

Downtown Brighton

Downtown Brighton Meeting Minutes

Date: November 9th, 2023

Called to Order: At 5:47pm at King Edward Community Centre

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

Absent: Sarah Hilwerda

Guests: Caroline Birch

Approval of the Agenda

Motion to approve the November 9th, 2023, Agenda approved by Melanie Horner,
Seconded by Bobbie Wright,

Motion Carried

Declaration of Pecuniary Interests and the General Nature Thereof

- I. Any amendments to minute -None

Holiday Promotions – Caroline Birch

Approval of Minutes

Motion to approve the September 14th, 2023, meeting minutes by Dwane Barratt,
Seconded by Melanie Horner,

Motion Carried

Announcements

Emily Drage – Decorating Tim Horton's smile cookies next Tuesday half of proceeds going to the Brighton Food Bank, important to support the food bank at this time as noticing an increase in needing their services.

Delegations/Presentations

Melanie has offered to take on the advertising for all magazines for the DBIA,
Discussed a schedule and calendar going forward, and to have a further discussion on the direction of advertising and branding.

Holiday Promotions Caroline Birch

Applefest went very well, Caroline thanked all the help and noted the success of the event. Planning has begun for next years Applefest, it is the 50th anniversary of Applefest, discussion of a collab with Brighton digital archives for 50 different banners of photos from 1974 to 2023, as well making sure to begin advertising earlier in the year/summer. Brian Todd is set to do the banners, more of an update to come for the community and to have their input as well; we want to showcase everyone's perspective.

Mural for the Memorial Park Mural has been installed, working on making a plaque for what each letter depicts in the mural; looking at a Spring install.

Shopping Local, working on a few different angles, Ben making a package/script for radio, gift local guides, all businesses will be included, 'makers' or artisans' that don't have physical store can still join in. Working on different local individual 30 sec clips to shop local in Brighton (to share)

Seasonal sign – working on getting out new designs with 15 different business highlighted (back-to-back with dbia map)

Amber Shock -staging big Christmas displays Caroline sent to BACC, but possibly work with the DBIA.

President's report – Gina Boyd

Discussed shop late till eight initiative, businesses joining

Treasurer's report – Wayne Jefferson

Led the board through the financials up to date, paid for peace sign with 5000\$ set to come back.

Motion to approve the financials actuals to date by Gina Boyd,

Seconded by Melanie Horner,

Motion Carried

Discussed DBIA 2024 budget and commitments.

Has been presented to council as they are currently working on their budget, will put the budget to the full membership at the AGM.

Lingering issues of receptacles for light poles Snowflakes. Board discussed the possible increase of cost for 2024.

Correspondence

Email from Aceis Group regarding the WSIB's Health & Safety Excellence program for our members.

COMMITTEE REPORTS

Municipality Report – Emily Rowley

Currently working on budget, Holiday train is coming the 28th Tuesday same 11-1pm.

Challenge/Initiative for council to keep Christmas shopping local.

Light Up Brighton – Wayne Jefferson

Carolers for November 17th for Light up Brighton, and December 2nd & 16th 11-1pm

November 12th – 17th to install trees, 5 trees have been confirmed. Sunday to begin set up stage trees

and Monday ground trees to be installed.

Santa in the park is set for December 16th, to added to radio ads.

Marketing/Advertising – Gerry Drage

Reviewed with board proposed radio ad scripts for the upcoming holiday season.

Next week, a radio ad for Light Up Brighton. Discussed for the future having the radio station vehicle attend for events to play music and report live during the event.

New Business

Nov 16th to Christmas 'shop late till 8' Thursdays, every Thursday till Christmas, send out to the membership if other businesses want to join, as many as we can. Businesses can participate in whichever Thursday evenings they are available to.

Every Thursday each business will have its own incentive up to the individual businesses.

Before Tuesday, Bobbi to create a post or video and will post to our social media and add to radio ads as well. Share to membership.

Future item possible having speakers on the street for downtown core, for events like this.

Discussed having music from the stage speakers.

Something to work on for future years, with more members having more business, as well discussed doing prize/basket; just starting this year though has opportunity to grow. Emily to connect with Jim for music from the stage.

Follow-up Action List

Shop late till Eight – social media post

Questions/Announcements

Recognize Presquille Animal Hospital has won a best in-service business award.

Adjournment

Motion to adjourn meeting at 6:47pm by Melanie Horner.

Next Meeting Tuesday December 12th for 5:45pm at King Edward Community Center