

Downtown Guelph Business Association Board of Directors

March 15th, 2023 6:00pm - 7:30pm

Location: DGBA Board Room

42 Wyndham St N, Guelph, ON N1H 4E6

6:12pm Meeting Start

Members in Attendance: Kevin Polach, Bryan Steele, Brianne McCrossan, Greg Elliot, John Regan, Chuck Nash, Pina Marfisi, Rodrigo Goller, Iside Dallan, Richard Overland

Members in Attendance Virtually: Bryan Steele, Tom Lammer

Introductions/zoom meeting protocols

Disclosure of Conflict of Interest and the general nature thereof

- none noted

1. Approval of Agenda - Moved by Rodrigo, seconded by Derrick, carried
2. Approval of Minutes of the previous meeting: March 1st, 2023 & February 16th, 2023
 - Moved by Greg, seconded by Derrick, carried
 - Adjustment to March 1st minutes, item 9 to be made and approved
3. Chair Updates - Chuck Nash
 - Met with Jason to see if he is interested in joining the board
 - Spoke with Sam and she supports the office move to City hall and starting to think of potential solutions to storage for current things at BIA Wyndham Office
 - Cleaning of office removed, survey monkey removed, bills paid up to date, parking pass for \$180 a month, credit cards for Meg Dunning and Marty Williams have been cancelled
 - Other vendor accounts will be moved over to Sam Jewell's card
 - Note from Greg Elliott: Financial statements were previously shared during board meetings (Rich will be sharing at each meeting)
 - Summer student will be back in a few hours a week, but more items can be added moving forward
 - Derrick inquired about who is updating website and events pages - can we add this to an existing role within the BIA office
4. Community Improvement Plan - Christine Chapman
 - Presentation to be circulated following meeting

- Programs and incentives to be available for multiple groups
- Can be implemented city wide or at a certain area
- We have had three previously
- Currently in first phase of planning, then once a program and criteria are in place would go through for September
- Brownfield Program, Heritage Program and Downtown Program overview with concentration on Downtown portion
- **Brownfield program** has been revamped and is open now for application until June 2023 - an example of this program use would be Metalworks building, which also used the Downtown CIP as well
- Consolidated programming would give us the ability to amend programs and adjust certain criteria
- Brownfield would be citywide, Downtown would be secondary (expand to outside the DGBA)
- **Heritage Redevelopment program**
- working well and city will not be recommending any changes - restoration of heritage buildings for design enhancements and new aspects of projects
- Tax increment based grant for historically designated cultural assets
- Treated the same as a CIP, but slightly different
- Cannot get grant money for anything that has already been completed, must be applied for to use for future project
- Heritage would be for buildings with multiple residences and larger projects, not individual homes, etc.
- **Downtown Community Improvement Program**
- ended in 2017 - grant to explore feasibility of renos in downtown
- Reimagined to put more emphasis on businesses
- Tax increment based grant is proposed to be removed and funding expanded for facade and a renovation grant with emphasis on accessibility
- Many projects coming up will disturb downtown so we want to see renovations on vacancies
- Facade program was \$10k for one facade, \$20k for a corner, \$30k for multiple - proposed to double each category
- Discussion about design choices for some properties that take advantage
- Boundary is not BIA boundary, it is Urban Growth boundary, below tracks, above tracks and stretches further than the membership
- Previous program was \$33.5 million reserve for all programs consolidated, fed by \$3.5 million increments
- Revised programming will be sent to council as a draft in May after stakeholder feedback, then further amendments and direction will be added for full approval in September

- Program will be proposed to budget for start January 2nd, 2024 and will be a five year plan
- Kevin raised point that timing of facade investments may not be beneficial when it will align with work downtown such as streets being updated, etc
- Greg added note about facade owners being able to make design choices with minimal guidelines
- **Minor Renovation Grant**
- Accessibility and activating upper level spaces, incentivizing full unit/building renovations instead of just one space
- 30% of eligible costs up to a max of \$50k, previously was \$120k
- Point made by Rich that a renovation to fit that criteria would not be possible for the amount eligible
- a lot of second and third floors of downtown properties have been identified as under utilized
- Question asked about what amount would be incentive to take advantage of grant to activate multiple floors
- Suggestion made for programming to be changed to 30% up to \$150k, with smaller percent over a certain amount, such as \$1 million

5. City Updates - Stacey Laughlin

- To be added to next meeting, but note passed along with Christine

6. Treasurer Update - Richard Overland

- General ledger passed around, will be circulated for those who joined March 15th meeting virtually
- Questions about website budget - driftscape, shopify, native website all combined
- Class E bond with Carden Street - value of \$25k and we are paid interest on it
- Maturity date on this bond of July 22, 2023
- Discussion of whether we'd like to cash it out, re-negotiate, etc.
- Currently have a surplus in bank account
- Rich suggests re-negotiating this commitment
- Cathy suggested Carden come in to tell us more about bond options and pitch of what they offer for investors

7. DGBA/Community Liaison Committee Update - Derrick Rutherford

- nowhere for people to sleep during the day currently
- need more career development resources, legal aid
- lots of complaints for parking garages downtown, there are now QR codes

- after 11pm bylaw takes over for security
- Meeting with CHC March 16th
- Down one methadone clinic now, to be discussed with CHC

8. DGBA Website Management - Derrick Rutherford

- Lunarstorm technology is willing to look into website and would like to help us streamline it and make it more user friendly
- Discussion about what needs updating, other BIA sites we like

*Noted that updated letter from Chair for City Council and Mayor will be sent out again

- Rodrigo noted it would be beneficial to send to Chief Colby as well and clerk@cityofguelph.ca

9. Next Meetings - Wednesday, April 5th at 4pm

10. Adjournment