

Trenton DBIA – Board of Management Minutes

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

Tuesday, May 12, 2026, Closed Session - Scheduled for 5:30pm Public - Scheduled for 6:00pm

1. Closed Session

Reason: Personal matters about an identifiable individual.

Time: 5:30pm

2. Welcome and Call to Order

Time: 6:12pm

3. Roll Call

4. Present: Chair Suzanne Andrews, Vice Chair Councillor Zack Card, Councillor Shelley Stedall, Remco deGooyer, George Tomaszewski, Glenda (Lily) deRaff, Carrie Parkhurst, Lyn Sigurdson, Lisa Kuypers Schroedter (Executive Director)

Absent: None

Public: None

5. Declarations of conflict of interest

None

6. Approval Of Agenda

Moved by: Shelley Stedall

Seconded: Carrie Parkhurst

Carried

7. Approval Of Minutes April 21, 2026

Motion moved by: Zack Card

Seconded: Remco deGooyer

Carried

8. Delegations and Petitions

None

9. Public Input

None

10. Business Arising Out of The Minutes

- Zack Card followed up with Linda Lisle and Lusia Sorrentino regarding Community Improvement Plan (CIP) concerns raised by DBIA member Angela Widlish. Linda and Lusia advised that they will be scheduling a meeting with Angela to receive feedback regarding the CIP process.

-The Ed sent out a call for Downtown Trenton members to join the Events and Marketing Committee through both the May newsletter and the closed-door Facebook page. While no new committee members attended the most recent meeting, additional downtown members did participate in the April Events and Marketing Committee meeting.

11. Treasurers Report

-The April trial balance was not available prior to the meeting.

-Shelley informed the board that she had contacted the City of Quinte West by email asking them to ensure staff issue a BIA report on the first working day of the month to the DBIA office as our meetings are on the 2nd Tuesday of each month, and the agendas are issued 5 working days in advance. For the most part she feels we should be able to get a report with financial information up to date.

Caleb DenOuden, Director of Finance/City Treasurer responded by email

There is no reason we can't provide up-to-date monthly statements to the DBIA by the first Tuesday of every month. In terms of how up to date the DBIA report will be going forward, we commit to the following timelines:

1. payroll posted before the month-end

2. AP invoices posted before the month-end (assuming received by the last Tues of the month)

3. P-card purchases posted by the end of the following month (i.e., April expenses would not be on your May report)

4. Bank reconciliation and minor adjustments are dependent on Brenda's workload or availability, so at times, it can be a month or two behind

Thanks for bringing it to our attention. We are optimistic that many of our internal processes are going to be improved as we implement an ERP and some automated workflow tools to improve our timing

Shelley advised that, moving forward, Lisa will be working directly with Victoria Thompson and Matt Hodge regarding financial reporting matters.

12. ED Report

-A discussion took place regarding final details and preparations for the Annual General Meeting. The AGM will be held on May 21st at 5:30 p.m. at the Trenton Town Hall 1891.

-A report was provided regarding the Marketing Grant received by Downtown Trenton. The Board was advised that the Grant Committee plans to allocate funding toward a refreshed rebranding initiative, radio and print advertising, social media marketing, graphic design, and video production.

To date, My Broadcasting Corporation has been awarded a contract for summer advertising, Quinte Broadcasting has been awarded a contract for 19 weeks of advertising, and Starboard Communications has been awarded a contract to provide a live remote broadcast during the 2026 Festival on the Bay.

Going forward, the agenda will include a dedicated section providing updates on the Marketing Grant initiative.

-Patty Hays provided a presentation regarding the cost of developing an action plan for the DBIA. The Board determined that the ongoing work related to developing and implementing policies under the new procedural by-law, along with the Marketing Grant strategy initiatives, would be sufficient priorities for this year.

-Lisa provided a brief overview of her attendance at the Ontario Business Improvement Area Association conference, including discussions and educational sessions focused on marketing initiatives, economic development, and current trends impacting Business Improvement Areas across Ontario.

Motion to Approve the Executive Director Report

moved by : Shelley Stedall

Seconded: Remco deGooyer

Carried

13. Events Committee Report

-The Ed provided a report to the Board that included updates on several upcoming initiatives and events.

Updates included the Mother's Day Contest featuring a \$1,000 grocery prize, as well as the Kids Art Inclusion event beginning May 21st. The Board was advised that additional downtown locations will be participating this year to display the children's artwork.

An update was also provided regarding the 2026 Festival on the Bay, with the committee currently seeking local low-cost entertainment options for the Thursday portion of the festival. Funding for a face painter had previously been approved by the Events and Marketing Committee; however, Crossroads Church has since advised they will be providing face painting services during the festival.

A discussion also took place regarding the importance of the City and the DBIA meeting collaboratively to discuss and coordinate downtown events throughout the year

The Ed mentioned opportunities for social media support funding through the Bay of Quinte Regional Marketing Board MAT program are being explored to fit into the Marketing grant.

14. New Business

-The Board was informed that Downtown Trenton had reached out to Matt Tracey to inquire about maintenance work and repairs required following the unusually severe winter experienced within the region.

-Zack Card advised that he had spoken with Matt Tracey regarding sidewalk cleaning, and that sidewalk cleaning operations are scheduled to take place within the coming weeks.

-Lyn raised concerns regarding the limited number of garbage receptacles located throughout the downtown area.

-The ED informed the Board that she had reached out to Linda Lisle to discuss concerns regarding high commercial rental rates and vacant units within the downtown core.

15. Adjournment

Motion moved by: George Tomaszewski

Seconded: Remco deGooyer

Carried

16. Next Board Meeting

Date & Time: June 9, 2026