

MEETING MINUTES

(Trenton DBIA – Board of Management)



Trenton DBIA – Board of Management

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

Monday, April 7, 2025 In Camera - Scheduled for 5:00p.m. Public - Scheduled for 6:00pm

Meeting Minutes

1. In Camera

Start Time: 5:30pm

(Reason: Personal matters about an identifiable individual)

2. Welcome and Call to Order

Start Time: 6:30pm

3. Roll Call

Present: Suzanne Andrews - Chair
Shelley Stedall - Vice Chair
Zack Card - City Elect
Abby Hare - Board Member
Lisa Kuypers-Schroedter - Executive Director
Annette Marr - Administrative Assistant

Absent: Krystal Turcotte – Board Member

Public: Scott Sexsmith - The Geek Shack
Ryan O'Shaughnessy – The Red Shark Menswear

4. Declarations of conflict of interest

None

5. Approval Of Agenda

Motion moved by: Shelley

Seconded: Zack

Carried by all

6. Approval Of Minutes (from previous meeting of March 4)

Motion moved by: Zack

Seconded: Abby

Carried by all

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7. Business Arising Out Of The Minutes

ACTION: ED to follow up with a business complaint and confirm that parking is a city issue.
Follow-up: ED followed up, and the complainant acknowledged.

ACTION: ED to follow up with the city regarding the resolution of the no-lighting issue on Elgin.

- The ED has checked Elgin Street since the last inquiry, and the lighting is now working.

ACTION: Lisa to follow up with Brenda to schedule a meeting to discuss new GL codes.
Follow-up:

- The ED sent Brenda the information, and she is going to take care of it.

ACTION: New Procedural By-laws tabled for discussion when the Chair is available.
Follow-up: To be discussed at the April 7th Board Meeting.

- The Chair said the Procedural By-laws item will be discussed later in this agenda.

ACTION: Lisa to follow up with the city to obtain applicable group emails.
Follow-up: Emails have been received and added to Mailchimp.

ACTION: At the board's request, an email will be sent to CAO David Clazie to formally address concerns regarding the DBIA's exclusion from city decisions impacting the downtown area.

Follow-up: ED met with both CAO David Clazie and Director Jacklyn Grimmon.

ACTION: Lisa to arrange for pop, water, and coffee to be available at the AGM.
Follow-up: Beverages were purchased and served at the AGM.

ACTION: Lisa to request supporting numbers for the Levey increase from the city, compile them, and make them available for the AGM.

Follow-up: The City provided the numbers, and they were presented at the AGM.

ACTION: Post deletions on the DBIA closed-door Facebook page to be discussed at the April 7th Board meeting.

Follow up; Added to public input for April 7th Board meeting

Before proceeding to the next agenda item, the Chair asked if everyone was in favor of moving on to the Treasurer's Report, given no further discussion. All responded, in favor.

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8. Treasurers Report

The Vice Chair went over the “City of Quinte West Consolidated Balance Sheet” which you can link to < [HERE](#) > and the “City of Quinte West Consolidated Statement of Operations” which you can link to < [HERE](#) >.

- The Chair then requested a motion to accept the balance sheet and statement of operations.

Motion moved by: Zack

Seconded: Shelley

Carried by all

9. ED Report

I. The DBIA building rent increase previously discussed during budget talks took effect on March 31, 2025. The standard 3% annual increase remains in place.

- It was also written into the agreement that 2 parking spots at the back of the building belong to the DBIA.
- The Vice Chair requested that, going forward, the annual DBIA rent agreement be made available for board members to review before it is signed.

II. The Events Committee was unable to reach an agreement on how to address a complaint regarding a DBIA member who did not pay for extra space used during the Festival on the Bay 2024.

- DBIA members located on Dundas Street are allotted the full space in front of their businesses, while those not located on Dundas receive a complimentary 10' x 10' space. Members requesting additional space beyond their storefront or the allotted space have previously been charged the same rate as non-DBIA members.
- In this case, a DBIA member approached a neighboring business and asked to use their space. They later submitted a letter to the DBIA office stating that the neighboring business had agreed, as they did not intend to participate in the festival. The DBIA member did not pay for extra space.
- The Events Committee noted that spaces in front of businesses do not belong to the business itself and should not be assigned at their discretion if they are not participating. Instead, the DBIA is responsible for allocating and selling these spaces to vendors to generate revenue for the festival. The committee also expressed concerns about fairness, as other businesses have paid for additional space at previous Festivals

The Events Committee is seeking guidance on two key questions:

- Should some members be allowed to use extra space for free while others must pay?

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- Should DBIA members pay the same rate as non-DBIA members (\$150.00), or should they receive a discounted fee of \$75.00?

The Events Committee appreciates your input on how to move forward with this matter.

- III. Just a reminder to the board that the DBIA Administrative Assistant takes direction from the ED. Board members are reminded that they cannot enter the office to assign tasks directly to the Administrative Assistant.
- IV. The ED met with David Clazie and Jacklyn Grimmon to discuss effective communication between the City and DBIA. The City and the DBIA will be moving forward with a more collaborative approach between the two.
- V. The DBIA office distributed letters to merchants along the same block, informing them of the upcoming scheduled waterline work in Fraser Park and along Fraser Park Drive.
 - During this time period, left-hand turns will be permitted at the lights at Dundas Street West and Front Street to allow customers of Captain to enter and exit his parking lot. The City is allowing early morning street parking for Captain Georges delivery trucks to unload.
 - No date has been set by the City for Fraser Park waterline work.
- VI. Final report for 2024 finance
 - The office has received the final financial report from the City. The board will need to hold a vote to formally accept it.
- VII. DBIA Managing the Farmers Market.
 - This item will be discussed under new business.
- VIII. Confirm Abby's follow up with a DBIA member concerning his business.
 - This is done.
- IX. The ED attended the Quinte West Chamber of Commerce Annual AGM, and it's always a pleasure to be there to see the Business Person of the Year receive their award in recognition of all their outstanding work and contributions to our community.
- X. The office has received two complaints regarding the requirement for a \$5 million insurance policy if they wish to participate in the Festival on the Bay. It includes naming both the DBIA and the City as additional insured. I've reached out to two City staff members to confirm the increase from \$2 million to \$5 million but have not yet received a response.

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- Since then, I did receive the following email response: 'For vendors participating in the Festival on the Bay, the required amount of Commercial General Liability (CGL) insurance is either \$2 million or \$5 million, depending on their specific activities, with both the DBIA and the Corporation of the City of Quinte West added as Additional Insured.
- The \$5 million CGL requirement applies to vendors involved in higher-risk activities such as fireworks, alcohol sales, animal displays, motorized vehicles (like car shows), or any other activities deemed to pose a higher risk.

ACTION: The Events Committee is to develop clear communication regarding the Commercial General Liability (CGL) requirements, which need to be included in the membership Festival on the Bay participation forms

XI. Subject: Clarification Regarding BOQ Social Media and Downtown Marketing:

We received a complaint form from a DBIA member. They have expressed concern about the lack of recent downtown marketing on the Bay of Quinte (BOQ) social media platforms.

- For clarification, the DBIA does not manage or post content on BOQ's social media accounts. I'm not sure why the member may have assumed otherwise. However, the BOQ had been contracting Simple Desk to post on our DBIA Public Facebook and Instagram pages every Monday, Wednesday, and Friday up until April 1st 2025.
- As of April 1st 2025, BOQ has revised its posting schedule and now only funds Simple Desk to create content for Tuesdays and Thursdays. These posts are funded through the Municipal Accommodation Tax (MAT) collected by the City of Quinte West.
- In addition, BOQ creates blog content that we regularly share on our website. This member has previously participated in this initiative by working with Theresa from Simple Desk to create a blog post.
- The DBIA also maintains its own social media presence, and we are posting content every Monday, Wednesday, and Friday, with posts currently scheduled through the end of August.

❖ Discussion around this topic resulted in the following actions:

ACTION: The ED is to develop an overall marketing plan and discuss it with the Events Committee as it would include the promotion of events along with general promotion of the downtown. Once complete, it is to be brought back to the DBIA Board.

ACTION: The Events Committee is to create a marketing plan for each individual event.

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- ❖ NOTE: Part of the discussion also included one board member agreeing that if additional funds are needed, they could potentially be taken from the reserve to cover these shop local initiatives.

XII. The ED attended an OBIAA Conference and a summary FYI can be read <[HERE](#)>.

XIII. City by-law contacted the DBIA to inform them that all downtown parking is going to be revamped. They are going to revoke everyone's parking spots and permits and start fresh. This will be discussed at the next City Council meeting.

XIV. Two individuals have reached out expressing interest in joining the DBIA Board. Due to some concerns about the nomination process, the form has been updated and will be available on the DBIA website in the near future.

XV. The City of Quinte West Economic Development has reached out to see if the DBIA would run the Farmers Market.

- The DBIA Board discussed this in-camera and agreed that the ED will provide only administrative support and participate as a liaison on the Farmers Market Board for one year. The Chair requested a motion to accept.
 - **Motion moved by:** Shelley
 - **Seconded:** Zack
 - **Carried by all**

10. Events Committee Report

- i) The Events Committee was unable to organize the Easter Colouring Contest this year, so it's been cancelled. However, they are planning a fun Halloween event instead, which will include a colouring component and other great activities.
- ii) The "Spring into Summer" event is not looking to good as the non-member vendor participation is low with only two so far. The Events Committee asked the DBIA Board for direction to move forward with this event.
 - Through board discussion, it was suggested to remove the spiritual aspect of the event and replace it with a tariff relief theme—for example, 'Local Purchasing = Local Jobs.' It was also suggested that the Events Committee encourage businesses to theme their windows to promote shopping local and shopping Canadian.
- iii) The Events Committee has two new members: Ryan O'Shaughnessy (The Red Shark Menswear) and Gordon Shaw (Kaleidoscope Catering).

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- iv) The Festival on the Bay has 35+ vendors so far. The Quinte West Arts will be located on King Street and the events committee will waive their fee if they do some sort of kids activity. The committee will also waive “Astounding Heights” fee in exchange for their Flash Mobs
- v) “Quinte’s Got Musical Talent” is part of the festival and is being promoted as such as well.
- vi) The Events Committee is seeking guidance on two key questions:
 - Should some members be allowed to use extra space for free while others must pay?
 - Should DBIA members pay the same rate as non-DBIA members (\$150.00), or should they receive a discounted fee of \$75.00?

The Events Committee appreciates your input on how to move forward with this matter.

Below, the outcome of the board discussion regarding the above questions:

- The DBIA Board agreed there should be a nominal fee of \$25.00 for a 10’ x 10’ area when a member wishes to use additional space.
- The Events Committee needs to put limits on how many 10’ x 10’ spaces an individual business can extend into neighbouring unused spaces.
- The Chair of the Events Committee needs to arrange a meeting for the Events Committee as soon as possible.

11. New Business

- I. The ED requested an in-Camera meeting at the conclusion of the public portion of the meeting.
- II. Procedural By-laws: It was decided by the DBIA Board that they would hire the person (Patty Hanes) recommend by OBIAA to draft the DBIA Procedural By-law. A motion was put forward by the Chair to accept this.
 - **Motion moved by:** Zack
 - **Seconded:** Shelley
 - **Carried by all**
- III. Discussion on the removal of Facebook posts from 2024.
 - The posts were removed to refresh the page by clearing outdated content and removing negative comments, in accordance with current policy.

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IV. Abby Hare (Board Member) requested her picture be removed from the DBIA website.

ACTION: Remove the photo of Abby Hare (Board Member) from the DBIA website.

12. Public Input

None

13. Adjournment

Motion: Zack

Seconded: Shelley

Carried by all

Time: 7:50pm

14. Next Board Meeting

Date & Time: Tuesday, May 6, 2025 – In-Camera: 5:30pm – Public: 6:00pm

FYI: There will be no DBIA Board meetings scheduled for July and August this summer.

15. In-Camera

Start Time: 7:52pm

(Reason: Personal matters about an identifiable individual)

End Time: 8:10pm