

MEETING MINUTES

(Trenton DBIA – Board of Management)



Trenton DBIA – Board of Management

Location: Trenton DBIA Office: 29 Dundas St. W. Trenton, Ontario

Tuesday, March 10, 2026 Closed Session - 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: 6:06pm

3. Roll Call

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

Absent: Shelley Stedall (Vice Chair), Carrie Parkhurst (Board Member), Glenda deRaaf (Lily) (Board Member),

4. Declarations of conflict of interest

N/A

5. Approval Of Agenda

Motion to approve the agenda.

Moved by: Zack Card

Seconded by: Remco deGooyer

Carried

6. Approval Of Minutes (February 10, 2026)

Motion to approve the February 10, 2026 minutes.

Moved by: George Tomaszewski

Seconded by: Remco deGooyer

Carried

7. Delegations and Petitions

N/A

8. Public Input

N/A

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9. Business Arising Out Of The Minute

N/A

10. Procedure By-Law of The Trenton Business Improvement Area (BIA)

The Board reviewed the updated Trenton DBIA Procedure By-law which included final revisions based on feedback from the City Clerk.

- I. **ACTION:** Proxy voting wording to be corrected for consistency. **(ED)**
- II. **ACTION:** Minor formatting adjustments to be completed before submission. **(Admin)**
- III. **ACTION:** Board approved By-law to be submitted to the City for final approval. **(ED)**
- IV. **ACTION:** By-Law documents may be linked in the meeting minutes and posted to the website.

Motion to approve the Trenton DBIA Procedure By-law as discussed.

Moved by: Zack Card

Seconded by: George Tomaszewski

Carried

Follow the Link to view: [Procedure By-Law of the Trenton Business Improvement Area \(BIA\)](#)

11. Treasurers Report

[December Trial Balance](#)

The Board reviewed the December 2025 Trial Balance, which represents the DBIA's year-end financial position (December 31, 2025).

- Key Financial Highlights:
 - Revenue: \$226,019.46, about \$1,800 under budget (<1% variance).
 - Expenses: \$198,898, about \$20,000 under budget.
- V. **ACTION:** The **ED** will request confirmation of the reserve balance from the City and will report the confirmed amount at the next Board meeting.
- VI. **ACTION:** The **ED** will confirm and provide a summary of DBIA insurance coverage, including Directors & Officers, property, and liability insurance.

Motion to approve the December Trial Balance

Moved by: Remco deGooyer

Seconded by: George Tomaszewski

Carried

[January Trial Balance](#)

The January Trial Balance was reviewed but due to the incomplete nature of the report, it was suggested that the January Trial Balance be tabled for future discussion.

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- VII. **ACTION:** The January Trial Balance will be included on the agenda for the next meeting along with the February Trial balance.

12. **ED Report**

Operational and Administrative Updates

The Executive Director reported ongoing work on the proposed Downtown Trenton election process, as well as the development of a new monthly ED office procedures manual.

The office sewer line froze several times during the month. The service company advised the issue may continue until the City repairs the line in the street.

Member Concerns

Several concerns were received from downtown businesses, including issues with Tuesday recycling collection for businesses closed on Mondays, sidewalk snow clearing, and a parking ticket dispute. The member with the ticket was directed to the By-law appeal process.

ROD Grant

The Board discussed the status of the Rural Ontario Development (ROD) Grant.

Marketing and Branding

Marketing meetings were held to discuss refreshing the Downtown Trenton brand, shifting the focus from the DBIA acronym to “Downtown Trenton” as the primary identity. It was proposed to issue an RFQ to local marketing firms for branding services, including development of a logo, colours, and a branding guide.

Motion: Zack Card moved to approve the motion to allocate up to \$10,000 for a Downtown Trenton branding initiative, funded from reserves.

Seconded by: George Tomaszewski

Carried by all

- VIII. **ACTION:** The ED will prepare and issue the RFQ for branding services and engage stakeholders as part of the process.

Technology Upgrade

Approval was requested to proceed with upgrading the office software to Microsoft 365, as included in the proposed 2026 budget, in order to improve storage capacity and off-site backups.

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Communications

A “Did You Know” social media campaign was launched explaining the role and funding of the DBIA. Following feedback from the City, wording was updated to clarify that the organization is funded through a municipal levy paid by the DBIA membership.

Government Relations and Advocacy

The ED met with MPP Tyler Allsopp to raise concerns affecting small businesses, including the need for grants supporting seasonal or part-time staff, the return of Digital Main Street, cash-flow friendly funding programs, and smaller grants under \$10,000. The ED also raised the need for clearer language within the Municipal Act regarding BIAs.

The ED also spoke at a Council meeting regarding downtown parking. Council agreed to review the parking issue further, noting that previous recommendations from the DBIA and Chamber had already been discussed with City By-law staff.

Governance

The DBIA four-year election procedure policy was reviewed and tabled for further consideration.

IX. ACTION: The **ED** will review the election procedures and by-law documents for consistency and redistribute them to the Board.

Administration

A motion was put forward to approve the 2026 DBIA building lease with a 3% increase.

Motion to approve the 2026 DBIA building lease with a 3% increase.

Moved by: Zack Card

Seconded by: Remco deGooyer

Carried

The DBIA Board approved the final 2026 Budget with the grant addition to be approved by the city.

X. ACTION: The **ED/ Admin** may share the Board-approved draft budget with membership via the Trenton DBIA website, noting that it is awaiting Council approval.

13. Events Committee Report (Meeting)

Kids Art Inclusion Initiative

Brandy reported on the Kids Art Inclusion Initiative, with a tentative opening planned for May 15 through June. The DBIA will provide time and support for the project.

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Spring Events

The committee confirmed details for two upcoming activities:

A Family Easter Egg Scavenger Hunt will run March 16 – April 2 with a Kids Colouring Contest running during the same period.

Tourism Grant

Planning continues for the Festival on the Bay, including the exploration of a tourism grant initiative that would promote overnight stays at a downtown Airbnb-

Events Committee Approvals

- The events committee approved road signage for the Festival on the Bay.
- A member request for an additional 20 feet of space during the festival was approved.
- The committee approved \$250 for the Trent Port Historical Society to assist with cookies and hot chocolate during wagon rides.
- Approval - Pending Review: A further request for an additional 30 feet of vendor space at the festival on the Bay will be reviewed in June, depending on the number of vendor applications and overall event layout.

Festival Engagement and Entertainment

The DBIA will operate an information booth during the Festival on the Bay. Festival entertainment plans include acoustic performers and interactive entertainers.

Next Meeting

The Events Committee will meet again on March 31.

14. New Business

N/A

15. Adjournment

Motion to adjourn

Moved by: George Tomaszewski

Seconded: Remco deGooyer

Carried

Time: 7:17pm

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16. Next Board Meeting

Tuesday, April 21, 2026, at 6:00pm

(Secretary Approval of Minutes)

(Chair or DBIA Board Delegate Approval of Minutes)