

Trenton DBIA – Agenda: Board of Management Meeting

Trenton DBIA Office: 6 Dundas St. W. Trenton Ontario

Wednesday, October 24, 2024 @ 5:30pm



Agenda

1. Welcome and Call to Order:
2. Roll Call:
 - Present:
 - Absent:
 - Public:
3. Declarations of conflict of interest:
4. Approval of Agenda:
5. Approval of Minutes: [09-17-2024 Board Meeting Minutes](#)
6. In Camera: 5:30pm to 6:15pm
7. Public Meeting 6:15pm to 7:00pm
 - Board Vacancies: Discussion on filling vacant board seats.
 - 2025 Budget: Overview and planning for the 2025 budget.
 - Strategic Planning Timeline: An update on the strategic planning survey sent out in early September, which has only received five responses to date.
 - Human Resources: Discussion on HR-related matters, including potential outsourcing.
 - Membership Budget Meeting: Set a date for the meeting to discuss the 2025 budget with the membership.
 - Employee Contract: Review the employee contract prepared by the lawyer.
 - Office Operations Modernization: Discuss bringing office operations up to current standards with tools such as MailChimp, SurveyMonkey, Scheduling Software (e.g., Schedulista), and Google Docs training.

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-Facebook Page: Proposal to either close the private Facebook page, as it is no longer effectively serving its original purpose of facilitating communication between the DBIA office and its members, or to establish clear policies and procedures for its continued use.

-Governance Training: Arrange governance training for board members with Kay Mathew's head of OBIAA. Quote received

Estimate of Session: (time of day may impact costs) · Governance Session (virtually or in person) - \$525 (member), \$785 (non-member) · Estimated Mileage – TBD upon request · Estimated Costs - TBD upon request · Accommodations, if required - TBD upon request (this can also be booked by the Municipality with their government rate.

-Policies and Procedures: Updates to the organization's policies and procedures with Patty Hays Quote received

\$950.00 + HST \$1550.00 + HST for an in-person visit

8. Treasures Report: [August 2024.pdf \(downtowntrenton.ca\)](#)

9. ED Report:

-CEED Grant: The CEED grant application was not approved. A copy of the grant proposal can be accessed at the DBIA office.

-Laptop Warranty Follow-Up from August meeting: The laptop warranty includes a 1-year manufacturer's warranty for parts and a 2-year labor warranty. The labor warranty does not cover damage -caused by the user (e.g., viruses).

-Mural Self-Guided Walk: The mural self-guided walk has been completed and is now available on the DBIA website.

-A consistent communication format to the membership should be implemented, ensuring that updates are sent out in a single, unified manner, rather than through multiple channels.

-Festival on the Bay (FOB) Follow-Up: 80% of vendor spaces were filled. However, the following DBIA members did not participate in the event despite initially confirming: Trenton Massage and ---- Lymphedema Clinic, Chef Box, and HD Rolf. Additionally, the outside vendors Color Me, Circle T BBQ, and Sip and Saddle were no-shows.

Feedback from DBIA members participating in the Festival
8 returned surveys with members 28 participating

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How would you rate your overall experience at the event from 1 to 10? 8 – 3 members
10 – 4 members

How would you rate the variety of different vendors from 1 to 10?

8- 4members 10 -3 members

Were your sales better than last year?

No -2 members Yes -4members

Do you think attendees from Thursday would come on a Friday or Saturday if the event was only 2 days?

Yes - 3 members' Not Sure -3 members

Would you attend the event if it was only Friday and Saturday?

Yes 5 members No 1 member

-Feedback from Ladies Night

Was the event profitable for you?

Yes 7 No 1

Did you experience a higher volume of customers compared to last fall's event?

Yes 2 No 3 Same as last year 2

If you answered no to the above do you believe the lower attendance might be due to the current economic situation affecting people spending.

Yes 3 No 1

Do you feel you saw new faces at the event?

Yes 7 No 1

Did you receive any direct feedback from customers about the event if so please comment?

- Feedback was good people like a night out!
- They saw the deals that we were offering on the posters advertised.
- Lots of good feedback about the event from customers
- Yes a lot of people who came in were different from other events, and a lot felt it was a fun night
- Everyone was having a good time and was speaking positively about what we do. We did get a comment from one group that their friends do it every year and look forward to it.

At this event, we used a QR code in place of printed handouts to reduce costs and promote environmental sustainability. If you received any feedback from participants about this change, please feel free to share."

- It might FEEL like everybody has a cell phone, but that's just not the case-Riverside's personal opinion not an event participant.

Additional comments

- All in all, it was a great evening! Well organized and well attended.
- Many customers were having so much fun and loved checking out all the local businesses!

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- I did have a few people say they had not heard about the event, not sure how they ended up at the event, I simply was too busy to ask
- It seemed like there were more people at the DBIA office than in my store. I had 5 visitors in total. Five. I might have hoped for something like 25 or 30. For such an event I'm most interested simply in awareness that we exist, so foot traffic – to collect points, or clues to solve a mystery, or bingo squares, or whatever is good, whether they actually buy anything or not is sort of immaterial. At least now they know we exist. Your efforts are appreciated! Riverside
- We feel this is a positive event for the downtown and the time of year is an off season, which is good. Keep up the good work!

-Downtown Flower Baskets/Planters: Following the return of students to school in early September, the City experiences a shortage of staff, which affects the regular watering of the flowers. The DBIA allocates over \$42,000 annually for summer and winter baskets and planters. The DBIA would like to propose that the City designate a seasonal staff member for the month of September to ensure the continued maintenance and longevity of the flower baskets.

-Revamped Christmas Event: The events committee requested the Save Like Scrooge Event be rebranded to a National Lampoons Christmas theme. Feedback from last Christmas indicated a new event to be created. When the board approved the Christmas budget, it was for a Christmas event, but not specifically for the Save Like Scrooge event. Here is what the DBIA office has sent out to the members to participate:

Griswold Christmas Craze: Lights, Laughter & Shopping in downtown Trenton

This holiday season, join us for a shopping event packed with fun, laughter, and all the chaos of National Lampoon's Christmas Vacation! The "Griswold Christmas Craze" is coming to downtown Trenton on November 28th and it's your chance to experience the magic and madness of the iconic holiday film.

1. Shopping Specials:

2. Cousin Eddie Discount: Participating retailers can offer a "Cousin Eddie" special, where shoppers who show up in holiday-themed or Christmas Vacation inspired attire get a 10-20% discount on select items.

3. Costume Contest:

Encourage shoppers to dress up as their favorite National Lampoon characters! Host a costume contest with awards like "Best Clark Griswold," "Best Cousin Eddie," and "Best Squirrel." The contest winner gets a prize, such as DBIA Gift Card gift card

4. Griswold Family Christmas Tree Challenge:

Partner with local tree farms or businesses and host a "Griswold Family Christmas Tree" event, where shoppers can purchase trees or ornaments. People who buy a tree can get a special shopping coupon to use in town. We could have a local tree farm sell trees that night behind the DBIA office.

5. Margarita & Moose Mug Station:

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Create a mocktail station where shoppers can get a non-alcoholic margarita in the iconic moose mugs (reusable souvenir cups). This station can be set up outside or inside a participating business, adding a fun way to keep the Griswold spirit alive while they shop.

6. Christmas Chaos Photo Booth:

Set up a photo booth with iconic Christmas Vacation scenes. Think the Griswold family RV, Cousin Eddie's infamous bathrobe outfit, or the chaotic Christmas tree scene. Shoppers can snap their photos and share on social media using a custom event hashtag like #DowntownTrentonChristmasChaos. I would have to find a photo booth or set up a back drop in the office.

Holiday Karaoke: A station where families and shoppers can belt out Christmas songs.

Bonus points if they sing songs from the National Lampoon's Christmas Vacation soundtrack!

Promotion & Marketing Ideas:

- Themed Posters and Flyers: Use images and quotes from Christmas Vacation to create a fun, lighthearted promotional campaign.
- Social Media Contest: Encourage followers to post their best Christmas Vacation-themed selfies while shopping, using a designated hashtag. Offer prizes for the best posts.
- Local Radio Ads: Play clips from the movie and invite people to experience the "Griswold Christmas Shopping Extravaganza." Extra Funding would be have to be voted on
- Collaboration with Local Businesses: Partner with restaurants to offer Christmas Vacation-themed food and drink specials for the weekend.

- Wagon Rides: Blain Way has been contracted to provide the Christmas wagon rides for downtown, a tradition the DBIA has maintained with Blain for over 20 years. The rides are scheduled to take place from December 15th to December 23rd, from 5:30 PM to 8:00 PM. I have reached out to Santa, Aiden Break, but due to health issues he cannot participate this year. We will have to find someone to accompany Blain. Additionally, Bill Johns has been contacted to coordinate the donation of a portable restroom. As in previous years, the wagon rides will run out of Market Square.

- Annette: total Lieu days

-Lisa; Holiday days 15 working days left (3 weeks) Personal 0, Sick 3 , Lieu 0

10. New Business / Public Input :

Adam Bridge- Follow up to my complaints about Lisa

11. Adjournment:

12. Next: Board Meeting: