, last year we gifted 250\$ this year looking to raise to 300\$

Motion to approve the gift of 300\$ to Just Like Granny's for their Christmas dinner by Gina Boyd,  
Seconded by Emily Rowley,

**Motion Carried.**

Municipality's social media is set to have 200, 000 new visits this year.

BOQ New Website being launched, new video on their website please go check out, doing great work for the area and us as well. Newer initiatives for attracting the film industry, partnering with Loyalist College, to create a package to be given when there is interest shown, will be incorporated under BOQ.

#### Questions/Announcements

#### Adjournment

Motion to adjourn meeting at 6:51pm by Gina Boyd.

**Next Meeting January 11<sup>th</sup> for 5:45pm at King Edward Community Center**