

# DOWNTOWN GUELPH BUSINESS ASSOCIATION (DGBA)

## Board of Directors Meeting Minutes

<b>Date</b>	June 10, 2026	<b>Time</b>	5:11 PM Call to Order
<b>Location</b>	Hybrid / Teleconference		
<b>Attendance</b>	<b>Present:</b> Tom*, Stacy*, Derrick, Faye, Kristelle, Chuck, Brian, Pina, Rich, and Isade. *Attended via teleconference due to technical issues.		

### 1. CALL TO ORDER & APPROVALS

- **Meeting Call to Order:** The meeting was officially called to order at 5:11 PM by Speaker 0.
- **Approval of Agenda:** Motion to approve the agenda as presented. Moved by Isade, seconded by Rich. **Motion carried unanimously.**
- **Approval of Prior Minutes:** Formally deferred to the next regular annual monthly meeting.

### 2. CONSTRUCTION MITIGATION STRATEGY: PILOT VOUCHER PROGRAM

The Board held an in-depth discussion regarding immediate actionable mitigation steps to assist downtown businesses currently struggling due to ongoing construction impacts.

#### Program Structure & Distribution Mechanics

- **Direct-to-Public Injection:** The Board approved a direct-to-public stimulus approach over a previously proposed receipt-submission draw system, choosing a more direct economic impact. The initiative will launch as a **two-month pilot project**.
- **Voucher Specifications:** Distribution will consist of \$25 "Construction Dollar" vouchers available five days a week (Tuesday through Saturday) at 11:00 AM.
- **Location Strategy:** Representatives will distribute vouchers in-person at a different storefront location each morning, highlighting 5 distinct businesses per week and bringing a minimum of 20 prospective customers directly into each shop.
- **Terms of Use:** To ensure all funds inject directly into the downtown footprint, vouchers will be non-cashable and will not offer cash back (e.g., purchasing a \$5 item requires spending the remaining \$20 in the same store or leaving it on the table).
- **Tracking & Limits:** There is a strict limit of one voucher per person, per month. Customer email addresses will be collected at distribution to manage compliance and will be automatically entered into a monthly draw for \$500 in standard Downtown Dollars.

- **Expiry & Office Redemption:** Vouchers carry a strict 30-day expiration date to prompt immediate spending, stamped daily at distribution. Downtown retailers will have a 30-day grace window post-expiry to redeem collected vouchers for cash at the DGBA office. Any unspent funds will be rolled over into a December "bonus round."

#### **Resolution DGBA-2026-06-01:**

Motion to approve an allocation of **\$20,000** from the board's financial reserves to fund the two-month voucher pilot program (\$10,000 per month). **Motion carried.**

### **3. MARKETING & ADVERTISING BLITZ BUDGET**

The Board reviewed the promotional funding roadmap required to cross-promote the new voucher pilot and drive awareness of existing downtown patio and business offerings for the remainder of the year.

#### **Media Allocations & Strategy**

- **Core Media Channels:** Campaigns will be rolled out across social media platforms, CJOY Radio, and local news print/digital channels (specifically the Guelph Tribune or Guelph Today).
- **Guelph Today Campaign:** The board held an extensive evaluation regarding digital placements. While a request was made to delay participation until January 1st, the majority supported immediate inclusion due to *Guelph Today's* status as the top local online news source, and an impressive 3-to-1 matching spend package (spend \$1, get \$3 value) that allows regional outreach to Fergus, Mississauga, and Brampton.
- **Social Media Contract Expansion:** A portion of the funding will support an intended 50% expansion of the content creator contract with Jessica, increasing deliverables beyond the current baseline of 3 posts per week and 2–3 reels per month to ensure deep, equitable coverage for all members.
- **Unified Marketing Funnel:** All radio, print, and regional sponsorships will serve to funnel community attention back to the primary DGBA Instagram/social media accounts, building a robust digital following through the daily "pop-up" surprise location announcements.

#### **Resolution DGBA-2026-06-02:**

Motion to approve **\$45,000** in advertising budget for the remainder of the year to execute the marketing and advertising blitz.

*Moved by Pina, seconded by Rich.* **Motion carried.**

### **4. NEW BUSINESS & DEFERRED ITEMS**

- **Member Design Proposals:** Dave introduced community concepts submitted via email from Kim and Andrew at Home. Notable suggestions included a family-focused downtown scavenger hunt ("Find the Digger") to align with the construction theme and permanent digital navigation maps highlighted on Instagram.

- **Action Item:** As these specialized activations fell outside the scope of the approved baseline advertising budget, the Board agreed to transition these ideas into a future factions/events committee meeting for detailed tactical planning.

## 5. ADJOURNMENT

- The meeting was officially adjourned following the conclusion of scheduled agenda items.
- **Next Meeting:** Confirmed for June 24, 2026.

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Secretary, Board of Directors