

Downtown Guelph Business Association Board of Directors Meeting Agenda

Sept 20, 2022 4:00-5:30

Location: DGBA Board Room

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

In Attendance: Lauryn Conlon, Tom Lammer, Kevin Polach, Nicole Hogg, Greg Elliot, Sandy Clipsham, Rodrigo Goller, Marty Williams, Carly Klassen (via Zoom), Tim Plunkett

Regrets: Daniel Atlin, John Regan, Leanne Caron, Kristel Manes, Will Mactaggart, Stacy Laughlin

Guest: Scott McNair (via Zoom)

Chair: Kevin Polach; **Note:** Meeting is being recorded

Introductions/zoom meeting protocols

Disclosure of Conflict of Interest: none declared.

1. Approval of Agenda

MOTION: "To approve the Agenda." Moved by Greg Elliot; Seconded by Sandy Clipsham. **Carried.**

Amendments:

A) Discussion on social issues policy.

B) Motion: DEC; To approve purchase of seasonal decor up to a max of \$25,000.

2. Approval of the Minutes.

MOTION: "To approve the Minutes of the previous meeting. June 21, 2022, Moved by: Rodrigo Goller; Seconded by Tom Lammer. **Carried.**

3. Report from Scott McNair, City of Guelph

- Strategic Advisory Group:
 - Mayor's Task Force on Homelessness and Community Safety has created a group that is co-chaired by Mayor Cam Guthrie and Shakiba Shayani (Chamber) It looks at six priorities: "accelerating permanent supportive housing, expanding daytime and overnight services and facilities, enhancing safety, strengthening resilience and prevention, making service changes for acute needs, and advocating for policy and system change (including funding from upper levels of government)."
Minutes and outputs from meetings will be available online, location TBD.

- Safe Semester:

- Closed streets (MacDonell & Wyndham) for weekends in September posters were distributed downtown. Concern was raised that signage was left in play when roads were in fact open, so a request was made to remove signs promptly and also to add “FOR SPECIAL EVENT” text to the signage.
- Downtown Renewal Project Pop ups:
 - Two hundred people actively engaged with questions and curiosity. Online engagement is still open on “Guelph Have Your Say”. There will be some open houses this fall and more sessions geared towards businesses.
- Downtown Communications:
 - Central hub to talk about all things downtown. www.guelph.ca/downtown, Notices, project information. Creation of a mailing list for downtown. Project
- Update on Baker:
 - Utility work by Enbridge is complete and it has now been turned over to Electra. Water Mains will be replaced by capital crews on Baker St. Underground sewer work will take place in the spring. Work will take place in phases, streets will be temporarily paved to get through the winter. Groundbreaking for the library and underground parking to take place in the spring, date TBD. Library contract pricing has not yet been awarded, the target is still for spring.
- Metrolinks Update
 - Wilson Railway overpass work; Wilson will be closed until late October. The work is on-time. They have been keeping the bike lanes and sidewalks open on the weekends. Norfolk railway bridge, is rehabilitation still underway? Can Scott re-express the interest to use the bridge as a “Welcome to Guelph” gateway?
- Chickadee Scavenger Hunt
 - City on board as sponsor and social media support.
- Scott M. is leaving his current contract position and is moving to the CAO office on a permanent basis, he will help the new person transition into the role.

4. Financial

MOTION: “To accept the financial report as circulated.” Moved by: Rodrigo Goller;
 Seconded by: Lauryn Conlon. **Carried.**

- Consultants:
 - 65K for strategy sessions spent with Rebecca, people that work under contract (Meris, Taylor) HR for 360° review. Met Jenny (accounting@downtownguelph.com); she confirmed Michael Kegan and HR consultant.
- Clarification of projected budget vs. budget forecast
- Sponsorship 30K; community events (Guelph Games, Guelph Jazz, Dance Festival, Exotic Car Show, Downtown Dollars gift certificate donations) People who do work to bring people downtown.

- Flower \$ coming in late from the city.
- Lighting is from the Illuminate project.

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

- Social Issues Position Paper (Draft By Marty):
 - Vocal/active members want immediate solutions.
 - Marty is very active behind the scenes on various committees with all interested parties. As a representative of the DGBA we need to define a policy that Marty will use as a backbone; as a “top ten” for positive impact. (eg. emergency shelter/housing, food insecurity, addiction, mental health)
 - Strategic Advisory Group on Downtown Issues - Mayor, Chamber, Chief of Police, CAO, MP, MPP, County... all solutions are dove-tailing together; safe-supply is the biggest debate.
 - The Board needs to actively play a role and articulate where we are approaching this from and what we are actively doing about it. CONTROL —> INFLUENCE —> CONCERN. It is imperative that we communicate what we are actively doing to the membership & the public. What happens downtown impacts the commercial viability of the district. Getting the people in need, the help that they need will make Guelph a better place to do business.
 - Different BIA’s (45) are all participating in fixing what is playing out in the streets.
 - Creation of document, with a reference to the Ontario BIA initiative. Keep it succinct. We are looking for long term solutions, but in the meantime in order to manage, this is what we are doing. Could use this as a basis of a press release. DEC to take initiative on bulletin or an email template of what to say and who to send it to. Lauryn and Marty to discuss further.
 - Tell the police we want to see more presence downtown streets by writing letters directly to the Chief. Encourage police services to have Mental Health first responder riding along.
 - Do we need to have the concentration of these services downtown? Impact on neighbouring businesses. How can these things co-exist.
- Infrastructure Upgrades:
 - 10 year plan; streetscaping; Renewed relationship with the city via Scott Stewart to contribute in a tangible way. The city is cognisant of what this plan will mean for businesses in the future.
- DGBA Governance Charter *
 - Kevin, Tom, Rodrigo and Marty to form a small working group to vet this one final time before approval (eg. How we run AGM’s, How we appoint new board members and directors. What is the appropriate name? Will we be binding future boards with this document? It can be updated in the future. To be determined within the few weeks.

***MOTION TABLED TO NEXT MEETING**

Motion: To accept DGBA Operational & Procedural Charter

Moved by: _____;

Seconded by: _____. **Carried.**

6. Standing Committee Reports

- **DAC (Attractions; presented by Rodrigo Goller)**

Two meetings complete: 2 sub-committees;

A) Social Media working group B) Events and promotions (name not defined)

Sandy has been involved in a “date-night” video with 5-6 businesses. 30 sec. ad to be available for socials or broadcast, will be available in the next 30 days.

City will be commissioning photos of city and downtown which will be available to the BIA and partners (a re-boot of the ‘Beautiful Guelph photos)

- **DEC (Experience; presented by Lauryn Conlon)**

Four meetings complete: Focus on;

A) Beautification: Seasonal / Winter Decor and window display program with some sort of rebate involved. Lights or Greenery, hanging things on poles or store fronts; having interactive items to take photographs with.

B) Safety: email sent out on “How to report an issue Downtown Guelph” via website at guelph.ca and an updated info. Sheet (flow chart style) for downtown contacts and resources to be distributed at a later date or be available at the AGM. Where do you find assistance, where do you direct your inquiry.

C) Murals: still under discussion to implement in Spring 2023

D) Chickadee Scavenger Hunt: November 2022, win DT Dollars. Instagram contest. Get all ages involved Downtown.

E) Newsletter is now distributed Wednesday at 9am, rather than Friday at 5pm

F) New Item: Social Issues bulletin / succinct paragraph / email template for concerns

G) Reporting open drug use. To the non-emergency police line? To “Report an issue” Guelph website?.... Where should we direct this information to be logged?

Motion: To approve the purchase of Winter / Seasonal Decoration by the DEC to a maximum \$25,000.

Moved by: Lauryn Conlon;

Seconded by: Sandy Clipsham. **Carried.**

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

- Music Industry Summit:

- Working with the City to gather everybody we can who works in music (performers, venue operators, music stores, music school, promoters, festivals, etc.) and inventory what

(and who) we have, and what we need to build on. A session led by Jeremy Shute of Shared Value Solutions will tease out what we are doing right as a City, what assets we have, and what we need to do to build live music as part of the overall tourism strategy.

- Municipal Accommodations Tax (MAT):
 - Waiting for the Chamber to hire the marketing person that will be working on an attraction strategy with these finds. Our focus is “heads in beds” and that’s good for Downtown visitation: the longer people stay in Guelph the more likely they will be to come downtown.
- Strategic Advisory Group on Downtown Issues:
 - Co-chaired by the Mayor and the President of the GCC. A cross-sector group to address with concrete plans how to address homelessness, addiction, mental health challenges, and poverty we see playing out on our streets and public spaces. Short term rental, I am on a committee that is exploring all the challenges and opportunities of Short term rentals (non-hotel).
- Multi-city coupons:
 - Working with Bob Dehu on an idea of distributing coupon books for Guelph in his locations in London and KW. Work with other BIAs to promote each other.
- Sports Tourism:
 - The regional high school football championship is coming to Guelph (U of G) in Nov. and we are expecting about 4000 people. We are working on some inducements to draw them into downtown.
- GIC - Pending
- Driftscape/trick or treat:
 - We are going to use our Driftscape app (download it at your favourite app store) to provide a trick or treat map for October 29th. Sam will be sending out invitations to participate soon.
- Ticket and tow discussion with Scott and Stacey;
- Small Business Property Tax; city of Guelph declined.
 - Will see how it fairs in Toronto and Ottawa. Can we take advantage of it in the future when the kinks are ironed out?
- Geo-Specific Gift Cards can be revisited and a new initiative to print “How to use pay stub” details on the actual envelopes and give away if people purchase \$100 DT Dollars.

8. Other business/updates/reports

Downtown Guelph Renewal. Looking towards 2023 - 2026, in the very basic stages of this project. Working on timelines and on how the DGBA engages with the City. Will be able to vet information before it gets to the public stage of consultation. The functional program of how the streets operate (direction of traffic / parking) is a number one priority to support downtown as a commercial area.

9. Next Meetings

Executive Committee: October 3rd

Board: Tuesday, October 18th, 5 pm

Annual General Meeting: Mon. Nov 14, 2022 at Guelph Youth Music Centre

10. Adjournment

MOTION: “To Adjourn.”

Moved by: Tom Lammer; Seconded by: Rodrigo Goller. **Carried.**