

MEETING MINUTES

(Trenton DBIA – Board of Management)



Trenton DBIA – Board of Management

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

Tuesday, September 09, 2025 In Camera - Scheduled for 5:30pm Public - Scheduled for 6:30pm

Minutes

1. Closed Session

Reason: Personal matters about an identifiable individual.

Time: 5:30pm

2. Welcome and Call to Order

Time: 6:38pm

3. Roll Call

Present: Suzanne Andrews (Chair), Zack Card (City Elect), George Tomaszewski (Board Member), Carrie Parkhurst (Board Member), Glenda deRaaf (Lily) (Board Member), Remco deGooyer (Board Member), Lisa Kuypers (Executive Director [ED]), Annette Marr (Administrative Assistant)

Absent: Shelley Stedall (Vice Chair)

Public: None

Before proceeding, the Chair requested the following be added to the minutes:

- ❖ *The Board formally accepts the resignation of Abby Hare and thanks her for her time serving on the board and chairing the Events Committee. Krystal Turcotte no longer meets the criteria to be on the board of directors and the board extends its best wishes to her for success in all her future endeavors.*
- ❖ *The Chair welcomed new Board members George Tomaszewski, Carrie Parkhurst, Lily deRaaf, and Remco deGooyer.*

4. Declarations of conflict of interest

None

5. Approval Of Agenda

Motion moved by: Remco

Seconded: Lily

Carried by all

6. Approval Of Minutes (June 3, 2025)

Motion moved by: Zack

Seconded: Remco

Carried by all

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7. Delegations and Petitions

None

8. Public Input

None

9. Business Arising Out Of The Minute

ACTION: Zack will follow up with the appropriate City contact to clarify and address the confusion surrounding how the minimum and maximum funding amounts for signage are presented in the CIP application.

Follow up: Zack noted that the new CIP program is a work in progress and the community feedback regarding the minimums and maximums will be taken into consideration. The Chair confirmed through her conversations with the City, that a review will take place after the second intake, at which point the City can determine where adjustments are needed before bringing it back to Council and opening a new intake for 2026.

ACTION: Zack will contact the City of Quinte West to inquire whether the cost of flowers within the DBIA area can be shared in the 2026 budget, rather than being fully funded by the DBIA. The City currently covers the cost of flowers in areas outside the DBIA boundaries, including Frankford.

Follow up: Zack will be proposing this as an amendment to the City's 2026 budget. He noted that, in discussions with the City, no clear reason was given as to why the DBIA is covering the cost of flowers within the DBIA area, and added that the City acknowledged the request is reasonable.

ACTION: Zack will review old emails from the previous DBIA Board Chair to determine whether any of the missing complaint forms can be located.

Follow up: Zack reviewed old emails and confirmed that no complaint forms were missing. The Chair noted that only one complaint form has been received so far this year, on April 3, 2025, and it was addressed at the April 7, 2025 meeting.

10. Treasurers Report

The June 30, 2025 [Summary of DBIA Operations](#) 2nd quarter was presented by Zack.

Motion moved by: Remco

Seconded: Zack

Carried by all

11. ED Report

- A business owner visited the office to inquire about starting a business in downtown Trenton while the Win This Space contest was running. They rushed to prepare their application but were unable to meet all the requirements before the contest deadline.

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Last month, a family member of the owner came into the office seeking DBIA assistance. They expressed concern that, in their rush to enter the contest, proper planning for the business opening had not taken place. After the business opened, the ED introduced the owners to several downtown entrepreneurs to discuss their vision and receive feedback. The ED recommended that they visit the Small Business Centre to review and update their business plan.

- A Quinte's Got Talent competition was originally planned for the Saturday of the Festival. Unfortunately, it did not move forward due to planning challenges and unforeseen costs. The DBIA has some involvement in this but it was not our event. This event was organized by one of our members
- Each year, the DBIA has placed Canada flags in the downtown planters three weeks before Canada Day. This year, the City contacted us to ask where the flags were purchased because they wanted to put flags in downtown Frankford, since Frankford was upset that they did not have flags while downtown Trenton did. The DBIA covers the cost of the flags that we put in our planters. The expense for the DBIA was higher this year due to a number of flags being stolen.
The ED raised the question—if the City covers the cost of flags for Frankford, should they also cover the cost for downtown Trenton?
ACTION: Zack will follow-up with the city to find out if the City covered the cost of the flags for Frankford.
- The ED has been reviewing the policies and procedures with Patty Hays. We have gone over the first draft, and Patty will now review it with the City Clerk. Once she has spoken with Josh, we will be able to bring it to the board for review. The Chair will also be part of that review with the City Clerk.
- The ED has reached out to By-law twice regarding the appearance of certain downtown business properties. From the condition of some of these locations, it appears there has been little or no follow-up.
The ED is wondering if it would be possible to arrange a walk-through with Shelley and Zack to review these properties. Some are not visually inviting to visitors—especially at a time when we are working to make our downtown a tourist destination. The ED shared several photos showing issues such as overgrown bushes and weeds, overflowing dumpsters, and business signage in disrepair. The ED requested that the main-floor apartment behind the RBC be removed, as it is not permitted under the by-law. The ED again requested that the planters in Market Square be repainted, noting they are in poor condition with peeling paint.
The ED will follow up with the City again and would like to arrange a walk-through. Zack said he was open to doing a walk-through to review these property issues.

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- The DBIA office will have a Loyalist College student joining us every Tuesday from September 9th through December. This student will assist with general marketing tasks as well as office duties.
- The DBIA Chair and the ED met with the city to discuss the new parking arrangements as there is heavy congestion in some of the high demand lots. It was suggested that the lots return to paid parking for all day parking and limit the free parking to four hours. The proposal also includes charging for high-demand parking lots, while keeping parking free in lower-traffic areas.
- Should we send out a questionnaire to ask DBIA members what they would like to see included in the 2026 budget? We've never done this before, and there might be some valuable input. It was agreed by the board that a survey should be sent out via SurveyMonkey. The survey should be kept short.
ACTION: ED will send out a survey (via SurveyMonkey) to the DBIA members to ask the DBIA members what they would like to see included in the 2026 budget and how they suggest we get the funds to pay for it.
- The ED is working toward making the downtown a registered Bike Ontario destination and will have more information to share at the October Board meeting.
- The office has used 92% of the available 5 GB of free Microsoft storage space, and we are requesting an upgrade. The cost for this would need to come from the reserves. Pricing in USD is as follows: \$19.00 per year for the Basic plan, \$115.00 per year for the Personal plan, and \$145.00 per year for the Family plan. The ED had a cost sheet at the meeting outlining the different packages. Remco explained that the cost sheet reflects personal data plans rather than corporate plans, which are double the cost. He also offered his help.
ACTION: Remco to look at the DBIA OneDrive to free up space.
- The ED planned to apply for the Ontario Cultural Attractions Fund to help support marketing expenses for the 2026 Festival on the Bay. Since then the ED has found out that the DBIA does not qualify. We are required to generate a certain amount of revenue from our vendors, and we do not meet the threshold.
- The ED plans to apply for the Quinte West Community Grant to fund the installation of bicycle racks throughout the downtown. This request coincides with the Bike Ontario destination initiative and the Ed will have more information for the next board meeting in October.

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- The ED applied for the Rural Ontario Development (ROD) Program to help support the Festival on the Bay event.
- The ED recently spoke with Dug from BOQ, and we agreed that the DBIA will resume managing all of its own social media posts after three years of BOQ handling part of them. From the outset, the intention was for BOQ to manage posts for only a few years. Since the beginning of this year, our office has been posting on Mondays, Wednesdays, and Fridays, while BOQ has covered Tuesdays and Thursdays. Feedback from our membership shows that DBIA-created posts have generated more engagement. We will also continue producing monthly blogs for those who sign up, with the sign-up sheet included in the monthly updates.

The BOQ still wants to screen our social media posts before they go out, even though they no longer participate in or help fund the creation and posting of social media for the DBIA. The ED asked the board if the DBIA could have the sole responsibility of the DBIA social media. The DBIA board agreed that we have sole responsibility of our own social media.

ACTION: The ED to follow up with the BOQ to ask their reasons for still wanting to screen the DBIA's social media before posting.
- The DBIA partnered with the Blair Smith Kids Derby again this year, with our summer students organizing and filling the kids' swag bags.
 - The event was well attended, and the ED said that 150 swag bags were prepared to be handed out — and they went quickly.
 - There were several location changes leading up to this event. Initially, the event was moved out of the downtown area to Centennial Park due to potential construction in Fraser Park. However, when the planned construction in Fraser Park did not take place, the event was moved back downtown to the Compass Court/Front Street area. Centennial Park was no longer considered a suitable location due to grounds keeping equipment maintenance issues.
- Shelly or Zack, could you please provide us with an update on the construction that was scheduled for Compass Court and Fraser Park?
 - Zack shared that it has been confirmed at the City that the construction in Fraser Park will occur next spring (2026) and are hopeful it will be completed by the end of the summer (2026).
- Our part-time street cleaner, Doug, is no longer working with the DBIA. He had previously taken a break from work a few years ago, and at that time, I did not receive a strong response from applicants. I plan to look into hiring a student to work on Saturdays or for three hours on two weekdays after school.

ACTION: The ED to start the process of hiring a student to work on Saturdays or for three hours on two weekdays after school.

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- At the Vice Chair's request, the ED prepared a list of submissions and requests for the municipality, which she distributed to the Board for review. Board members are asked to bring any changes or additions they would like to see to the next meeting.
ACTION: All board members present are to bring back any changes or additions they would like to see in the list of submissions and requests to the next meeting.
- The City has implemented two hours of free Wi-Fi access, with re-registration required only after 12 hours. Previously, the limit was 15 minutes.
The ED has several concerns with this change as this topic has been discussed during the weekly OBIAA calls. Extended Wi-Fi access can lead to people occupying parking spaces simply to use the service, increased overnight camping in the downtown, and more vandalism from youth lingering for longer periods of time. Additionally, it reduces the value and appeal of our cafés, many of which market themselves as places to sit, work, and enjoy free Wi-Fi. The city does not appear to view these problems as significant for our downtown and is taking a wait-and-see approach and currently views this change as a positive step toward promoting the downtown.
ACTION: The ED will monitor the change and bring forward any future concerns.

12. Events Committee Report

- a) Abby Hare (Chair) and Gordon Shaw (Member) have stepped down from the Events Committee. Remaining Committee members are Ryan, Brandy and Angela.
- b) At present the Events Committee will work without a Chair. Angela will be sending out committee discussions before each meeting going forward. The ED will be completing the follow-up after each meeting.
- c) Cheyanne O'Driscall has offered her services for the Ladies Night event. She will manage all Ladies' Night Facebook posts, which will be scheduled for Tuesdays and Thursdays, and will also be creating the jingle that will play on both local radio stations leading up to the event.
- d) **Halloween Activities – October 25th**
 - Kids' Colouring Contest open to children ages 0 to 16, with three age groups.
 - Prizes: \$25 gift certificates for Film.ca Centre Cinemas.
 - Colouring sheets will be available at the DBIA office or participating businesses if they would like to hand them out.
 - Downtown Trick-or-Treating Scheduled from 10AM to 2PM on October 25th.
 - Businesses are encouraged to hand out candy at their own expense.
 - Pet Costume Contest will be held on Facebook where community members can share photos of their pets in costume in the comments.
 - The photo with the most likes will win \$50 in Downtown DBIA Dollars.

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e) Christmas Event – November 20th

- This year's Christmas event will keep the National Lampoon's Christmas Vacation theme. It will take place on Thursday, November 20th, from 3:00 PM to 8:00 PM.

f) Festival on the Bay – Feedback Request

- The committee has requested a follow-up email to all DBIA members and non-members who participated in the 2025 Festival on the Bay. The email will ask if they would like to see the event shortened from three days to two days. Responses will help guide discussions for the 2026 festival.
- For Festival on the Bay, we budgeted a profit of \$7,000 and brought in \$8,050.
- *How was your overall experience at the event?*
 - Very poor: 0%, Poor: 0%, Good: 27.3%, Very good: 22.7%, Excellent: 50.0%
- *Did you feel the event was well-organized?*
 - Very poor: 0%, Poor: 8.7%, Good: 17.4%, Very good: 43.5%, Excellent: 30.4%
- *How did you find the staff or volunteers during the setup and throughout the event?*
 - Not helpful: 9.5%, Helpful: 23.8%, Very helpful: 66.7%
- *Did your sales meet your expectations?*
 - Yes: 81.8%, No: 18.2%
- *Would you participate in this event again or recommend it to others?*
 - Yes: 95.2%, No: 4.8%

g) Next Meeting

- The next committee meeting is scheduled for September 30th at 8:00 AM. Discussion will include plans for the 2026 event calendar and recommendations for budget allocations in the 2026 budget.

13. New Business

Zack commented that the Ontario Bike Destination was a good initiative to pursue. The ED added that one of the questions raised was whether there is a storage area for bikes overnight. The ED will reach out to The Clove, as they have an enclosure that could be suitable for overnight bike parking.

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14. Adjournment

Motion moved by: Carrie

Seconded: Zack

Carried by all

Time: 7:30pm

15. Next Board Meeting

Date: October 14, 2025

Time: In Camera – 5:30pm, Public – 6:00pm