

MEETING MINUTES

(Trenton DBIA – Board of Management)



Trenton DBIA – Board of Management

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

Tuesday, October 14, 2025 In Camera - Scheduled for 5:30pm Public - Scheduled for 6:00pm

Minutes

1. Closed Session

Reason: Personal matters about an identifiable individual.

Time: 5:30pm

2. Welcome and Call to Order

Time: 6:30pm

3. Roll Call

Present: Suzanne Andrews (Chair), Shelley Stedall (Vice Chair), 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: Zack Card (City Elect.)

Public: None

4. Declarations of conflict of interest

None

5. Approval Of Agenda

Motion moved by: Remco

Seconded: Carrie

Carried by all

6. Approval Of Minutes (September 9, 2025)

Motion moved by: George

Seconded: Remco

Carried by all

7. Delegations and Petitions

None

8. Public Input

None

MEETING MINUTES

(Trenton DBIA – Board of Management)



9. Business Arising Out Of The Minute

ACTION: Zack will follow-up with the city to find out if the City covered the cost of the flags for Frankford.

Follow-up:

❖ *Follow-up on this action has been moved to the next meeting. Lisa will notify Zack by email.*

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.

Follow-up: Complete. There was an issue with the free SurveyMonkey account, which only allowed the ED to include six questions in the survey and view responses from eight participants. As a result of board discussions, the following actions were identified.

ACTION: Remco to look into the creation of a contact form on the DBIA website.

ACTION: The ED will resend the survey using email.

ACTION: Remco to look at the DBIA OneDrive to free up space.

Follow-up: Complete. Remco mentioned that the DBIA can manage with the existing OneDrive storage for now but suggested including additional storage in next year's budget.

ACTION: The ED is to look into the cost associated with upgrade the OneDrive storage.

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.

Follow-up: The ED will be meeting with Dug Stevenson (BOQ) and Linda Lisle (CityQW) in the New Year to create a downtown marketing campaign with MAT tax funds.

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

Follow-up: A student has been hired and his name is Luke Crowells.

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.

Follow-up: Discussed briefly in, In-Camera.

ACTION: The ED will resend the list.

ACTION: 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 will monitor the change and bring forward any future concerns.

Follow-up: Ongoing

MEETING MINUTES

(Trenton DBIA – Board of Management)



10. Treasurers Report

The August 31, 2025 [Summary of DBIA Operations](#) was presented by the Vice Chair. There was a question raised by the Vice Chair regarding the Vendor Commissions dollar amount.

ACTION: The ED to follow-up with the City regarding clarification of the Vendor Commissions dollar amount.

Motion moved by: Remco

Seconded: Lily

Carried by all

❖ *Note: The July 2025 Summary of DBIA Operations has not been supplied by the City.*

11. ED Report

a. **Ontario Tourism Summit**

The ED expressed interest in attending this event. Following board discussion, it was determined that participation in the Ontario Tourism Summit does not fall within the scope of the ED's role. Consequently, the board agreed that funds saved by not attending would be redirected toward other professional development opportunities or the purchase of software needed to support the DBIA office's daily operations.

b. **Christmas Troughs**

The City has renewed its request for the DBIA to contribute toward the cost of the downtown Christmas troughs. The board has decided not to provide funding at this time, so the troughs will not be part of this year's holiday décor plan.

c. **City of Brighton By-Law**

Brighton has passed a by-law prohibiting dogs at events. The ED asked whether a similar approach should be considered for Festival on the Bay. After discussion, the board agreed not to prohibit dogs but instead to encourage attendees to leave their pets at home. Signage with a friendly tone will be placed at all entrances, explaining reasons such as the heat and hot pavement being uncomfortable for dogs.

d. **Funding**

The ED received a funding request from Film.ca Centre Theatre for the mural being painted on the side of their building. The board agreed to consider allocating \$1,000 in funding for the mural in the 2026 budget.

Motion moved by: Shelley

Seconded: Lily

Carried by all

MEETING MINUTES

(Trenton DBIA – Board of Management)



e. ROD Grant

The ED has submitted the Rural Ontario Development Grant application for \$35,000. The grant was filled out to support marketing of the downtown through radio, newspaper, and professional social media videos. If approved, we would require half of the amount to be covered either through reserve funds or included in the 2026 budget.

f. Quinte West Community Grant

The ED has submitted the City of Quinte West Community Grant application for \$5,000 to fund bike racks for the downtown.

g. Trenval CEED Grant

The Executive Director will apply for the \$10,000 CEED Grant once the confirmation letter from City Finance is received, verifying the DBIA's status as a non-profit organization—a required component of the application. The proposed grant funding would support the creation of a mural titled Turtle Island, to be painted on the side of the bridge by local artist Angela Wiggins.

h. Co-Op Student

The Loyalist co-op student placement has ended.

i. Outside Posters

It has been suggested again that the DBIA office consider installing an outdoor display case for "What's Happening Downtown" posters along the side of the building. The case itself is priced at \$599.99 plus tax, with an additional cost of approximately \$200.00 for installation. This item will be considered in the 2026 budget.

j. Christmas Wagon Rides

The Christmas wagon rides have been confirmed for this year. Blain Way (wagon driver) and Aidan Brake (Santa) are finalizing the hours and dates, but at this time it looks like they will run from December 15th to December 23rd.

k. CIP

The ED received a complaint from a downtown business regarding the implementation of the CIP program. Concerns included the short application window for the grant, unclear instructions for completing the application, and delays in receiving follow-up from the City due to the unavailability of staff during this limited timeframe. The ED suggested that the business owner contact the DBIA's appointed City board member, Zack Card, to discuss these concerns further.

l. Survey

No information is available at this time regarding the 2026 budget feedback survey.

MEETING MINUTES

(Trenton DBIA – Board of Management)



m. Events Committee

No current events update. A Ladies' Night and committee report will be provided at the board meeting.

12. Events Committee Report

The Events Committee has several upcoming activities, including the Halloween Pet Costume Contest, Coloring Contest, and the opportunity for businesses to decorate lamp posts or trees during the week leading up to October 25th, when the downtown Trick-or-Treating event takes place on October 25th.

We've also received very positive feedback from Ladies' Night, which the committee has not yet fully reviewed. Some participants did express disappointment that more members did not take part in the event, and we hope to see greater involvement in future initiatives.

Christmas participation forms for the upcoming Griswold Christmas Event will be distributed next week. We're optimistic that this will be another fun and successful downtown celebration.

The Events Committee will meet again on October 28th to begin developing a budget request for 2026, which will be presented to the Board for approval.

ACTION: The Events Committee will prepare a draft budget for the next DBIA Board meeting to allow the board to review the line items and understand how they fit within the overall budget.

13. Governance Update

The Board reviewed the draft version of the Procedure By-Law for the Trenton Business Improvement Area (BIA).

ACTION: The ED will follow up with the consultant to obtain clarification on Article 4.5 of the draft document regarding voting eligibility for multiple tenants operating from the same property and the role of the City Clerk's Office in final determinations.

ACTION: Due to time constraints, *the Board members* agreed to review the remainder of the document individually and submit their comments to the Chair by the end of this week or early next week.

14. New Business

The Chair commented that several items in the ED Report have associated costs—such as funding for the Film.ca mural, the ROD Grant, the display case, and software—and that all should be included in the budget.

ACTION: The ED to include the Film.ca mural, the ROD Grant, the display case, and software in the draft budget.

MEETING MINUTES

(Trenton DBIA – Board of Management)



The Board briefly discussed the preparations required to assemble the 2026 draft budget document. The Board asked the ED to prepare and send out an initial draft so board members can review and collaborate with the ED in further developing the budget, noting that finalization may require multiple meetings. Once a final draft is completed at the next board meeting it will be circulated to the membership for their input. Once membership input has been considered the board will finalize the budget for submission to the city.

ACTION: The ED will prepare an initial draft budget document to be circulated to board members in advance of the November 10th Board meeting.

❖ *Note/ Correction: During the meeting, while discussing the various software used in the DBIA office, it was noted that the subscription cost for Canva was \$20 per month. In fact, the DBIA office uses the free version of Canva, and the \$20 monthly subscription cost applies to ChatGPT.*

15. Adjournment

Motion moved by: Carrie

Seconded: Remco

Carried by all

Time: 7:50pm

16. Next Board Meeting

Date: Monday, November 10, 2025 (*Focus on Budget*)

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