

## Downtown Guelph Business Association Board of Directors Meeting Agenda

**(DRAFT) April 19, 2022, 4:00-5:30**

via Zoom <https://us02web.zoom.us/j/83819039938>

**In Attendance:** Lauryn Conlon, Tom Lammer, Kevin Polach, John Regan, Leanne Caron, Kristel Manes, Nicole Hogg, Will Mactaggart, Greg Elliot, Sandy Clipsham, Rodrigo Goller, Marty Williams, Carly Klassen, Tim Plunkett

**Regrets:** Doug Minett, Daniel Atlin

**Guests:** Stacey Laughlin, Scott McNair (City of Guelph).

**Chair:** Kevin Polach

### Introductions/zoom meeting protocols

Note: Meeting is being recorded

**Disclosure of Conflict of Interest:** none declared.

### 1. Approval of Agenda

**MOTION:** “To approve the Agenda.” Moved by Greg Elliot; Seconded by Rodrigo Goller.

**Carried.**

### 2. Approval of the Minutes.

**MOTION:** “To approve the Minutes of the previous meeting March 22, 2022. Moved by: Sandy Clipsham; Seconded by Greg Elliot. **Carried.**

### 3. Financial

**MOTION:** “To accept the Financial Statements as presented.” Moved by: Rodrigo Goller; Seconded by: Kevin Polach.

- Membership initiative \$ identified as “Say Something Nice Contest” & parking vouchers
- Edit date in fourth column “Forecast 01/01/2022” (from 2021).
- Verified by Jenny that contract work (i.e Meris & Taylor) are listed under “Consultants”.

**Carried.**

### 4. Report from Stacey L & Scott M

#### Updates

- Archaeological clearance of Baker District. site started; big tent to create ideal & favourable weather situations for continual work.
- Removal of on-street parking Baker St., Park Lane & Chapel Lane. (start April 25-29).
- Baker St. will be two way local traffic only, incl. business deliveries etc.
- Stacey & Scott M. conducted downtown business outreach for Baker Dev. via circulars, walkabouts, 30 person email list generated to keep surrounding businesses updated.
- Two portable washrooms Macdonell Street Parking lot; One portable washroom Royal City Church Mission Property / RBC Parking Lot; Pilot project: April 25, 2022

- Angled parking to be implemented west side of Wyndham Street, date TBD based on contractor avail. line painting (late May or June).
- Meeting TBD w/ city internal departments (+ Marty & Kevin) to discuss ideas to increase inventory of parking in the northern end of downtown.

### **Action Items (TBD and report back)**

Signage & wayfinding for Baker Dev. to direct people to larger lots. To be discussed w/ Jamie Z. How long will Baker Street be closed/inaccessible? (Summer 2022 - Fall 2024) - dependant on initial construction season progress, work may be completed in phases & may re-open for periods (i.e. winter)

Will underground parking be available before the “whole library” project is complete?

How severe will the noise level and vibrations be to the surrounding area?

### **5. Chair / Exec Committee update** (presented by: Kevin Polach)

#### **• Strat Plan Debrief**

Rebecca provided a summary, integrating Marty’s work to create a plan for the next 12-18 mths.

What is the EXPERIENCE downtown? What is the DGBA committee structure?

Focus our priorities on change we can actually achieve.

Tackle WHAT we identified during the Strat. Plan meeting; HOW do we go about implementing;

WHO is responsible (specific committees); DETERMINE what role does the board play to help staff execute these objectives.

These actionable items are not carved in stone; they are dynamic and can be adjusted as we go.

#### **• Strat Plan Discussion**

Current lack of ability to do on-site dynamic content creation for social media.

How do shoppers find out about what is going on downtown? TV vs. PRINT vs. SOCIALS.

RTO4 has helped with analysis of social media by checking performance monitors.

Television station report is available re: the reach of the television spot.

What is the goal of marketing dollars? Attract different NEW people DT vs. reminding the people already coming DT what is available.

Toque Magazine / Tribune / Guelph Shops initiative or some type of ad, potential to collab.

Subsidy for downtown businesses? Has been done and we can certainly re-visit.

Where do we allocate the \$ in the best way possible?

Co-operative advertising platforms. Do better collectively.

Professional outside help to give us direction; focus on driving customers to all the businesses.

How do you market an entire downtown. Goal is to drive customers into every one of the businesses. Prosperity of the downtown.

Downtown attraction committee include someone from Tourism Dept., so efforts are aligned.

There will be dollars to spend from municipal accommodations tax; Heads and beds rate levy.

**Motion: To accept the Strategic Plan 2022 as presented.** Moved by: Kevin Polach; Seconded by Rodrigo Goller. **Carried.**

• **DGBA Committees**

**Motion: To approve the forming of two standing committees as a permanent functional structure for the DGBA Board. These committees are to be called:**

**Downtown Attraction Committee and Downtown Experience Committee.**

The “how to get them here” and the “once they are here” committees.

Moved by: Kevin Polach; Seconded by Tim Plunkett. **Carried.**

On this second motion, the Terms of Reference would still need to be drafted and approved by the DGBA Board once the motion has passed however the main gist of these committees is to assist and provide oversight to DGBA staff in the following areas:

Downtown Attraction Committee: Primarily marketing and events focused

Downtown Experience Committee: Primarily focused on Beautification efforts and public engagement issues (i.e. welcoming streets, etc)

**Question:** Are the “old committees” now defunct? YES; Suggestion made that new committees could include volunteers from the membership.

Make the terms of reference known and then populate the committees

**Expression of interest for Committees**

**ATTRACTION:** Nicole, Carly, Kristal, Sandy, Tim + tourism rep.

**EXPERIENCE:** Leanne, Lauryn, Greg, Rodrigo.

**6. Executive Director Update** (presented by: Marty Williams)

State of the City Address by the Mayor at the Delta Hotel, Baker District, South End, Mayor still wants a car free downtown.

Ideas for business improvement: Women supporting women businesses; Yarmouth / Suffolk

Expand on “groupings” of different business areas in Guelph.

Patio barricade planters were purchased last year from LifeBoxes by the DGBA; 26 units for \$11K. (at \$500 per box) Partnered with City Horticulture Dept. to store and replace boxes and plants yearly, for a 5+ year period. Offer will go out to businesses with patio barricades 2022 that are wanting to participate.

**7. Other business/updates/reports** (presented by: Kevin Polach)

Focus on areas that we can control and have the most positive action

**CONTROL; INFLUENCE; CONCERN/EFFORT** (circle diagram from Strat. meet)

By-laws will be created as a structural component for the DGBA; who we are as a DGBA and will be more permanent in nature.

The committees would provide the roadmap and then the DGBA staff would operationalize it.

**GOVERNANCE vs. OPERATION**

Family Fountain: Repair and re-opening date, put in a newsletter; possibly Victoria Day weekend.

## **8. Council Update** (presented by: Rodrigo Goller & Leanne Caron)

Tourism Town Halls, upcoming week of April 18.

Park spaces, per person; should caps be removed so we can maintain our green space; engagement with board and membership via Marty.

Community benefit charges; open house April 27th virtual public meeting & also online engagement on the city website until May 3rd, 2022; new fee on developments.

Guelph's Water Resource Recovery Centre; Open House; plant tour; Sat. April 23rd, 2022

Bird Friendly City voting is open; public engagement on website

Municipal bird: 1. Chickadee 2. Chimney Swift 3. Green Heron, vote online

Shaping Guelph official plan; where to add density report coming back to council in July

## **8. Next Meetings**

Executive Committee: May 9th, June 7th, Sept 6th.

Board: Tuesday, May 17th, 4pm, Tuesday, June 21st, 4 pm, Tuesday, Sept 20th, 4 pm

## **9. Adjournment**

**MOTION:** "To Adjourn." Moved by: Greg Elliot; Seconded by: Sandy Clipsham. **Carried.**