

DGBA BOARD MEETING: MARCH 2025

AGENDA

Wednesday March 26th, 2025 @ 6:04pm

Location: DGBA Board Room

42 Wyndham St N, Guelph, ON N1H 4E6

Also available via Zoom link

1. Approval of Agenda

- Motion to approve the agenda, Richard & Derrick, motion carries

2. Approval of Minutes from the previous meeting (February 2025 Minutes)

- Motion to approve, Pina & Derrick, motion carries

3. Chair Updates - Charles Nash

- OBIAA this weekend; Derrick, Pina, Charles & Richard will be attending
- Charles had a meeting with James regarding tourism, inquired on \$75,000 worth of funding for marketing for SOTS: \$50,000 lighting project for Quebec, Carden & Wilson (Streets) & \$25,000 for marketing and influencers
- Response was positive, James proposed potential annual funding (from the city) over a 3-4 year period
- Ask comes as an opportunity to build more awareness and help to increase tourism in Guelph during the event

4. Treasurer Update - Richard Overland

- Year end is done, KKP book keeping will likely be attending our next meeting
- Kristel: motion to have the AGM on Monday May 26th, 2025, seconded by Richard, motion carries
- Locations of AGM to be discussed, looking at Guelph Youth Centre, City Hall Chamber

5. City Updates - Charles Nash on behalf of Stacey Laughlin (Unable to attend)

- Last board meeting, we asked for numbers generated if we were to expand the BIA to the secondary plan:

via Email as per Stacey Laughlin:

Potential BIA expansion – we are working on getting accurate information. Finance was able to provide a rough estimate, but our GIS staff are preparing a more detailed and accurate map to pull the information. We will forward accurate information on what the overall assessment base would be if you expanded the BIA area south of the tracks.

Daytime shelters – Derrick asked at the last meeting if the City is involved in the discussion about Daytime Shelters. I have confirmed that we are involved in the discussions but I don't have any details to share at this point in time.

DT Heights – a recommendation is going to Council on April 8 - maximum height proposed to be permitted is 24 storeys. **The deadline to register to delegate or provide written comments is April 4 at 10am.**

<https://www.haveyoursay.guelph.ca/downtown-heights>

- will have Stacey to send additional details for board to review prior to delegating

Wyndham-Wellington project – aiming to break ground in late April / early May – finalizing details with the contractor. The project is scheduled to be completed in early September.

- To create the arts hub in the drill hall, it would cost \$7 million and then carrying costs would be appx \$200,000 a year, unfortunately was not deemed a feasible project

6. CLC Updates - Derrick Rutherford

- talking with the Guelph youth hub, to ask Ed's new team to the youth hub (behind Piatto) instead of in front of Guelph Concert Theatre (for providing meals)
- Downtown Officer (Conor Vavoid) is on board with the move & will help with relocating if his support is needed

7. Attractions Update - Pina Marfisi

- 42 businesses on board for downtown Guelph Easter Egg Hunt
- Golden eggs hidden downtown in participating businesses, photos are to be taken of the egg and shared to social media tagging @downtownguelph & the business where the egg is found, to be entered to win downtown dollars
- Promo is on April 14th-19th
- May Mother's Day Promo
- July 12th garage sale event, on upper Wyndham. Community members and businesses can rent a parking space and sell
- Jordyn to send email keep kids fed at home regarding DGBA partnership to help raise money for KKF.
- SOTS: 7 huts already claimed
- Thinking of closing Douglas street so the fire show can be elevated for visitors to see the performance
- Co-operators is our platinum sponsor for this year (\$30,000 donation)

8. Next Meeting: Wednesday April 30th, 2025

9. Adjournment