

# Trenton DBIA – Agenda: Board of Management Meeting

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

Monday, January 13, 2025 @ 5:00pm-In Camera – 6:00pm-Public



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## Agenda

### 1. In Camera (5:00pm)

- personal matters about an identifiable individual, including municipal or local board employees

### 2. Welcome and Call to Order

Time:

### 3. Roll Call

Present:

Absent:

Public:

### 4. Declarations of conflict of interest

- 

### 5. Approval Of Agenda

Motion:

Seconded:

Carried

### 6. Approval Of Minutes (from previous meeting)

Motion:

Seconded:

Carried

### 7. Business Arising Out Of The Minutes

Action:

- Letter from 02 Oxygen Bar confirming Krystal remains a business representative

Follow up:

- Letter has been received

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Action:

- Zack will follow up with the City to clarify why the DBIA is responsible for covering the costs of flowers and across the bridge is not.

Follow up:

Action:

- Lisa will meet with Jacklyn Grimmon to collaboratively draft policies outlining the use of the DBIA closed-door page for both membership and office purposes.

Follow up:

- A meeting has been set for January 15<sup>th</sup> 2025

Action:

- The board decided that Lisa will obtain quotes for hiring a professional to develop the Strategic Plan.

Follow up:

- A request for strategic planning proposals has been sent to five businesses, with a response deadline set for January 9th. Additional information regarding STRAT quotes will be provided at the board meeting.

Action:

- A follow-up will be conducted with BOQ and the City of Quinte West regarding their potential involvement in hosting some of the Friday Night Concerts in the Park.

Follow up:

- Hey Lisa, I hope you're having a good week so far.

I know you've got many new folks on your Board, so they don't know that the purpose of the funding that comes from BOQ is to create new marketing/events or enhance existing marketing/events by giving new direction.

We aren't in a position to fund existing budget items like this.

In January when we meet to brainstorm and plan for 2025, we can chat more if needed. I'm also happy to speak with your Board at any time.

Talk soon,  
Dug

- A similar request was sent to the City of Quinte west with a follow up phone call from Rebecca Cotter requesting additional information to take back to her team.

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Action:

- Lisa will follow up to determine the remaining contract duration for the flower services.

Follow up:

- Contract ends end of 2026

Action:

- Lisa to post draft budget and include it with the January agenda

Follow up:

- Added to agenda

Action:

- A request was made to review the existing DBIA policies regarding audio recordings or provide a recommendation on whether to include or exclude audio recordings with the minutes moving forward.

Follow up:

- An organization might choose not to post audio recordings alongside handwritten minutes for several reasons:
  1. Privacy Concerns: Audio recordings may contain sensitive or confidential information that should not be publicly accessible, including off-the-record remarks or discussions involving personnel or legal matters.
  2. Legal Risks: Audio recordings can be used in legal proceedings, potentially exposing the organization to risks if the recordings include misstatements or sensitive discussions.
  3. Accuracy and Consistency: Written minutes are a curated and approved summary of meetings, ensuring clarity and alignment with the organization's intended record. Audio recordings might conflict with written minutes if interpretations differ.
  4. Public Misinterpretation: Listeners might misinterpret the tone, context, or statements made in the recording, leading to confusion or miscommunication.
  5. Technical Challenges: Maintaining and posting high-quality audio recordings can require additional resources, such as equipment, editing, and hosting on secure platforms.
  6. Accessibility Issues: Not all members of the public can easily access or navigate audio files, and written minutes provide a universally accessible summary.
  7. Time and Resource Constraints: The process of reviewing, editing, and publishing audio recordings to ensure compliance with policies can be time-consuming and resource-intensive.
  8. Focus on Key Outcomes: Written minutes are typically concise, focusing on decisions and action items, whereas audio recordings might include lengthy discussions that may not be relevant to all stakeholders.

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Action:

- Lisa to follow up with Kay Mathews for membership Governance training costs

Follow up:

- Hi Lisa,

I have been working on some estimates for you. Do you have any idea of dates or times?

If I travel by train it could be around \$200.00 (depending on when I book). I might get better on the deals they release every Tuesday. In this case, I would need to take taxis at approximately \$100 (station to accommodations to meeting location to train)

If I travel by car, it would be approximately \$300 (maximum or slightly less)

Accommodations would be \$140 to \$200 for one evening (again, this could be less).

\$550 – Governance Training

\$200-\$300 – Travel

\$140-\$200 – Accommodations (probably less)

\$50 – miscellaneous (if I need a meal within the time allotted)

Maximum \$1100, minimum estimated is \$940.00. Is this enough to go on?

Hi Lisa,

I wanted to mention that it is within a 2.5 hour drive, so there is potential if it was an afternoon that I could travel in and out on the same day and accommodations would therefore not be required. If it were a morning or evening, then I would need accommodations.

Sincerely,

Kay

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Action:

- Lisa to follow up with Insurance costs for 2025

Follow up:

- The DBIA's policy runs from November to November. Here are the premiums for the last 4 years:

- 2021/2022 : \$2339
- 2022/2023 : \$2461
- 2023/2024 : \$2565
- 2024/2025 : \$2658

The average premium increase is roughly 4%-5% per year. To get a quote now so far away from the renewal date would not be accurate and would most likely change. I have an abeyance (Aug 2025) to search all my markets as I do every year to ensure the premium is competitive without losing any coverage.

Here is a quick recap of what the policy covers (please refer to your insurance documents for more details) :

- Commercial General Liability \$5,000,000
- Directors and Officers liability \$5,000,000
- Contents coverage \$13,000

As mentioned I could go to market right now, but the quotes we receive at this time wouldn't help you for November 2025. If you decide to go to market now I will need the attached questionnaire completed along with last year's financials. Turnaround for quotes are roughly 3-7 business days.

Please let me know if you require any more information.

Thank you

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## 8. Treasures Report

- Due to the holiday season, we expect to receive the financial report from the City prior to our January meeting.

[Proposed DBIA 2025 Budget](#)

Motion:

Seconded:

Carried

## 9. ED Report

✳️Griswold Christmas Event Feedback Questionnaire feedback

### A. Timing of the Event

**Keeping in mind that our Christmas event has traditionally been held on the first Saturday of December during the daytime and has not been well-attended in previous years, do you think the shift to a nighttime event (4:00 PM to 8:00 PM) impacted attendance as well?**

**Yes:** 1 said attendance was good, 2 said the attendance was low

**No:**

**Other (please explain):**

- I don't know that the timing/day of the week made a difference; I think it may just be due to a downturn in shopping this year in general with the economy
- Thought would have been good for day shift workers-
- Other (please explain): I don't know if was because of American Thanksgiving (a couple people said they needed to hurry to get home to watch football). Or there is already so much going on with Black Friday.
- Looking at my numbers we did better with the past Christmas even on the Saturday. Was this because of the hours? Was it because Black Friday was the next day?
- I think not so much the hours of the event but we should change it so that it's not one day before Black Friday and also it was one day before a payday as well. Both of those days restrict shoppers buying

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### **B. Preferred Event Timing**

**What time do you believe would work best for the event/ Christmas event in the future?**

- I think that we need to move back to the first Saturday or a different Thursday night in December. I think there is a lot of competition with Black Friday and the Big Box stores and online and people may already have their dollars allocated to those advertised specials in the week leading up to Black Friday. It was only the last year that we had poor attendance for the old event. I am not sure why the Thursday night didn't work for attendance but honestly almost no one came down. We were busy from 4:15 to 6ish but it was all regular customers and I don't know that most of them went anywhere else.
- I think the Thursday evening is a good night for it
- Daytime preferably, as events usually run late
- Maybe in December would be better once all the Christmas lights are up.
- Personally I think a full day event like the past as it is closer to Christmas and we already extend our hours for the month of Dec.
- This timing was perfect; my gallery was bustling with attendees.
- Evening is fine but have it coincide the Trolley rides or wagon rides I realize it would be a bit later but attaching our event to these activities would enhance the Christmas "spirit"

### **C. Event Activities**

**Do you feel the Scavenger Hunt was engaging enough to encourage visitors to explore the downtown area?**

**Yes:**

**No: 3,**

**If no, why?**

- I think that it was too complicated. I think that we need to have some type of contest but it needs to be easier. I think they should be able to start it at any business participating (I say this as I think that my customers generally start here and I don't mind explaining the game and encouraging participation). I also think that they should only have to go to maybe 50% of the participating businesses to enter the contest. We also need a simple rack card, just printed on paper, nothing fancy to give out listing all the participants. It would be good for the merchants to be more engaged in sending customers to other businesses. This way, wherever a customer wants to start their evening they get the game info and list of participants and what we are offering.
- Not really any participation in the scavenger hunt
- No, we really didn't have many partake in the scavenger hunt unfortunately

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- They didn't need to prove that they visited each business to enter the draw to the prize
- I only had one guest come for it, and the guests I had in gallery either didn't know about it or weren't interested.
- No because a Scavenger Hunt can be ruined because of inclement weather or even if it's too dark or too cold.

### **D. Suggestions for Improvement**

**What changes or additions would you suggest to improve attendance and the overall enjoyment of this event/ Christmas event in the future?**

- I definitely want to build on what we have started. I think that we need to add in radio advertising. For a week's radio program it cost me for other events \$1300 on the Mix. If we tie in a charity partner, I would wholly support tying in Community Partners for Success we can get double the spots CJBQ and the Mix plus an on air interview for the same price. Talking budgets in our city right now seems to be taboo but we need to figure out how to better promote what we are doing.
- More participation of businesses, collaboration, marketing  
Definitely add in a simple paper that we can hand out listing all participants and specials.
- I also think we could tie in other things to do. For example my sister and friend when to see Festival of Lights and took pictures. We can promote something that is already there.
- It would be good to add the horse and buggy rides for this one day/evening event.
- Maybe having some more interactive things for families throughout the downtown? Photo ops?
- It should have been an event on social media that we could share and invite people too (like the grind and these four walls does)
- I think we are on the right track. Just getting more businesses on board for the event and if it doesn't make sense for them to participate still decorate for the theme. I think if we can get more involved in the decorating theme of it, it will continue to bring visitors well past the night because it is such a fun theme that word will spread. Think like Nappanee and how the whole downtown is lit up like crazy. They are now known for it, and people go shopping to see it. Griswold could be our claim to fame so to speak. The ones that did windows did awesome. so fun.
- I would suggest having this after the Black Friday & Cyber Monday



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- Perhaps set up festive stations at participating stores. Cookies, hot chocolate, etc.
- Have the night coincide with the Wagon Rides

## **E. Use of Funding**

**Do you think the DBIA should allocate funding currently used for the Christmas events to instead market downtown through newspaper or radio promotions during Christmas?**

**Yes: 2**

**No: 3**

- No People want an experience not just shopping. They can shop online; you can't get an experience online. Yes spend money on advertising but the advertising should be event content.
- No I am not sure how much newspaper ads really bring people down? This is only from my past ads but maybe this has changed again?
- the old school media is nice but it really doesn't work for a younger demographic. Social media posts is the best way to promote the downtown
- If it is one or the other I would not want to get rid of the horse and buggy or specific events to do generic advertising during the month. The city and radio station offer a holiday shopping deal each year that we can participate in already. I didn't do it this year as I had won a big marketing package at the Brazen event this year and part of it was advertising on 95.5 so I did a branding campaign for 6 weeks. Also, events that I have been doing on my own combined with DBIA lead events have made my fall. I have had something major happening in the store almost every week from the end of September to the Griswold event. If it wasn't for events right now I don't know where my sales would be. Events are definitely driving traffic and sales overall.
- Christmas Events
- It would also be interesting to see if participants would be interested in putting in \$50 or \$75 towards radio advertising for these events. I certainly would. I know some cannot or will not spend anything on these events. We want to make all
- Our events like a party. We tend to have food, drinks sometimes, and games, free
- Gifts with purchase. I already invest about \$100 to \$200 in this plus bringing in all staff for the event.
- I don't know how we get individual participants to better promote the event. I do email blasts, text blasts and multiple social media posts including promoting events in all my lives. We need to drive our regular customers down to these events as well.

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- I think the downtown businesses are pretty good at coming up with ideas for their stores and a radio ad may just information about the downtown out better

### **F. Ideas for Future Christmas Events**

**What ideas do you have for a future Christmas event that would make it more engaging and successful?**

- When speaking with Ma's Pantry they had the idea to do a street fair on a Saturday and invite other vendors. Warkworth and Stirling are very successful at this.
- More inclusive theme, holiday/family friendly. Example: Who Ville themed (bright colorful, fun) with incentive to decorate store fronts and participants to dress up. Include specialty stores like menswear, children's activities.
- I'm not really sure. I really thought this year would be more successful.
- I had amazing attendance considering it was the first one. I had 17 People come in to paint (15 pre-booked, 2 walk-ins). We sold 5 charcuteries (all pre-booked). We sold other food that was not rebooked (2 tables). We sold alcohol as well. We had 2 children attend, lots of friends that came together, and a few adult parent with adult children. For what we offered we had more traffic for adults than kids. Next year I might offer a second activity that targets the kid audience better. We offered online booking via Eventbrite which was 9 of the attendees including 3 of the charcuterie boards. The rest booked in gallery, over the phone and then 2 tables of walk-ins (1 of which painted as well as food, 1 was food only).
- The pre-booking with online option to pre-book seems to be the way to go. Plus it is another platform advertising the event for free. I think the DBIA should be posting downtown events on Eventbrite with the content showing that different establishments have different offerings with a range of prices. Maybe also include a list of what they can access for free like the festival of lights, and what businesses are participating.
- People will attend if there is an experience happening. A sale only is no big deal. Especially with online shopping so easy. You have to give them what they can't get on line.
- I advertised super early and pounded the pavement with it on social media. Sharing it every day for the last 4 weeks leading up to and every other day before that with scheduled posts. This was free, only time to schedule the posts and you can do so up to 30 days out. (btw I am happy to show membership how to do this with a quick demo it's so easy). I also had a poster in my window forever I'm guessing 7 weeks.

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- I was excited for the event so sharing that with guests visiting the gallery leading up to the date helped. Excitement is contagious. If you love it, then they will love it.
- I was talking about the windows that were done and Salon 11 photo booth with visitors encouraging them to check it out. I think everyone should revisit the poster and identify which offers stand out to them, learn from what others might have done and then make that idea YOUR OWN in some way.
- It would be great if we could get an outdoor skating rink like Batawa even over by the marina in that field. Do we do a night with Santa and reindeer in the compass court area with the lights?
- I like that Belleville does savour the chill and that works for them. Hard to do that here because we are right next door and we have less restaurants. But what if we did something similar that was not specifically soup? That way even those who don't have a food permit could participate. They would just have to purchase their food items from an approved premise. We could have a digital tour map and locations could have a printed map of who's participating and what is being offered. So for example The Grind could offer \$2 hot chocolate with a flavour theme, the counter could offer apple fritter bites, I could do a soup sample, Vivacious could offer cake pops, Ma's could do brownie bites. ect ect. The tasting item would have to be a set price. People can pay at each establishment or purchase a book of tickets at the DBIA. Businesses could then redeem the tickets collected for the money from the DBIA just to keep it convenient for participants.
- We could even take the Griswold event and make it start on a Thursday and end on the Saturday with something different each day, like whatever on the Thursday Night, Something else on the Friday and then the tasting tour on the Saturday.
- What about a Christmas market situation. Meaning like Brighton does the art on main, where each business hosts an artist in their space to showcase their art and people come and do the tour. This brings new traffic to establishments that wouldn't necessarily go to those spaces because they are there for the art tour. We could do the same but with an artisanal Christmas market with the theme must be handmade (no direct sales).
- The bigger we make the Griswold thing the better.
- Inside festive treats
- Some form of music would be nice a choir or a DJ playing Christmas songs. I had my Bluetooth playing loudly in side with the door open hoping to attract people.
- All in all it was a good first Griswold event. Thank you DBIA for organizing this.
- It was extremely well thought out and planned which makes it hard to figure out why attendance was low. Maybe Black Friday or not as many people come out

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during the evening in the winter. Next year it should be a weeklong event or over a few days like a Thursday, Friday, and Saturday We loved seeing so many merchants participate and have so much fun!

- ✳ Received positive feedback on downtown Christmas decorations at the DBIA office
- ✳ A planned meeting with BOQ marketing to strategize 2025 social media marketing
- ✳ Festival on the Bay forms distributed as a three-day event schedule
- ✳ Bay of Quinte sponsored a sign to market downtown on a chair lift at Batawa Ski Hill
- ✳ Patti Hayes has updated her quote for Policy and procedures:
  - \$950.00 + HST **OR** \$1,550.00 + HST for an in-person visit

## 10. New Business / Public Input

## 11. Adjournment

Motion:

Seconded:

Carried

Time:

## 12. Next Board Meeting

Date & Time: