

Downtown Guelph Business Association Board of Directors
Meeting Agenda
December 1st, 2022, 4:30-6:00 Location: DGBA Board Room
Also available via Zoom <https://us02web.zoom.us/j/82559056277>

Introductions/zoom meeting protocols

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, Tim Plunkett

Regrets: Daniel Atlin

Guests: Stacy Laughlin, (City of Guelph), Brianne McCrossan, Iside Dallan, Pina Marfisi, Charles Nash, Bryan Steele, (via zoom) Derrick Rutherford, Richard Overland

Chair: Kevin Polach

Note: Meeting is being recorded

Introductions/zoom meeting protocols

Changes: (noted by Kevin Polach)

Motion to update the terms of reference for the DEC.

Disclosure of Conflict of Interest: none declared.

1. Approval of Agenda

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

2. Approval of the Minutes.

MOTION: “To approve the Minutes of the previous meeting. October 18th, 2022, Moved by: Kristel Manes; Seconded by Leanne Caron. **Carried.**

3. Report from Stacey Laughlin, City of Guelph

New DT communications advisor, replacing Scott M. is Juzbi Walia.

Project Updates

- Baker District
 - water main work wrapping up; asphalt laid for snow removal; reverting back to one way direction to accommodate parking

- Minor variance for library height goes to committee of adjustment next week
- Tenure is out for “deep projects”, so that once the frost lifts they are ready to go; still tentative groundbreaking for Library for Spring of 2023
- Metrolinks
 - Wrapping up in the next few weeks; will be open for both vehicle and pedestrian traffic.
- Downtown Renewal Project
 - Wyndham Street EA and MacDonell Street EA; data will be collected and compiled.
- Mayor Strategic Advisory Group
 - Meetings continue, operational planning is currently still underway; sub-committees are being created and will progress to action items.
- Questions
 - Permission to use bridges as “gateway sign” advertising? Stacey will check with Scott... connecting in Dana Evans with Marty for possible mural under the bridge
 - Pigeon netting has been ordered for Wyndham St. bridge, on recommendation from Leah
 - Dave Beaton has been looking into “all things trees”, is looking at all of DT
 - Is the library priced and tenured? Construction drawings complete, costing has been kept up to date. Stacey will find out if it is publicly tenured

4. Report from John Regan, City of Guelph

- Farmers Market
 - New door, there is a tree mitigation plan
- MAT
 - Approved by council; revenues have started to come in; starting to distribute 800,000 - 1 million dollars. Guelph Chamber hired a destination marketing officer “guru”, with announcements coming next week. Alex J is involved with DAC.
- SPARK
 - Competition for grant money \$3000, 15 applicants... three winners; tourism and destination development
- Activities
 - Community tree lighting Dec 3rd; 5:45 - 6:30, Market Square
 - St. George’s Square Market 2pm - 6pm
 - Create / Stay / Play - Sports Tourism; Cultural Strategic Plan
- CIP

- Community Improvement Plan; ongoing with ECDEV staff: building facades and rear facades around Baker district. Going to council Q2, complete refresh of the CIP

5. Financial Update:

MOTION: “To accept the Financial Statements as circulated.” Moved by: Lauryn Conlon; Seconded by: Will Mactaggart. **Carried.**

Up to October 31st, 2022

Marty explained how the statement is read to guests. Gives clearest snapshot as to where the organization stands.

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

- DT \$ selling season; last year we used “shopify” platform so you could buy them online; add campaign with Guelph today for people to “spend” the dollars they have tucked away
- New Social Media Creative Content Director; Jessica Turnblom. Two part time positions have been made into one.
- Window lighting program subsidy was a great success.
- Meg Dunning last day Nov 30th, 2022.

7. Standing Committee Reports

DAC (Attractions; presented by Rodrigo Goller)

- Monthly meetings to promote and highlight events downtown; Alex from tourism is a part of this committee.
- Jessica had a story-telling workshop with membership and will be creating a digital marketing strategy in December including graphics and experiences. She will be coordinating all the social media channels.
- Event calendar on the DGBA website has been filled with more recent content.
- Attracting both people that live in Guelph, and people that live 40+ km away
- Strategic partnerships with Chamber, other BIA best practices,
- Linkages - how to package a series of visits into a meaningful way into your stay downtown.
- Themes - wellness, etc.
- Looking to recruit more people to populate the committee or any sub-committees

DEC (Experience; presented by Lauryn Conlyn)

- Beautification, cleanliness & safety for membership and community.
- Terms of reference was passed in June Of 2022
- ARC-GIS information sheet, how to report an issue to City of Guelph
- Downtown resource contact list quick reference sheet distributed to membership
- Chickadee contest with 46 participating businesses, promote “bird friendly city” and social media buzz for the businesses. Well participated, good response from community. Four winners, each receiving a \$100 DT dollars gift certificate. Collaborated with local artist Ellen Doodles
- Holiday Banners, designed by Cai
- Holiday lighting subsidy
- Holiday swag
- New outlets in the square, this year for Starburst decorations
- Still working on coloured filters on the spotlights around the fountain
- Future events; combine with DAC for a Winter Carnival for family day weekend in Feb 2023... Snow Globe for photos, get a professional photographer and gift the community the images.
- Spring 2023; decorating the planter boxes which go on the patio barricades. Call for local artists or students/schools
- Mural projects; continue pushing through from past proposals for public murals.
- Animate laneways and alleyways to create public/private relationship
- Safety & Welcoming streets; De-escalation and Naloxone training with membership. With Alex. Perhaps Constable Connor could join and do a Q & A. With the idea that this could be recorded for future reference if people were unable to attend they could access it online at their leisure.

Motion: To approve the update of the Terms of Reference from June 2022 to November 2022

Moved by: Lauryn Conlon; Seconded by: Kristel Manes. **Carried.**

- Significant transformational pieces have been achieved.
- Inventory of seasonal decor is being achieved that can be used year over year, rather than renting.
- Underground infrastructure is in progress of being replaced and it is important that “once the lid goes back on” that all of the “guts’ are in place to achieve multiple objectives for power requirements. (Eg. Collingwood, uptown Waterloo)
- Streetlight bulb outages can be reported on ALECTRA’s website, it’s not the city.

Transition plan for Meg's position. Flexibility to look at job descriptions and shuffle some things around, is something for the new board to look at. Nothing is posted at the moment. We have short term help from high school intern, Mandy.

8. Chair / Exec Committee update (presented by: Kevin Polach)

- Working group for the last six months to restore the relationship with the city, direct input to infrastructure updates, as to what is happening in the DT, particularly St. George's Square. (Marty, Kevin, Tom, Ian P, Lloyd G etc.); nothing to propose as of yet from DGBA end to submit formally; waiting on the city to finish up the public consultation side of things.
- actively part of the conversation, making insure that the end result is what is best for this DT. Making sure that the needs of the community are being met. Realizing we are a "Commercial District". Key goal is to support and enhance what we do as DT businesses. What we will be facing in the next few years is nothing less than open heart surgery; a traumatic operation. We have to make sure we are mitigating as much of that impact as possible. When it is all sewn back together, we want the patient to be not only well; but to be thriving.
- Learn from other BIA's... you must have it as a top layer of design elements that the downtown needs to function by supporting the shops and services (eg. no ability for delivery trucks to access businesses without blocking a one way lane of traffic). It may be a lively debate as there are plans in existence that do not support this vision.

Motion: To move In-Camera Moved by: Rodrigo Goller;
Seconded by: Sandy Clipsham. **Carried.**

Motion: To move out of camera. Moved by: Rodrigo Goller;
Seconded by: Leanne Caron. **Carried.**

9. Next Meetings:

Board: Tuesday, January 17th 2023; 5:00pm - 7:00pm

10. Adjournment

MOTION: "To Adjourn."

Moved by: Kristel Manes; Seconded by: Tim Plunkett. **Carried.**