



Board Meeting – June 18th 2024– 5:30 pm - 7:00
Location: BIA office 199 Front Street, Suite 200

AGENDA

1. Call to Order

1.1 Attendance

1.2 Approval of Agenda

Motion: Move the approval of the BIA Board agenda as presented.

First:

Second:

All in favour:

2. Disclosure of Pecuniary Interest

3. Reading and confirmation of Minutes (May 2024)

Motion: Move the approval of the BIA Board minutes as presented.

First:

Second:

All in favour:

4. Message from Chair - Maury Flunder

5. Executive Director Report – Danielle Hanoman

6. Marketing & Event Debrief – Matilda Aide

7. Consent Agenda

- A. To approve the use of vendors, food trucks, and alcohol for the following events: The Rotary Loves Kids Golf Day and Party in the Square.

Motion: Move the approval of the consent agenda

First:

Second:

All in favour:

8. Matters for Approval

- Board agrees to pursue a one year contract for staffing associated with the approved RED grant. Our portion of funding for 2024 will be approximately \$15,000 which we already allocated in the approved budget. RED grant agreement attached.

First:



Second:

All in favour:

- The use of \$2100 to go towards a website hosted by Snap360. Bay of Quinte is paying for \$3500 of the \$5600 total. Proposal attached.

First:

Second:

All in favour:

- For Executive Director to pursue other social service agencies for Welcoming Streets for future years.

First:

Second:

All in favour:

9. Financial update - starting transition to Quickbooks. Audit starting on July 2nd 2024.

11. Committees - establish dates and times - priorities and elect a new chairperson

- Vision & Strategic Planning – as needed - committee of the whole
- Economic Development - Matt Leonard
- Membership & Communication
- Events & Programming - Lindsay Dransfield
- Governance – as needed

12. New Business and upcoming event reminders

- On June 26th 2024, at 5pm, there will be a meeting held at Capers with the DBIA and social service agencies. There will be a 30 minute presentation then a 30 minute question and answer. We are collecting questions that will be anonymous to all parties involved (including DBIA) and addressed at the meeting.
- Downtown @ Dusk, 4pm - 10pm Friday June 21st 2024

13. Adjournment



Board Meeting – May 21st 2024– 5:30 pm - 7:00
Location: BIA office 1, Bridge street east, Suite 204

Minutes

1. Call to Order

1.1 Attendance - Garnet Absent

1.2 Approval of Agenda

Motion: Move the approval of the BIA Board agenda as presented.

First: Maury

Second: Lindsey

All in favour: Yes

2. Disclosure of Pecuniary Interest - None

3. Reading and confirmation of Minutes (April 2024)

Motion: Move the approval of the BIA Board minutes as presented.

First: Maury

Second: Jennifer

All in favour: Yes

4. Message from Chair - Maury Flunder

5. Executive Director Report – Danielle Hanoman

6. Marketing & Event Debrief – Matilda Aide

7. Consent Agenda

- A. \$2000 for Quinte Cultural Innovation Committee to perform at Downtown @ Dusk and sponsorship for the Jagua Peace Festival in September to support Orange Shirt Day/ National Truth & Reconciliation Day in 2024.
- B. To approve the use of vendors and food trucks for the following events: Downtown @ Dusk, Caribbean Festival, Buskerfest.
- C. \$2500 after taxes for Downtown @ Dusk photoshoot for promotional material that can be used in future years - *Board Approved as long as receive 10 additional images*
- D. \$80/month for cleaning in the new office. We switched to Bell and saved \$110 per month on phone and internet

Motion: Move the approval of the consent agenda

First: Edie

Second: Jessica

All in favour: Yes



8. Matters for Approval

- The City of Belleville is requesting the use of the huts we usually use for the Christmas Market. Please see request attached in Agenda Package

Motion: Move to approve the City use of huts.

First: Edie

Second: Lindsey

All in favour: Yes

- Request to transition to Quickbooks: \$2,500 plus HST

Motion: Move to approve the cost of switching to Quickbooks.

First: Matt

Second: Jessica

All in favour: Yes

9. Financial update - Attached

10. Acknowledgement of board member leaving - Leah Hamilton and instate Kim Fedor to join our board.

Motion: Move to approve Kim Fedor to be part of the DBIA Board of Directors.

First: Maury

Second: Nick

All in favour: Yes

11. Committees - establish dates and times - priorities and elect a new chairperson

- Vision & Strategic Planning – as needed - committee of the whole
- Economic Development - Matt Leonard - minutes attached
- Membership & Communication
- Events & Programming - Lindsay Dransfield - minutes attached
- Governance – as needed

12. New Business or Notice of Motions

13. Adjournment



Belleville Downtown District BIA
Executive Director Report
Prepared by: Danielle Hanoman
Date: June 18th 2024

Executive Director Board Report Guidelines

Welcome to the new office!!

Governance Decisions, Monitoring & Accountability

1. Current Significant Issues

We are currently getting settled in the new office. We are still waiting for our board table to come in so thank you for your patience.

Most of our time has been spent preparing for Downtown @ Dusk. It is going to be a great event with 2 fashion shows, salsa lessons, blundstone shoe toss, face painting, balloon art, live music, Belleville sens, vendor market and more. Matilda will go into more detail.

Matilda has been doing an excellent job so far, I wanted to take this opportunity to thank her. She goes above and beyond in everything she does.

2. Matters for Approval

- I have discussed with Dug Stevenson about a grant opportunity that we discussed in the last meeting and he loves it. He has also approved the Downtown @ Dusk photoshoot.

Informational

5. Key Accomplishments

- We were successful in the RED grant application!!
- We would like to host an open house for our membership at our new office sometime in July, we will send out invites once we are settled.
- I have finalized a meeting with 5 social service agencies to talk about homelessness and the Hub for our Downtown membership. This will be a DBIA closed meeting, the first 30 minutes will be a presentation, followed by a Q&A with questions submitted beforehand to our office. The tentative date is June 26th at 5-6pm at Capers. An email has been sent out to our membership, we have also printed notices and handed them out in person to businesses.
- I was asked to sit on the board for the OBIAA Advocacy committee. I have been learning a lot and connecting with municipalities all over Ontario.
- DBIA board member list has gone to council and been approved.

6. Matters for Noting

- Stories of Downtown has launched and has been successful so far.
- The Pride parade was successful and brought people Downtown.
- Matilda and I will be attending the airshow and doing a booth for Downtown Belleville to advertise the Downtown stores and events.
- We had 1 grand re-opening this month at Laffertys. Taylor Russett is now the owner and Tom is slowly retiring. We had 1 business leave the Downtown - Bazaar Artisan Market.
- We have one business almost ready to open - Lavish Studio (selfie studio)



MEDIA + ANALYTICS DASHBOARD

JUNE 18th, 2024

PREPARED BY MATILDA AIDE

MEDIA COVERAGE

May 16th to June 18th 2024

THE INTELLIGENCER

News / Local News

New ownership of 47-year-old menswear institution, Lafferty's Menswear

Postmedia Staff
Published Jun 12, 2024 • 2 minute read
[Join the conversation](#)



Taylor Russett, 24, who has already founded a successful wedding photography company at the age of 17 and later established the acclaimed Grind and Vibe cafe and wine bar in Tinton, is taking over the reins of Lafferty's, a staple menswear shop with a 47-year legacy in Belleville. Tom Lafferty, left, the founder of Lafferty's, will continue to serve the area's menswear needs as a continued member of Lafferty's Menswear team. [jgo, ill, ap/mc](#)

Unicorn Party takes over Market Square

Belleville, ON, Canada / Quinte News
Alan-Michael Steele
Jun 1, 2024 | 5:08 PM



Belleville's Market Square was painted in pastel today as nearly 200 unicorn-horned people gathered to celebrate the beginning of Pride Month.

PHOTOS: PRIDE parade fills Downtown District

Belleville, ON, Canada / Quinte News
John Spitters
Jun 8, 2024 | 12:49 PM



Landmark Belleville building being celebrated

Belleville, ON, Canada / Quinte News
John Spitters
Jun 13, 2024 | 2:42 AM



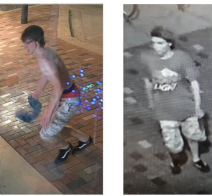
Heritage Belleville and its community partners invite you to join them on June 15 for a special "birthday party" celebration in honour of the 150th anniversary of Belleville City Hall. The event will run from 10 a.m. to 2 p.m. and will feature all kinds of birthday-themed fun including:



NEWS BUS CANCELLATIONS SPORTS WEATHER OBITUARIES EVENTS ADV

Suspect wanted after vandalism spree

Belleville, ON, Canada / Quinte News
John Spitters
Jun 5, 2024 | 8:11 AM



(Photo: Belleville Police Council)

Belleville police are looking for a suspect after another case of vandalism in the Downtown District. Officers were called at around 1 a.m. Wednesday morning to find that a number of businesses had been damaged.

A suspect was identified after police reviewed security camera footage.

Anyone with information should contact Constable Clayton at mc1409@belleville.ca or Quinte Crime Stoppers.

THE INTELLIGENCER

ment Life Opinion All Newspapers Business Ads Jobs Shopping Driving Health

News / Local News

Law and Orders Burgers + Fries opens in Downtown Belleville

Postmedia Staff
Published May 28, 2024 • 1 minute read
[Join the conversation](#)



Jaime Law and his team opened up their seventh location of Law & Orders Burgers + Fries at 400 Front St, Downtown Belleville and were joined by Mayor Neil Ellis and dignitaries for the

THE INTELLIGENCER

News / Local News

Blues fest promises top talent

Jack Evans
Published May 31, 2024 • 2 minute read
[Join the conversation](#)



Left to right, key organizers of the coming Downtown Belleville Blues Festival are Carol Feeney, Paul Demers and Toni Vance. [JACK EVANS/jgo, ill, ap/mc](#)

The coming annual Belleville Blues Festival, rated as "the newest one in Canada" and "the only one between Toronto and Montreal," promises some of

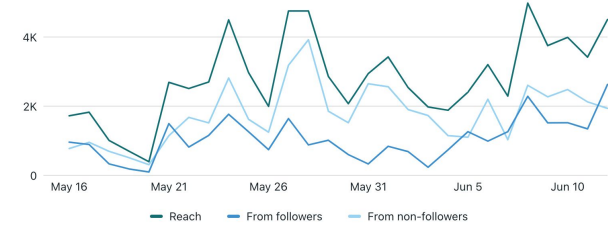
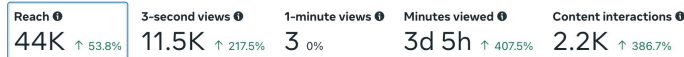
SOCIAL MEDIA

May 15th to June 18th

New followers last 30 days:
Instagram: 81 (78 last month)
Facebook: 49 (9 last month)

Instagram page comparison followers
gained in last 30 days:
City of Belleville:
Discover Belleville:
Belleville Chamber:
Bay of Quinte Regional Marketing Board:
Queen Street West BIA:
Downtown Kingston:

Content

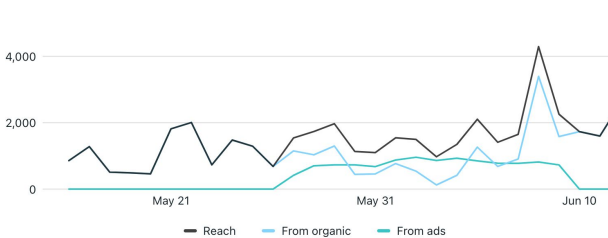
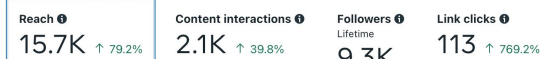


Reach breakdown

May 16 – Jun 12



Performance



Reach breakdown



facebook

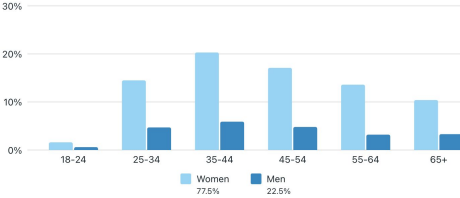


Instagram

Followers

Lifetime
10,267

Age & gender



Top cities

Belleville, ON, Canada



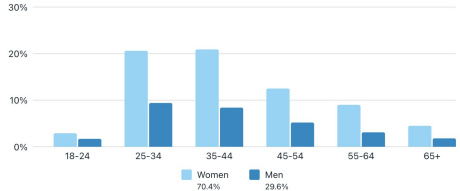
Top countries



Followers

Lifetime
9,281

Age & gender



Top cities

Belleville, ON, Canada

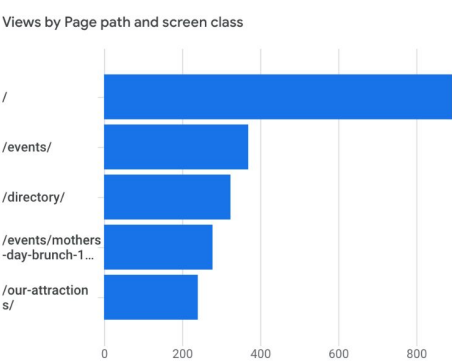
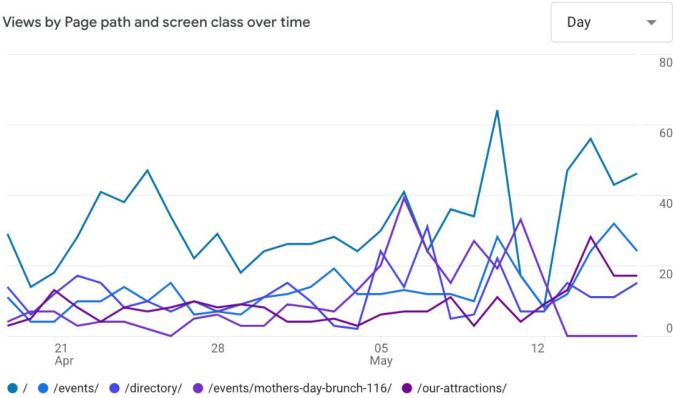
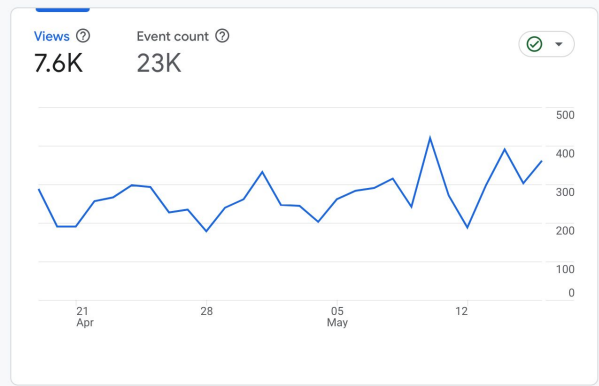


Top countries

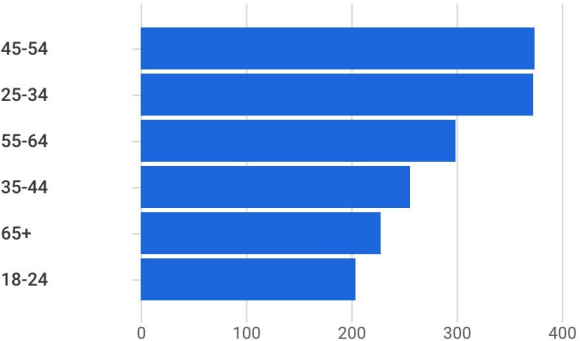


WEBSITE

May 15th to June 18th



Users by Age

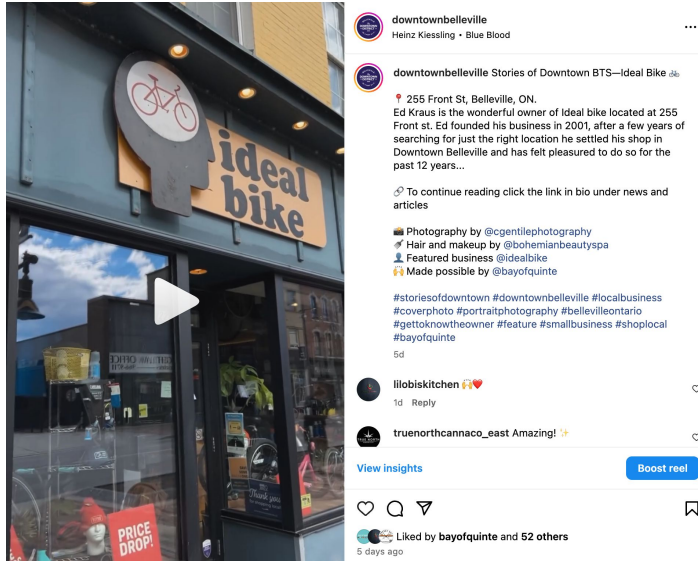


Page path and screen class		↓ Views	Users	Views per user	Average engagement time	Event count
		100% of total	100% of total	Avg 0%	Avg 0%	100% of total
1	/	892	570	1.56	32s	2,658
2	/events/	369	258	1.43	39s	961
3	/directory/	324	173	1.87	1m 15s	718
4	/events/mothers-day-brunch-116/	278	239	1.16	18s	960
5	/our-attractions/	240	202	1.19	50s	787
6	/directory/pho-viet/	122	94	1.30	15s	386
7	/events/mothers-day-brunch/	112	98	1.14	20s	331
8	/welcomingstreets/	100	49	2.04	1m 05s	290
9	/downtown-at-dusk/	92	69	1.33	29s	293
10	/hotel-quinte/	71	58	1.22	2m 03s	236

Stories of Downtown

Inspired by the iconic "Humans of New York" project, we will be launching the "Faces of Downtown Belleville" project. This initiative aims to shine an authentic spotlight on the local business owners and members of the downtown community, offering a beautiful and tasteful portrayal through the lens of Christopher Gentile Photography.

Watch now!

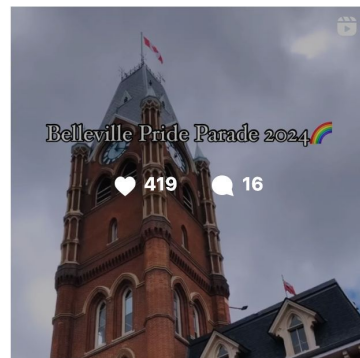


Events & Campaigns

Community Engagement

Pride in Downtown Belleville! The Bay of Quinte Pride Parade in Belleville was on June 8th this year. All who attended had a fantastic time, our online engagement was through the roof!

[Watch now!](#) So far **8,369 views** and **419 likes!!**



Downtown At Dusk is THIS FRIDAY!! JUNE 21st from 4-10pm!

Back again! We are gearing up for this year's Downtown @ Dusk on June 21st 2024!

There will be live music, food vendors, 2 fashion shows, Belleville Sens booth, Beckers Shoes Blundstone giveaway and more!



Welcoming Streets Update

Our busiest months are from May-September and as you'll note, our unique interactions jumped from 60 in April, to 117 in May.

Funding ends March 31, 2025, however, as we do each year, we're still looking into other opportunities and will apply for funding with the ministry to continue (happens in the fall).

Working on deliverables with the grant.

May participate/have a table at overdose awareness day August.

Welcoming Streets

MAY 2024



**HOUSING
SUPPORT
OFFERED
3 TIMES**



**CONDUCTED
WELLNESS CHECKS
TO MEMBERS OF OUR COMMUNITY
13 TIMES**



**30
CALLS FROM
STAKEHOLDERS**



**COMMUNITY
EDUCATION
OFFERED
11 TIMES**

117

**UNIQUE
INTERACTIONS**



**OUTSIDE AGENCY SEEKING
ASSISTANCE FROM
WELCOMING STREETS
3 TIMES**

**LIFE-SAVING
MEDICATION
ADMINISTERED**

1 TIME



**INFORMAL
COUNSELLING
OFFERED
11 TIMES**

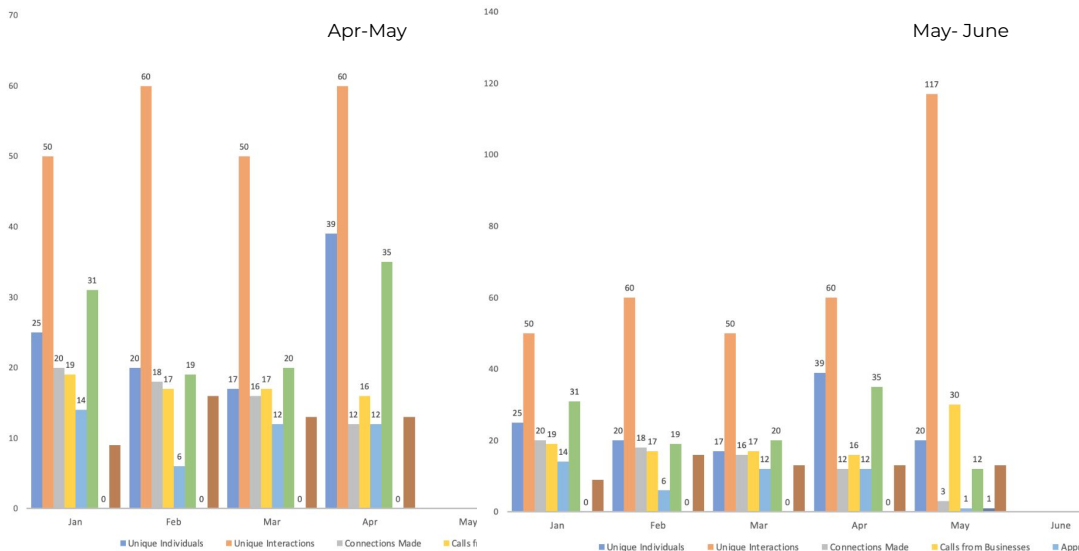


**40
MEETINGS**

**WITH STAKEHOLDERS &
COMMUNITY PARTNERS**

Apr-May

May- June



Ministry of
Agriculture,
Food and Rural
Affairs

Ministère de l'Agriculture,
de l'Alimentation et des
Affaires rurales



4th Floor
1 Stone Road West
Guelph, Ontario N1G 4Y2
Tel: 1-877-424-1300
Email: RED@ontario.ca

4e étage
1 Stone Road West
Guelph (Ontario) N1G 4Y2
Tél.: 1-877-424-1300
Courriel: RED@ontario.ca

Rural Programs Branch

June 3, 2024

File Number: RED6-10302

Danielle Hanoman, Executive Director

Email:
dhanoman@downtownbelleville.ca

Belleville Downtown Improvement Area Board Of Management
1 Bridge St. E., Suite 204,
Belleville, ON, K8N 5N9

Dear Danielle Hanoman:

Thank you for submitting your application entitled "**Belleville Downtown Business Retention**" to the Rural Economic Development Program.

I am pleased to inform you that your project has been conditionally approved to receive funding at **fifty per cent (50%)** of your eligible costs up to the amount of **\$57,427.00**. This is subject to the execution of a Contribution Agreement ("CA") between the recipient(s) and the Ministry of Agriculture, Food and Rural Affairs ("Ministry").

Funding decisions are based on the merits of each individual application using the program assessment criteria. Only those projects with the highest alignment to the program outcomes are approved for funding.

Note: Your conditionally approved funding must be kept confidential until an announcement has been made by the Ministry.

There are **five (5) steps** below to update / confirm the information we have on your file. The requested information must be returned by **June 18, 2024** or your conditional approval may be withdrawn.



Good Things
Grow in Ontario
À bonne terre,
bons produits



STEP 1: LEGAL INFORMATION, TRANSFER PAYMENT ONTARIO(TPON) AND SUPPLY ONTARIO

Confirm the information listed below. It is important that the information is accurate (including the spelling of the legal name, CRA number and signatories) for your Contribution Agreement and to receive reimbursement payments.

Legal name: Belleville Downtown Improvement Area Board Of Management

CRA Number: 124043167

Signatory 1

Name: Luisa Sorrentino

Title: Executive Director

Signatory 2

Name: Stacey Kerr

Title: Chair

TPON Registration:

Funding recipients are required to register their information through the Province of Ontario's Transfer Payment Ontario (TPON) system, an online registration tool. The completion of the TPON is required before your CA can be executed by the Province.

If your municipality/organization is not registered in TPON, please follow the instructions at <https://www.ontario.ca/page/get-funding-ontario-government> to complete the registration process. Please call the Transfer Payment Ontario Help Desk at [1-855-216-3090](tel:1-855-216-3090) or [\(416\) 325-6691](tel:(416)325-6691) to complete the process or if you have questions regarding the status of your registration (e.g., showing as "Draft" or "Submitted").

If you are registered in the TPON system, please ensure your information is current and up-to-date.

Supply Ontario Registration:

Funding recipients are required to register their information through the Province of Ontario's Supply Ontario system. The completion of Supply Ontario is required to ensure you can receive reimbursement payments.

If your municipality/organization is not registered in Supply Ontario, please follow the instructions at <https://www.ontario.ca/page/doing-business-government-ontario#section-4> to complete the registration process. Please call the Ontario Shared Services Contact Centre at 1-866-320-1756 to complete the process or if you have questions regarding the status of your registration (e.g., showing as "Draft" or "Submitted").

If you are registered in the Supply Ontario system, please ensure your information is current and up-to-date else there may delays or challenges processing your claims.



STEP 2: DATE CONFIRMATION

Confirm your project start and completion date. Advise of any adjustments that may be required. Your request may require Ministry approval.

Table #1

	Project Start Date	Project Completion Date
Project Timeline per Application	4/1/2024	9/30/2025
Updated (if necessary)		

STEP 3: ELIGIBLE PROJECT ACTIVITIES AND ELIGIBLE COSTS

Please confirm the details of the Eligible Project Activities set out below.

1. Project coordination to develop and implement a Membership Care Program and Database in Belleville
2. Host monthly town hall meetings as a crisis response in Belleville
3. Develop and deliver marketing and communications materials to support the concerns of existing businesses and crafting responses to counter the negative publicity stemming from the public safety crisis in Belleville

As noted in the Rural Economic Development program guidelines, eligible project costs cannot be incurred prior to the date that the Ministry approves the project. This project's approval date is **April 1, 2024. Eligible costs can only be incurred on or after this date.**

Note: Total Eligible Costs cannot be increased.

The costs deemed eligible for your project, following the review of your application, are:

Table #2

Eligible Cost Items	
Salary and MERCs for Project Coordinator (new hire to work 100% on the project)	
Marketing and Promotion (third party fees)	
Technology for new hire	
Software for new hire	
Venue Rental Fees	
Total Eligible Costs	\$114,854.00

STEP 4: SOURCES OF FUNDS AND FISCAL YEAR BREAKDOWN

Please confirm the details set out in Table #3 (Sources of Funds). Note: Rural Economic Development program funding that has been requested cannot be increased and must match or be lesser than the funding approved.

Table #3



Sources of Funds	Amount
Belleville Downtown District BIA	\$57,427.00
RED Funding	\$57,427.00
Total	\$114,854.00

Confirm the forecasted incurred costs by fiscal year; the RED Program's fiscal year begins on April 1 and ends on March 31). **Note:** the breakdown in Table #4 must be within the dates within Table #1.

Table #4

	2024-25	2025-26	2026-27
Fiscal Breakdown per Application	\$81,356.00	\$33,498.00	
Updated (if necessary)			

STEP 5: INSURANCE REQUIREMENTS

In addition, please note that a Certificate of Insurance for comprehensive general liability insurance with coverage for at least \$2 million per occurrence will be required prior to executing the CA and for the term of the CA. This insurance must show the Province (His Majesty the King in right of Ontario) as an additional insured party on the policy, provide a right of "first call" over other persons and contain the endorsements specified by the Contribution Agreement. Proof of this insurance is required upon request. Note: a "sample" Certificate of Insurance has been included for reference purposes.

Once the above information is reviewed by the Ministry to ensure completeness and has been accepted by the Ministry, we will send out the CA for your signature. Please be prepared to return the signed CA in a timely manner.

Return this letter with your updates by email to RED@ontario.ca by June 18, 2024 or your conditional approval may be withdrawn. For your convenience, a checklist follows which summarizes all of the current requirements.

Should you have any questions or require additional information, please do not hesitate to contact your project analyst, Rebecca Fortenbacher at: Rebecca.Fortenbacher@ontario.ca or at: 519-546-8380.

Congratulations on the conditional approval of your Rural Economic Development project.

Sincerely,

Original Signed By
Sara Fisher
Manager, Agriculture and Rural Programs Unit

Attachments: Sample of Certificate of Insurance



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Grow in Ontario
À bonne terre,
bons produits



CHECKLIST

Before returning this letter, please ensure that you have confirmed:

Step 1: Legal information, TPON registration and Supply Ontario Registration	
Step 2: Date confirmation	
Step 3: Eligible Project Activities and Eligible Costs	
Step 4: Sources of Funding and Fiscal year breakdown	
Step 5: Insurance requirements	





SNAP360°

**WEBSITE MIGRATION AND FEATURE
DEVELOPMENT/UPDATES**

BELLEVILLE DOWNTOWN DISTRICT BIA

MAY 31, 2024

SUBMITTED TO

Danielle Hanoman
Executive Director
Belleville Downtown District BIA

SUBMITTED BY

Dan Ireland
Sr. Designer/Developer, Solution Strategist
Snap 360

OVERVIEW

OUR COMMITMENT

Our team will work with you to ensure accuracy and quality of the deliverables you have hired us to complete. The investment you put into our services will be reflected throughout the entire process.

WHAT WE HEARD FROM YOU

Your Goals

1. **Server Migration:** Downtown Belleville BIA has requested that Snap 360 migrate their site off their current servers and begin managing all hosting requirements.
2. **Website Updates and Feature Additions:** The Downtown Belleville BIA is continuously evolving and is currently not receiving the support to update their existing website or add any additional features. The Downtown Belleville BIA is requesting immediate features and updates to the existing website, and to establish an ongoing working relationship with an experienced web development company.

Our team will ensure that all of the above Goals are met by way of the process outlined herein.

DEVELOPMENT

SERVER MIGRATION

Hosting

We would be pleased to look after the hosting of your website at a reliable, high-speed Canadian datacentre, giving you single point of contact and responsibility for your website. We can also provide support if you would prefer to have it hosted elsewhere.

HTTPS Security

HTTPS seamlessly encrypts the data going back and forth between your visitors and website, as well as your login and access to your back-office console, thus protecting your and your customers'/ website visitor's data. Handled at the edge by Cloudflare and additionally between Cloudflare and webserver.

WordPress Peace of Mind Plans

All of our WordPress-Based websites require at least the basic "Peace of Mind" Security Updates plan, which will enable us to properly keep WordPress and all functionality-extending plugins up to date on a bi-weekly schedule, plus zero-day patches as required.

WordPress, used by 60% of Content-Managed (CMS) websites globally due to its advanced functionality and ease of use by website owners, has for those reasons become a prime target for botnet-based, criminal hacking syndicates. Regular security updates are essential in preventing their hacking, defacement, or data theft from your website.

Please see the accompanying document for details.

SITE UPDATES AND NEW FEATURES

The following is a list of requested updates and features.

- Home page hero banner height reduction.
- Remove 'X'/twitter social media icon.
- Confirm newsletter signup is connected to existing MailChimp account.
- Remove feature article section on homepage.
- Find a solution to display social media logos in a more prominent way.
- **Accommodations carousel** – Create a new carousel on the homepage featuring the Downtown Accommodation options in Belleville. Snap 360 is recommending using the 'directory' map entries to accomplish this as it already has an individual profile pages associated with it. Snap 360 will fix directory login to hide unused sections.
- **Page renaming**
 - Signature Events changes to Downtown District Events.
 - Upcoming Events changes to Community Events.
- **Tribe Events Calendar Installation**

- Replace current custom events system with Tribe Events Calendar - <https://theeventscalendar.com/>.
- Update current events feed on homepage to use the new Events Calendar. Maintain the current look and feel of the feed as much as possible.
- Explore options of absorbing Bay of Quinte Downtown Events into Downtownbelleville.ca. This would require BOQ RMB staff to add a new category specific for Downtownbelleville.ca so these events can populate your new Tribe Events Calendar.
- Snap 360 is available to manually move current events to the Tribe Events Calendar. Costing Options included below.
- Move 'Gift Cards' from header in to the "More" section.
- Move Welcoming Streets from the "More -> About the District" section to 'Main Header' area.

Mobile Friendly Responsive Design

Snap 360 is well-versed in making your vision come to life on desktop screens, tablets and smartphones. We have been delivering websites that adapt to any screen size for 15 years, and understand the importance of layout, presentation, and performance for a mobile world.

AODA Compliance & Accessibility Tools - OPTIONAL

The Accessibility for Ontarians with Disabilities Act (AODA) is a law that was established by the government of Ontario in Canada to develop and enforce accessibility standards for government, businesses, nonprofits, and public sector organizations.

Based on these requirements, the BDIA website may need to be AODA compliant. This can affect your design capabilities and decisions. For example, text colours must contrast strongly with backgrounds, but there is much more to it. A planned approach greatly increases the ease of keeping your site AODA AAA compliant and allows total control of the code.

References

- <https://aoda.ca/new-aoda-requirement-for-ontario-websites/>
- <https://www.w3.org/WAI/WCAG21/quickref>

Achieving AODA compliance

Engaging a development team, such as Snap 360, who are fully knowledgeable with AODA standards and experienced in successfully upgrading websites to meet AAA standards, is key to creating and maintaining a compliant website.

These are two processes we take to validate your site:

1. Code validation using professional software
2. Human intervention. There are cases when WordPress plugins, or the platform itself, generates an offending warning or error that we cannot resolve without altering functionality or design. In this case, Snap 360 provides alternatives so users with disabilities can resolve this problem themselves and nullifies the error or warning.

Your site should be able to navigate using keyboard commands only, while logically describing to the user on what they are focused. Snap 360 tests using 'Google Screen Reader' to ensure an easy and logical flow for visually impaired users "tabbing" through your website, and that the proper instructions and content are being read. AODA is an ongoing process.

If AODA compliance is of interest, please let us know (checkbox below) and we'll run an audit during the first phase of development and provide an estimate for your approval.

KEY PERSONNEL FOR YOUR ASSIGNMENT

The following outlines the key team members who will be devoted to your project. They will be supported by other members of our full-time, in-house production team.

DAN IRELAND

Senior Designer, Developer, Solution Strategist

Qualifications and Experience

Dan's creativity is matched only by his expertise in design and technology. An advanced Graphic Arts Designer and Graduate of St. Lawrence College for Graphic Design, his 18 years of expertise includes conceptual design, branding, logo development, graphic design, print media, packaging, web design and programming for hundreds of branding projects, websites and a multitude of graphic material for a wide variety of businesses and organizations.

An expert in high functionality, intuitive and custom designed web systems he makes the magic happen in branding, print media and websites.

ZACH ELLIS

Senior Programmer

Zach is an inventive, highly experienced programmer and hosting engineer. His depth of programming skills enable Snap to develop advanced, database-driven, web applications as well as solid, highly-secure applications that help our clients and their stakeholders succeed.

Zach attended the University of Ottawa to study Computer Science in 2010 before transitioning into the more specific domain of "Web Programming" in 2012. His 10 years of professional experience includes;

- Configuring and maintaining servers running web applications on Linux and Windows

- WordPress, including large WooCommerce ecommerce installs
- Multi-cloud experience: Digital Ocean, Linode, OVH, Cloudflare CDN, Amazon - AWS, RDS, EFS, Elasticache, S3 - BackBlaze B2
- Laravel & Symfony experience for fully custom web applications
- Legacy PHP codebase re-factoring and upgrade experience

KEN DICKSON

PRESIDENT AND FOUNDER

Leading the Snap 360 team in technology and communications design since 1995.

Ken's passion for Branding and Marketing strategy shines through his work, pioneering the development of integrated and flexible web system architecture that's highly productive, easy to use, integrated with digital marketing, and empowering to all.

His imagination-in-action merges the creative with the technical, building on his educational background in computer science, theatre arts, and filmmaking, as well as a professional portfolio in business, development finance, entertainment software and marketing.

Ken's Community service highlights

Rotary Club of Belleville: over 25 years as a Rotarian including service as Director and President, developing many Rotary websites, including for the annual Rotary AIDS Walk held locally and in Toronto, which collectively raised over \$1 Million toward the battle against HIV/AIDS.

Quinte Film Alternative: Founding member

Quinte Technology Association: Founding member

Loyalist College: Advisory Committee for the Advertising, Marketing Communications – Creative Design Program

WEBSITE DESIGN & DEVELOPMENT PROCESS

PHASE ONE: WEBSITE MIGRATION

Website Migration

- Snap 360 will move your current website to our secure servers. There should be minimal downtime of the website during this transition

PHASE 2: SITE UPDATES AND FEATURE ADDITIONS

We will copy your website to a secure, online preview so that you can review the progress as it develops. When changes are approved we will sync the development site with the live version.

- All Functionality and Design Templates Completely Coded.
- Website access is turned back over to Downtown Belleville BIA
- Website Administration Training Complete.
 - Downtown Belleville BIA trained on:
 - WordPress CMS
 - Tribe Events
- Website Quality Assurance complete and approved.

Your revised website goes live for the world!

DEVELOPMENT TIMELINE

Phase 1: Estimated 1-2 Days

Phase 2: 2-3 Weeks

*To be scheduled upon your approval to proceed.

PROJECTED BUDGET

This projected budget is based on the deliverables outlined above. It does not include client revisions that exceed the estimated amount or variations that exceed the original proposed work. HST Extra.

WEBSITE DESIGN AND DEVELOPMENT

Phase One: Website Migration	\$ 350
Phase Two: Site Updates and Feature Additions	5 250
<ul style="list-style-type: none">• Tribe Events Calendar Implementation and migration• Content Implementation/Content rearranging• Directory Carousel and Logic Conditions to Hide Unused Sections• Site Launch• CMS / Training	

TOTAL: \$ 5 600

OPTIONAL

Event Content Migration from Old System – Snap 360 Content Population	\$ 875
AODA Accessibility Compliance	TBD

ASSOCIATED COSTS

Tribe Events Subscription	\$ 175/yearly
Hosting Cost Estimate	\$ 20 - 30/month
WordPress Peace of Mind Plan Estimate	\$ 37.50/month

PAYMENT SCHEDULE

We would request payment of 30% upon commencement, then invoice 30% upon Design approval, 30% upon completion of beta website and 10% upon launch to public.

Optional Event Content Migration	Yes <input type="checkbox"/>	No <input type="checkbox"/>
AODA Accessibility Compliance Audit (no charge)	Yes <input type="checkbox"/>	No <input type="checkbox"/>

APPROVED BY

<hr/>	<hr/>
Print Name	Date
<hr/>	<hr/>
Signature	Purchase Order Number

TERMS AND AGREEMENT

REPRESENTATION AND WARRANTY

The Services provided by Snap 360 for Downtown Belleville BIA will not infringe upon or violate any laws or rights of any third parties, including such violations as infringement or misappropriation of copyright, patent, trademark or other property right of any person or entity.

Snap 360 Ltd. represents and warrants that the Software does not contain any clock, timer or other limiting or disabling code, design, routine that would cause the Software to be erased, made inoperable or otherwise diminish the use thereof by Downtown Belleville BIA.

The deliverables will function, operate and perform in all respects in accordance with the specifications set out in this proposal (which specifications the parties may agree to modify in writing from time to time).

Snap 360 has all necessary skills and materials to create the deliverables. The quality of the deliverables shall meet the high standards of both Snap 360 and Downtown Belleville BIA.

For a period of six months following delivery, Snap 360 represents and warrants that the deliverables will be free of programming errors, logic errors and other defects in workmanship, provided that the deliverables are hosted by Snap 360 or other host approved by Snap 360. If any such defects occur within such period, Snap 360 will promptly correct such defect.

This limited warranty is the only warranty given and is expressly in lieu of any and all other warranties, express or implied, including any warranty of merchantability or fitness for any particular purpose. In no event shall Snap 360 be liable directly or indirectly for loss of anticipated profits or consequential damages.

COPYRIGHT OF CONTENT, OWNERSHIP OF PROGRAMMING CODE, AND LICENSING AGREEMENT

Copyright to all text and graphic content of the web site, including copywriting, buttons, banners, illustrations and logos created by Snap 360 will be assigned to Downtown Belleville BIA by Snap 360 upon receipt of payment in full for work performed.

Downtown Belleville BIA agrees that copyright of all text, graphics and data provided by it for inclusion in the web site are its sole responsibility, that Snap 360 will not in any way be held responsible for any claims or copyright infringement or violation, and that Downtown Belleville BIA agrees to indemnify and hold Snap 360 harmless from any claim or damages or liability in connection with material furnished by Downtown Belleville BIA.

All programming code, including, but not limited to, all SQL, JAVA, JavaScript, HTML, CSS, PHP and ASP.NET code developed by Snap 360 and used in this application for Downtown Belleville BIA remains the sole property of Snap 360 at all times. Snap 360 agrees to license the use of this code in perpetuity to Downtown Belleville BIA for use on their web site or internal network only, upon receipt of payment in full for work performed under this agreement. Downtown Belleville BIA agrees that it will not resell the code or any portions thereof, however modified, or to divulge the source code to any other party. These terms related to the copyright and licensing of the work described herein shall survive any termination of this agreement.

PORTFOLIO CREDIT

Downtown Belleville BIA agrees that Snap 360 shall have the right to place a small company logo on the home page of the web site accompanied by the words “Web System by Snap 360,” or similar such logo to be linked to the Snap 360 URL, or on another page or pages as agreed to by both parties.

Snap 360 shall also have the right to mention Downtown Belleville BIA site on the Snap 360 web site and in the sales presentation of its work to prospective clients, in any publicity about Snap 360 and the right to submit the site in 360 competitions and for industry awards.

CHANGES AFTER APPROVAL

Any changes to portions of the work previously approved by Downtown Belleville BIA will be made at additional cost to Downtown Belleville BIA.

SNAP 360 – SINCE 1995

Snap 360 is a Branding, Digital Marketing, SEO, Visual Design, Website and Web Application Development company based in Belleville, Ontario. We serve clients across Canada and the USA.

Thanks to years of experience, founded on structured education and continual learning, our team delivers exceptional results that keep our clients coming back. We care about our staff.

Our corporate culture is built on integrity and fearless but respectful communication.

Creative collaboration among disciplines leads to impactful, client-centred deliverables.

We care about our clients. Thanks to the quality of our deliverables and customer service, they know they can rely on us, as we're sure you will as well.

AREAS OF EXPERTISE

Branding

Make sure your brand authentically represents your business and connects with your target audiences' concerns and aspirations.

Marketing Strategy

Where is your audience and how can you reach them? A holistic approach will engage your audiences through a variety of traditional and digital channels.

Design & Creative

Design is our passion. From logos, to stationery, to print ads, our designers are devoted to executing innovative and effective solutions.

Effective Websites

Build your audience and grow your leads. Your website will attract your target markets, engage their interests, and lead them to take the next step.

SEO + Digital Marketing

Draw in your audience, get in front them and fill your sales funnel via a variety of digital channels, including paid online advertising, improved organic search ranking, and more.

COMMUNITY SERVICE

We have always believed in helping our world become more peaceful, humane, healthier and caring, both locally and internationally.

Website, design and marketing services have been donated to many events and organizations, including –

In whole

- <https://rotaryloveskids.com> (20 + years)
- <https://rotarylovestrees.ca> (4 years)
- <https://rotaryaidswalk.ca> (14 years)

In part

- <https://tweedartscouncil.ca>
- <https://ltc.on.ca>
- <https://quintefilmalternative.ca>
- <https://www.gatewaychc.org>
- ... and many more

SNAP360: IN OUR CLIENT'S WORDS...



"We are proud to have had our website redesigned by Snap360. The team worked closely with us to provide an intuitive site that matched our brand and worked for our proposes. Snap360 has always been available to answer our questions, assist with challenges, make suggestions for improvement and have always ended our conversations with a smile. We sincerely appreciate their positive attitude and hard work."

Katie Stewart, Manager,
Entertainment Marketing

Great Canadian Entertainment



"Fantastic! Thank you, thank you, thank you, for all of your hard work and quick turnaround time. We have announced our new website to staff and Board and are hearing wonderful feedback. We are very, very pleased!!!"

Angela Canavan, Executive Assistant
Brock Community Health Centre



*"The site looks great in this new format
and our users will undoubtedly
appreciate the online bookstore and easy
access to videos, etc. Great work!"*

Heidi Rooke, Hastings County
Historical Society



*"The website is amazing! We love, love,
LOVE it! It is so easy to navigate and use
..... and we have received a lot of
compliments on it!!"*

Corinne Ross, Communication
Specialist, Downtown Belleville BIA

PORTFOLIO

LOGO DESIGN

Logos developed to embody and project the unique brand of each company.



RECENT PROJECTS

BAY OF QUINTE

Website Architecture • Design • Development • CMS

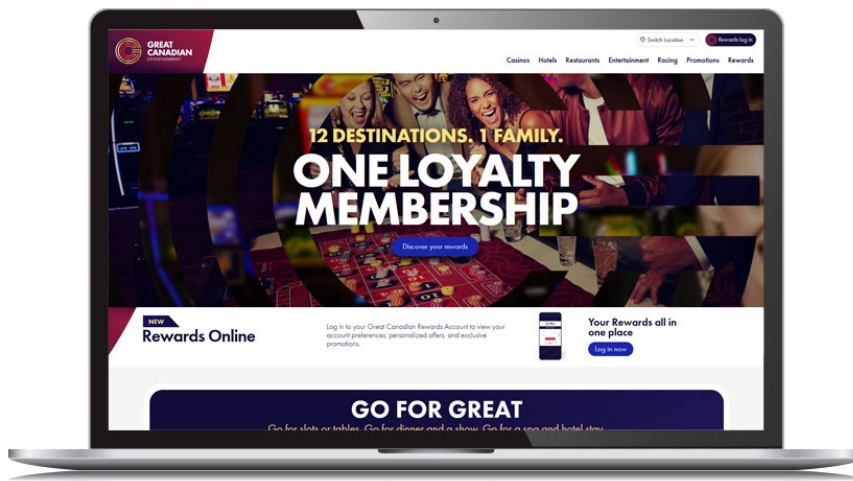
<https://bayofquinte.ca>



GREAT CANADIAN ENTERTAINMENT

Website Architecture • Design • Development • Programming • Powerful CMS

<https://greatcanadian.com>



PORT PICTON

Branding • Logo Design • Marketing Campaign • Website Architecture • Design & Development

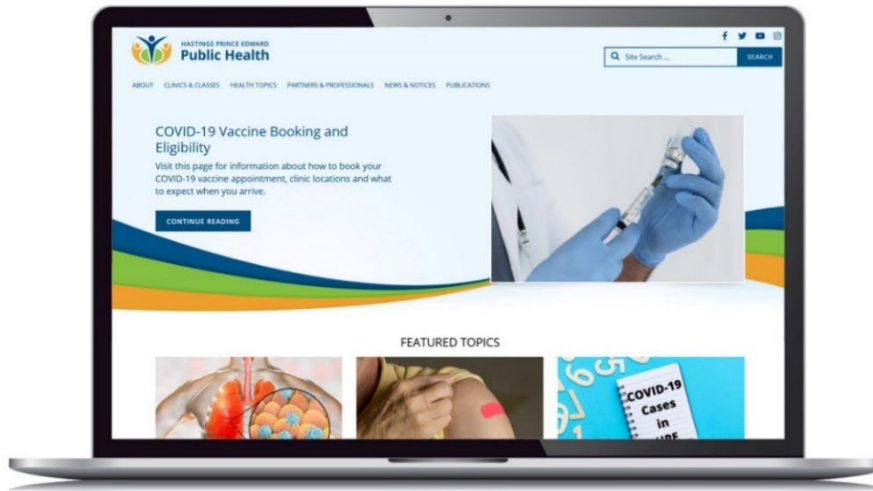
<https://portpicton.ca>



HASTINGS-PRINCE EDWARD PUBLIC HEALTH

Website Architecture • Application Programming • Design • Development • Intranet

<https://hpepublichealth.ca>



GATEWAY COMMUNITY HEALTH CENTRE

Website Architecture • Design • Development • CMS

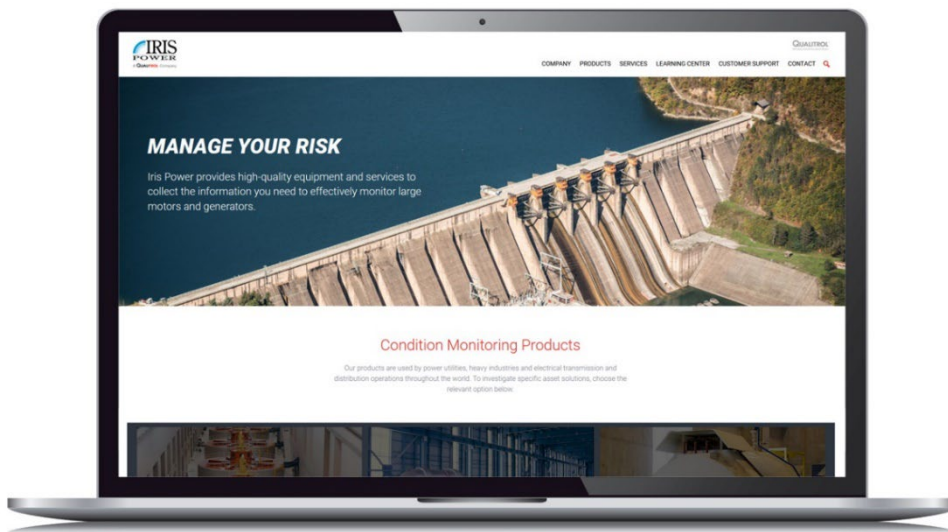
<https://www.gatewaychc.org>



IRIS POWER

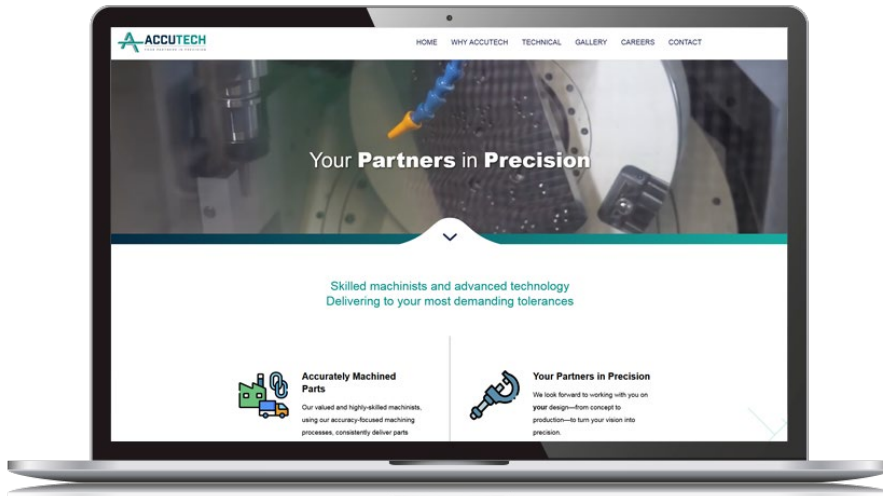
Website Architecture • Design & Development • Secure client portal

<https://irispower.com>



ACCUTECH MACHINE AND TOOL

Branding • Logo Design • Website Architecture • Design & Development
<https://accutechmt.com>



ELECTRO CABLES

Website Architecture • Design • Development • Searchable product database • Quote requests • CMS
<https://www.electrocables.com>

