AGENDA

(Trenton DBIA – Board of Management)

Trenton DBIA – Board of Management
Location: Trenton DBIA Office: 29 Dundas St. W. Trenton, Ontario
Tuesday, November 10, 2026, Closed Session - Scheduled for 5:30pm Public - Scheduled for 6:00pm

1. **Closed Session**
   Reason: Confidential matter concerning an identifiable individual.

2. **Welcome and Call to Order**

3. **Roll Call**

4. **Declarations of conflict of interest**

5. **Approval Of Agenda**

6. **Approval Of Minutes (October 6, 2026)**

7. **Delegations and Petitions**

8. **Public Input**

9. **Business Arising Out Of The Minutes**
   N/A

10. **Treasurers Report**
    October 31, 2026, Trial Balance Review.
    2027 Budget Review.

11. **ED Report**
    Board Governance and 2027–2030 Elections
    The nomination period for the 2027–2030 DBIA Board of Directors closed on October 9, 2026, at 3:00 p.m.
    Six nominations were received.
    1. Lyn Sigurdson – Centre Cinemas
    2. Remco de Gooyer – Digital Underground
    3. George Tomaszewski – Trent Port Historical Society
    4. Mike Dvernichuk – Group Benefit Underwriters
    5. Matthew Gallant – Oaky Karaoke
    6. Ryan O'Shaughnessy – Red Shark Men's Wear

    As the number of candidates did not exceed the available positions, a formal election was not required.

Following the close of the nomination period, two Board positions remained vacant. Mary Ann Gaurdreault from O2 Oxygen Bar and Debbie Cook from Mission Thrift Store have since expressed interest in serving on the Board and submitted their names for consideration.

Their names will be included with the original six nominees and forwarded to the City of Quinte West for Council's consideration and approval.

DBIA members have been notified that a formal election will not be required.

2027 Budget Preparation

Work continued throughout October on developing the proposed 2027 DBIA operating budget, including a review of staffing, administration, events, marketing, and operational expenses.

Planning is also underway for a second Annual General Meeting to provide DBIA members with an opportunity to review the proposed 2027 budget and receive an update on planned events, projects, and initiatives for the upcoming year.

12. <u>Events Committee Report</u>

Halloween Events

The Downtown Halloween events were very successful, with excellent community participation. Thank you to all businesses that participated and helped make the events a success.

Businesses were reminded to remove their Halloween lamp post decorations before Remembrance Day.

Several downtown members have expressed interest in expanding future Halloween activities to include a street closure.

Holiday Plaid Festival 2026

Preparations are underway for the upcoming holiday season, including:

- **Christmas Door Bows:** Festive bows and ribbons will be distributed to DBIA businesses following Remembrance Day.
- **Holiday Plaid Window Display Contest:** Registration closes November 6, with decorating taking place November 15–28. The winning business will receive one week of radio advertising.
- **Christmas Lights:** Mission Thrift Store is offering donated Christmas lights to downtown businesses for $2.50 per strand, plus tax.
- **A Plaid & Handmade Christmas:** December 5 at the Trent Port Historical Society, featuring an artisan market, wagon rides, and holiday activities.
- **Plaidvent Calendar:** Businesses are encouraged to submit their December promotions, activities, and special events by November 15 for inclusion in the holiday marketing campaign.
- **Letters to Santa:** The Trenton DBIA will be partnering with the Quinte West Chamber of Commerce following the Trenton Santa Claus Parade to offer a Letters to Santa writing station at Film.ca.

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13. **ROD Grant Report**
    - **Social Media Marketing:** Cheyanne O'Driscoll has replaced the original individual hired to manage the social media component of the ROD Grant.
    - **Video Production:** Joel George will begin creating videos for social media advertising in November.
    - **Radio Advertising:** The radio advertising campaign is nearing completion, with four weeks of advertising remaining under the ROD Grant.
    - **Branding and Logo Development:** The ROD Grant Committee has reached out to Willow Publishing to develop three new logo concepts based on the feedback and results collected through the community surveys conducted in August and September.

14. **Procedural By-laws, Policies and Procedures**
    Draft policies and procedures have been prepared for Board review. However, their review has been deferred until December to allow the Board to focus on finalizing and approving the 2027 budget.
    The draft policies and procedures will be presented at the December Board meeting for review, discussion, and consideration of approval.

15. **New Business**

16. **Adjournment**

17. **Next Board Meeting**