



Minutes

Owen Sound Downtown Improvement Area Board of Management

June 2, 2021, 5:30 p.m.

City Hall - 808 2nd Avenue East - Council Chambers

MEMBERS

PRESENT:

Chair Dave Parsons
Vice Chair Jacqueline Furtner (via video)
Member Waleed Aslam (via video)
Member Ron Cole (via video)
Member Kathy Hannen (via video)
Councillor Marion Koepke (via video)
Deputy Mayor Brian O'Leary (via video)
Member Peter Reid (via video)
Member Lois Taylor (via video)

MEMBERS ABSENT: Member Dianne Mattice
Member Winnifred Walcott

STAFF PRESENT: Pam Coulter, Director of Community Services
Brent Fisher, Manager of Community Development and
Marketing (via video)
Jamie Eckenswiller, Deputy Clerk
Kristen Van Alphen, Manager of Legislative Services (via video)

1. CALL TO ORDER

Chair Parsons called the meeting to order at 5:32 p.m.

2. DECLARATIONS OF INTEREST

There were no declarations of interest.

3. REPORTS OF CITY STAFF

3.a Report CS-21-058 from the Director of Community Services and Manager of
Legislative Services Re: Joint Operating Agreement Review Follow Up

The Manager of Legislative Services provided an overview of the report.

SDIA-210602-001

Moved by Councillor Koepke

"THAT in consideration of Staff Report CS-21-058 respecting Joint Operating Agreement Review Follow Up, the Owen Sound Downtown Improvement Area Board of Management:

- 1. Approves the administrative amendments to the City of Owen Sound & Owen Sound Downtown Improvement Area (OSDIA) Board of Management Operating Agreement;**
- 2. Directs staff to add a clause to the OSDIA Operating Agreement to ensure the continuance of the agreement in the event of an OSDIA Board name change; and**
- 3. Directs the Chair of the OSDIA Board of Management to sign the Operating Agreement on behalf of the Board."**

Carried.

- 3.b Report CS-21-066 from the Manager of Community Development and Marketing
Re: River District Advertising Proposals

The Manager of Community Development and Marketing provided an overview of the report.

SDIA-210602-002

Moved by Vice Chair Furtner

"THAT in consideration of Staff Report CS-21-066 respecting River District Advertising Proposals, the Owen Sound Downtown Improvement Area (OSDIA) Board of Management directs staff to implement Bounce Radio Option 2 as outlined in the report, with the inclusion of the following amendments:

- 1. Refer to the OSDIA as the 'River District' throughout the campaign;**
- 2. Rename 'DIA Dollars' to 'River District Dollars';**
- 3. Delay the start date of the campaign to June 14, 2021; and**
- 4. Showcase new businesses for the social media videos that have not previously been visited during a marketing campaign."**

Carried.

4. ADJOURNMENT

The business contained on the agenda having been completed, Chair Parsons adjourned the meeting at 5:49 p.m.