



**LUCKNOW DOWNTOWN REVITALIZATION COMMITTEE**

**Three Creeks Bar & Grill (meeting in conjunction with the Lucknow Chamber)-**

**September 3, 2013 – 7:00 pm**

**Agenda**

Wayne McDonagh  
Lillian Abbott  
Joan Chamney  
Morten Jakobsen  
Laura Johnson  
Margie MacPherson  
Ian Montgomery  
Lana Sanderson-Neeb  
Stu Reavie  
Jack Van Dorp  
Taralyn Martin  
Mary Rose Walden

Chair  
Council Representative  
Beautification Committee Representatives  
Chamber of Commerce Representatives

County of Bruce  
Business & Economic Officer  
Administrator

**1.0 CALL TO ORDER**

**1.1 DISCLOSURE OF PECUNIARY INTEREST**

<u>Name</u>	<u>Item</u>	<u>Nature of Interest</u>
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**2.0 MINUTES**

**Adopt Minutes** Moved by  
Seconded by  
THAT the Lucknow Downtown Revitalization Committee hereby adopts the May 28, 2013 meeting minutes.

**3.0 ACTION PLAN**

Please review the [Action Plan](#) and advise of any actions that should be added.

ACTION:

**4.0 REPORTS**

**4.1 Future of the Lucknow Revitalization Committee**

Wayne and Morten spoke to Taralyn and Mary Rose in August about the possibility of merging the Lucknow Revitalization Committee in with the Lucknow & District Chamber of Commerce. We need to

get the Committee's thoughts on this. Taralyn would sit in on the Chamber's executive meetings and any approvals that need to be made would be brought forward to General Committee Chamber meetings. Any members of this committee that are not Chamber members could still voice their opinions at General Committee meetings, but would not have a vote.

Another option is to have a sub-committee under the Chamber. Both Chamber members and non-members could sit on this Committee.

ACTION:

#### **4.2 Town Entrance Signs**

The entrance signs look fantastic! Is lighting for the signs something we still want to pursue in the near future?

ACTION:

#### **4.3 Traffic Calming**

Bruce County will be presenting a few traffic calming options to the Lucknow community in the fall. Wayfinding signage will not be installed in the community until the improvements are made.

ACTION:

#### **4.4 Public Washrooms**

Washroom signage did not get installed this year. We can bring this agenda item back to a meeting in the new year once Spruce the Bruce has their grant program going again.

ACTION:

#### **4.5 Bridge**

We have discussed the bridge several times at previous meetings. At the last meeting, Wayne provided a few bridge design sketches. Does the Committee like any of these designs? Do we want to move forward with the bridge revitalization next year?

ACTION:

#### **4.6 Spruce the Bruce Grants**

The 2013 Spruce the Bruce Grant Program closed June 30<sup>th</sup>; however they have partnered with Benjamin Moore Paint Company to provide funding towards a painting project.

Benjamin Moore recently launched a "Main Street Matters" campaign in a effort to highlight how downtown's are an integral part of communities across the country. Spruce the Bruce and Benjamin Moore are teaming up to support downtown improvements by matching \$1 for every can of Benjamin Moore paint sold in Bruce County from August 15th - September 30th 2013. Additionally, for every \$1 Benjamin Moore contributes towards this campaign, Spruce the Bruce will also match this contribution and award the funds to one lucky Bruce County community to be used towards a painting project that will improve their downtown!

Applications are due by October 1, 2013.

ACTION:

**4.7 Upcoming Events/Workshops**

**4.7.1 Getting Started With Social Media Marketing**

The Saugeen Shores Business Enterprise Centre is offering a workshop in Huron-Kinloss in September.

**When:** Tuesday, September 17<sup>th</sup>

**Where:** Lucknow & District Sports Complex Multi-purpose Room

**Time:** 5:30 PM - 8:30 PM

**Speaker:** Featuring Andrea Stenberg, The Baby Boomer Entrepreneur

**Cost:** \$35 includes HST and light refreshments

This workshop covers why social media marketing works and why you can't afford to ignore this online marketing vehicle. We'll also look at how to know where your customers are so you can choose the right social media site for your business, as well as the basic principles of marketing yourself on social media, regardless of which site you choose.

Learn how to building synergy by working with other small businesses, set goals and manage time. We will look at some real-life case studies of small businesses marketing with social media.

There is an opportunity at this workshop to get your questions answered about using Facebook, Twitter, etc. Feel free to bring your laptop if you would like the speaker to walk you through creating an account, setting up a page, advertising, etc.

Registration via the Business Enterprise Centre: [smallbiz@saugenshores.ca](mailto:smallbiz@saugenshores.ca) or 519-832-2082 or e-mail Taralyn

ACTION:

**5.0 Finances**

Balance 3,053.18

ACTION: Noted.

**6.0 NEW BUSINESS**

**7.0 ADJOURNMENT**

**Adjourn** Moved by  
Seconded by  
That the Lucknow Revitalization Committee do now adjourn to meet again on, 2013 at 7:00 pm.