

**Downtown Guelph Business Association Board of Directors Meeting Agenda**  
**June 21, 2022, 4:00-5:30 via Zoom <https://us02web.zoom.us/j/83819039938>**

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

**Regrets:** Tim Plunkett, Tom Lammer, Nicole Hogg, Carly Klassen

**Guest:** Stacy Laughlin, Scott McNair (City of Guelph).

**Chair:** Kevin Polach

Note: Meeting is being recorded

**Introductions/zoom meeting protocols**

**Congratulations to Kristel Manes for the Economic Development Award!**

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

**1. Approval of Agenda**

**MOTION:** “To approve the Agenda.” Moved by Sandy Clipsham; Seconded by Rodrigo Goller. **Carried.**

**2. Approval of the Minutes.**

**MOTION:** “To approve the Minutes of the previous meeting. May 17<sup>th</sup>, 2022, Moved by: Kristel Manes; Seconded by Greg Elliot. **Carried.**

**3. Report from Stacey L & Scott M, City of Guelph**

- Updates from Metrolinks:
  - Bridge Signage on Gordon and Norfolk- no bylaws or regulations just safety concerns for installation, following up to confirm, not an immediate ‘No’
  - Bird spikes- city responsible for everything under the bridge, a bird/pigeon! was injured on a spike, humane society and public works involved, spikes removed, investigating a new strategy
- Updates from Baker Street:
  - Baker St. cleared and Chapel Lane, and North Park Lane
  - Currently working on Park Lane south, good progress
  - Northern section cleared, now on to library site
  - Once clearance completed infrastructure upgrading begins- utilities, paving- will pause in the winter and pick up again in the spring 2023
  - Positive communication with area businesses

- With the underground infrastructure upgrades how will access to businesses be maintained- staggered approach, deep areas done quickly for safety
- New crew in July, added in RFP to communicate with businesses about road closures
- Pause in Fall/Winter due to asphalt plants closing and weather changes but a base layer of asphalt will be laid to allow snow removal and use of road
- Due to backfilling requirements, no additional parking on site as not rated for car weight
- Discussing with engineers about on street parking but will not be available in the lot area- re. backfilling
- Porta Potty Update:
  - Not much has changed since implemented
  - Mission removed quickly due to inappropriate uses
  - MacDonell St going ok, no significant concerns
  - Current study beginning in partnership with city and university (Guelph Labs), mapping public washrooms and needs when out and about in Guelph
- Social Issues:
  - Mayor spoke at Royal City Mission on June 10<sup>th</sup>, 2022
  - City responsible for the maintenance and cleanliness of downtown- downtown maintainers- requested a presentation of roles and duties at a future meeting
  - Businesses can email [operations@guelph.ca](mailto:operations@guelph.ca) for specific needs- issue logged and dispatched appropriate staff
  - Sharps partnership with ARCH
- Stop Circling Campaign:
  - Over 100 spaces added to Woolwich, MacDonell and upper Wyndham
  - Positive narrative regarding education and information to businesses and citizens
  - Increased signage for drivers
  - Tourism team to distribute info sheets to business for distribution to customers and clients
  - Increased enforcement- 2000 tickets in four months
  - Flyer given with ticket to educate on spots for longer term parking
  - Live online dashboards for available spots
  - Sensors being installed in asphalt on street parking spots
  - Typically 300 spots always available in the parkades
  - Talk of free parking starting around 5:00-5:30pm to encourage dinner crew to use parkades
  - Will lines be painted on Douglas st?- follow up with response
  - Other cities include event parking in the event expenses therefore free parking during the event for citizens
  - Trying to get parking to be used as it should be- for customers not business owners
  - Discussion of hybrid parking passes- for those working part-time home/work

## 4. Financial

### Discussion on Cash Surplus

- Discussion in Exec committee and with accountant- Cash available to invest in GIC
- Purposed \$75 000 to invest in a 1 year non cashable GIC with current banking institution
- Primary banks offer best rates and easier than moving accounts to second tier institution
- Still have buffer in cash for gift certificate redemption, unpredicted expenses

**MOTION:** “Executive committee to invest \$75 000 in 1 year, non-cashable GIC at current banking institution, RBC” Moved by: Will Mactaggart; Seconded by: Greg Elliot. **Carried.**

### Approval of Monthly Financial Statements

**MOTION:** “To accept the Financial Statements as presented.” Moved by: Sandy Clipsham; Seconded by: Will Mactaggart. **Carried.**

## 5. Chair / Exec Committee update

### DGBA Committee Reports

- **Downtown Attractions Committee- Rodrigo Goller (Chair)**
  - Goals- measure success of events and marketing, create measurement framework, partnership with regional tourism
  - Sub committee for content strategy- Social media- influencers to promote downtown, Manage and determine needs for social media manger
  - Sub committee for Events- surveys before and after events to membership, review results
  - Request of the board to authorize \$20 000 fund for partnering with other organizations for events- using the fund will flow through Marty in the framework of the DGBA, goal is to supplement business not compete, aligns with strategic plan and allows action items to move faster

**Motion:** “Board to accept proposed opportunity fund in the amount of \$20 000 for the Attraction committees use.” Moved by: Rodrigo Goller, Seconded by: Kristel Manes. **Carried.**

**Motion:** “To accept the Updated Terms of Reference for the Downtown Attraction” Moved by: Rodrigo Goller, Seconded by: Sandy Clipsham. **Carried.**

- **Downtown Experience Committee- Lauryn Conlon (Chair)**
  - Beautification- funding/incentives for private property owner maintenance, ex. Façade repair, lighting, security, creative use of public spaces, improved winter beautification

- Cleanliness- cigarette butt bins, improving garbage situation and use of- educating membership on garbage disposal etiquette
- Safety- connect with various organizations and levels, ex. GPS, Welcome streets, CMHA to review roles and responsibilities and gaps between groups, improve membership awareness on who to contact
- Next meeting to establish concrete goals and measures of success

**Motion:** “To accept the Updated Terms of Reference for the Downtown Experience” Moved by: Lauryn Conlon, Seconded by: Rodrigo Gollar. **Carried.**

### **DGBA Governance Bylaw**

- Kevin- tabled discussions and review in September
- Clean up wording to reflect more policy and less bylaw- T.O.R

### **6. Executive Director Update**

- Exotic car show was a success- approx. \$48000 raised for BBBS
- ATOS two day event
- Guelph Games Canada day weekend, passport for downtown businesses
- Meeting at the Mission regarding poverty, homelessness, motion passed for an emergency meeting with the province to tackle the problem, recognizing more foot patrol needed and impact on businesses, more resources needed.

### **7. Other business/updates/reports**

- Council Meetings- July 13<sup>th</sup>- zoning bylaw review, July 18<sup>th</sup>- parkland dedication bylaw review

### **8. Next Meetings**

Executive Committee: September 7th

Board: Tuesday, September 20th, 4 pm

### **10. Adjournment**

**MOTION: “To Adjourn.”** Moved by: Lauryn Conlon, Seconded by: Kristel Mane. **Carried.**