

Minutes Orono DBIA Meeting May 13, 2021 – 8:00 am Zoom

Present: Karen Lowery, Julie Cashin-Oster, Councillor Margaret Zwart, Perry Kirkbride (Orono Town Hall), Tina Barrie, Adam Jeronimo – Business Development Lead CBOT

Agenda: Updates on Benches & Bike Racks and Brochures, Canada Flags, promotion ideas for downtown, CBOT Update

Benches – 7 ordered, 2 will be assessable. One assessable bench will be at the town hall which will have the arm rest in the middle. Bike Racks – will be fitted in a week or so.

Flags – Ian is still looking into a quote for flags for the Man Street. Julie will ask MP Philip Lawrence's office maybe we can get a flag to replace the one at town hall.

Orono Brochures –

Social Media Person – update from Councillor Zwart. The municipality has passed a motion to provide funding to the BIAs for social media engagement. The \$30,000 Social Media Grant is based on assessment. The allocations are as follows: Bowmanville BIA \$13,949, Newcastle BIA \$14,548 and Orono BIA \$1,504. Councillor Zwart reported that Bowmanville BIA already has a social media person and they aren't interested in looking after Newcastle and Orono. Initially the thought was one person could look after all three.

At the next Newcastle BIA meeting Councillor Zwart will have them connect with Karen and Julie about the role.

CBOT update – Adam provided an update regarding the COVID rapid screening tests that are available to businesses for staff testing. The kits are available free of charge in lots of 25 tests. It is recommended that testing is done every two weeks. It is required that prior to receiving tests business owners watch a video that details how to administer the test and next steps.

Promotional ideas for downtown businesses – Karen had an idea of getting bags printed – paper or reusable, with all the businesses/info on them and everyone in town use them. Tina had a suggestion for the summer months of printing a passport – selling them for \$10 (money raised donated to Clarington Hospice). Customers get a stamp when they visit (make purchase?) a local business and receive a small gift – when the passport is full the enter into a grand prize draw. It of course depends on how the opening of the province goes.

Town Hall Update – Perry K

The board is still hoping to do the drive-thru Spaghetti Dinner Fundraiser (postponed due to lock-down) once things open up. There is a virtual Town Hall Opening on June 2 to show off the new elevator and accessible washrooms.

Next Meeting: Need Approval on March and April Minutes – need quorum at meetings

Next Meeting: June 10, 2021 8:00 am – via Zoom

Adjourned at 8:45 am