

DGBA BOARD MEETING: JANUARY 2025

AGENDA

Wednesday January 29th, 2025 : 6:06pm

Location: DGBA Board Room

42 Wyndham St N, Guelph, ON N1H 4E6

Also available via Zoom link

- Warm welcome to new board member Greg Jones from Skyline! Introductions from existing board members

PRESENTATION: DT Waste Project Team + Q&A

- Robertson Reid, a recap and heads up following his last visit in September, wrapping up user fee study that had been in the works, blue box change now in effect
- Council has provided funding for downtown & a few others left out of this transition, need to sort out what we would like to do for next year
- Downtown infrastructure improvements on Wyndham Street starting 2026
- Idea of user fee, we need more revenue to support it especially if council aims to keep taxes low & aligns with areas outside of downtown that are not eligible
- Starting first week of February, user fee notices will start
- They want to recruit a group of property owners, business owners, anyone interested in managing this contract
- What do you want for waste collection? Recycling or not?
- Ability to be transparent on cost based on community asks
- Inquire on who do we want to run the program?
- For 2025, council provided funding for downtown to maintain paid waste removal, however, businesses will have to pay for waste removal (residential exempt)
- 6 days a week/daily removal downtown compared to residential which is 1 day per week
- After downtown revitalization, we will have underground bins, but short term is what we are inquiring on.
- Downtown has higher tax density; owners do not want to pay more money for waste removal
- City of Toronto on full user fee (privatized removal), Wellington County has bag program

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1. Approval of Agenda: motion approved by Isade & Pina

2. Approval of Minutes from the previous meeting(s) (OCT & NOV 2024): motion approved by Derrick & Pina, motion carries

3. Chair Updates - Chuck

- Spirit of the Season; December was a huge success & very busy! Debrief last week with SOTS committee; some adjustments to go forward
- Vendors were very happy based on surveys & feedback
- Trying to secure a Strategic Planning Date (Before End of March)

4. Treasurer Update - Richard

- Waiting on financials from Jenny (accountant) and from Spirit of The Season, should see it likely in March
- SOTS financials were revenue neutral, after & including the \$25,000 donation to KKF & \$25,000 for amortization for the huts
- \$85,000 in sponsorships for SOTS 2024

5. City Updates - Stacey & James

- Lots of open houses coming up for Downtown projects, planning a session with downtown Heritage Association Feb 27th to provide input
- Downtown Heights study draft official plan amendment released January 16th, open house on Tuesday Feb 4th at city hall, and stat meeting on February 11th with council
- St. George's square open house on February 12th; important for DGBA to see/share what supports businesses & day-to-day activation (two proposed options available online)
- Affordable housing incentive programs going to council February 11th; if approval is granted there is a 20 day appeal period. Program can be launched in March
- Downtown Networking Group (Big Dig) was beneficial/helpful to share ideas, as we get closer to construction.
- Looking at creating a guide for businesses to prepare for the dig, parking accommodation, checklists for business, possible uses for SOTS huts during construction
- Importance of in person events, to create a fulsome and informative experience
- DGBA looking at sending out mass texts to membership to communicate information as opposed to newsletter (dwindling interaction)
- Chuck: proposing having speaker from Kincardine at the AGM to share experience on their construction downtown; as we have a large turn out in person for AGM

6. Motion: Derrick - Rename the “Guelph Community Santa Parade” to “The Santa Claus Parade” seconded by Bryan Steele

- Feels it better aligns with our mission in marketing direction, to be more specific and get back to traditional holiday activities
 - We (Guelph) may have one of (if not THE) largest night time parades in Ontario
- Derrick Motion to Amend: to “Guelph Santa Claus Parade” seconded by Isade; all in favour - motion carries

9. CLC Updates - Derrick

- Positive feedback from businesses downtown; play with clay is booking children’s birthday parties again - increased business post encampment relocation
- Still downtown police officers enforcing open air drug use policies
- Meeting with Chief Cobey (Police) regarding crowd control come spring, now that funding has been put through to Royal City Mission (\$350,000) from CHC
- To ensure downtown maintains a positive/drug free environment

10. Motion: Pina - To make the illuminated lights on the buildings all white, excluding special events. Themed lighting shall commence no more than 5 days prior & end 2 days after an event

- intent is that when switched to colour for events, they stand out better downtown to really encompass the celebration of the event
- Currently they are a mish-mash of colours, appears “tacky”
- Colours don’t stand out when lights are intentionally changed to support holiday/event
- Intent to “colour the downtown with purpose”

11. Attractions Update - Pina

- For SOTS: Ended with 2.6 million views, over 20K shares, over 37K likes, over 60K engagements
- All promotional reels saw over 50K & one viral video reaching over 485K views a large Toronto audience & carousel that reached over 164K people, 3900 shares, over 800 saves & 41K likes
- Positive reviews/feedback from patrons, well advertised, fire dancers were well received, praise for the community involvement, the red heart photo structure was a huge success
- Raised \$34000 for keep kids fed at home

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- Bryan & Pina's windows won the window contest; donated their downtown dollars to Guelph families
- Next year would really like to have more lights throughout the downtown
- Love week, February 10th-17th, shop the streets
- Take a photo at the heart & tag your favourite store & you have a chance to win downtown \$\$\$
- Rich: inquiries on summer garage sale. Proposed date is July 12th, on upper Wyndham Street
- Working on estimates/cost to close Wyndham street for the garage sale
- Is it possible to obtain a approximate price list (from city) on cost to close down different sections of the downtown for an event? (Stacey to inquire)

12. Motion to go in camera (subject Staffing) proposed by Richard; seconded by Derrick - motion carries

13. Next Meeting: February 26th, 2025

14. Adjournment