

Downtown Brighton

DBIA Meeting Minutes

Date: March 14th, 2024

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

Those Present: Wayne Jefferson, Gina Boyd, Dwane Barratt, Gerry Drage, Melanie Horner, Melissa Brant

Absent: Sarah Hilwerda, Emily Rowley, Kathryn Corbett, Bobbi Wright, Caroline Birch

Guests:

Approval of the Agenda

Motion to approve the March 14th, 2024, Agenda approved by Gina Boyd,
Seconded by Melanie Horner

Motion Carried

Declaration of Pecuniary Interests and the General Nature Thereof - None

- I. Any amendments to minute -None

Approval of Minutes

Motion to approve, February 8th, 2024, AGM meeting minutes by Dwane Barratt
Seconded by Melissa Brant

Motion Carried

Announcements

Still working on the garbage issue, spoke to landlord of the Barratt building and spoke to Miranda from Northumberland County Illegal Dumping, she did send someone to pick up '35# address' main st

Correspondence

New CAO - Elana Arthurs has been hired as Chief Administrative Officer for the Municipality. Elana assumes the role effective April 8th.

Nicole Vreeswyk- Chair of Municipality of Brighton's Accessibility Advisory Committee. Reached out regarding an event they are organizing to celebrate accessibility in our community and raise awareness. National Accessibility Awareness week is May 26 to June 1, 2024. Our committee is planning on having an event downtown from 11-1pm on Friday May 31 and plan to invite Council, Municipal Directors and

the public to take part in various activities, including going on a mission while trying out mobility devices and/or simulating a disability.

Earth Day Event - Earth Day in Brighton, scheduled for Monday, April 22, from noon to 2:00 pm in Memorial Park.

BECN – Business & Entrepreneurship Center Northumberland – Solar Eclipse April 8th, 2024 infographic send to members – asked to reach out to Caroline to assist Municipality with anything planned or needed.

President's report – Gina Boyd

Still working on Garbage issue, spoke to landlord of Barratt Office Pro building and as well spoke to ~~Miranda~~ Rosslyn from Northumberland illegal dumping, who did send someone to pick up. After AGM, the area of discussion was cleaned up, and street sweeping was done. The Bargain shop has been having issues as well with their garbage bin, residents have been dumping in the bin, a lock was put on the bin, though residents are now dumping garbage around the bin.

To note the AGM went excellent, great food and atmosphere; again, thank you to Lola's Café for hosting us.

Treasurer's report – Wayne Jefferson

Wayne led the board through the financial to date, 2 reports. 2023 - the final invoice (2022 Audit) for the year received, current balance of \$13000, with the HST rebate of \$4000 to follow, ended with approx. reserve balance of \$17,000
2024 – report presented thru Mid-March little activity to date.

Motion to approve the final 2023 financials by Gerry Drage,
Seconded by Gina Boyd,

Motion Carried

Again, considered downtown stores in the DBIA having themed lights, for example lit up apples or lighthouses, it's extra light (it can get dark especially winter the months) and to unify the DBIA members with continuity/branding through downtown.

COMMITTEE REPORTS

Municipality Report – Emily Rowley Wayne Jefferson

Applefest 50th anniversary – Big Event the DBIA to support
Applefest banners will be displayed this year (vs school art) showing historical pictures.

Community Events, Canada Day – reached out the DBIA to give support, will be distributing glow sticks. Movie in the Park will not be continuing this year, as last year there was not enough attendance. Music in the park will continue this year.

Light up Brighton/Beautify Brighton – Wayne Jefferson

Summer Student Interviews have taken place recently- Ethan, our previous student did interview has been working in the arena, and co-oping another area; where he will be returning. Therefore 2 other

candidates/students were interviewed, all went very well. Should have a good placement soon.

3 Planters in front of stage, in the park to add color. Spoke to Vicki new manager, put some river rock, and DBIA to purchase planters would be permanent rough cost is 2200. Idea to add a carved stone or signs donated by DBIA.

Discussed seasonal decorations for the back of the stage to dress it up and go with planters (to be removed easily).

Motion to approve to budget 2500 towards planters for memorial park stage by Wayne Jefferson,
Seconded by Gina Boyd,

Motion Carried

Peace Sign – discussed leaving on stage or removing. Decided to remove, leave plugged in until removed. Parks & Recreation is responsible for the removal and storage.

Marketing/Advertising – Melanie

Revisited the brief discussion held after the AGM, for designs of the adverts Christine created.

Melanie has made a schedule for the year, and with Christine has completed the spring advert for Watershed, Grapevine and Beacon. Discussed our branding, it has been decided going forward to use the Mainstreet buildings drawn design; to begin to be recognized easily.

Discussed featuring a product from members businesses on our seasonal adverts, as a rotation. 2 maybe 3 for the summer advert so each business can feature their product, previously been stock photos. Some Board members expressed concern for possible pushback as this has been done before, to ensure that there is no names or logos, and specify to be rotational.

To email the membership, offering members to send a photo of product/service if interested. Again, will ensure no logos or names are in the product/service photos.

Discussed Christine's first invoice, if the board wanted to continue.

Motion to continue with Christine to design advertising until Summer by Gina Boyd,
Seconded by Melanie Horner,

Motion Carried

Bay of Quinte – Melanie to attend a meeting regarding how they can support DBIA and its associated events.

Adjournment

Motion to adjourn meeting at 6:45pm.

Next Meeting April 11th, 2024, for 5:45pm at King Edward Community Center