



LUCKNOW DOWNTOWN REVITALIZATION COMMITTEE

Lucknow Sports Complex -

December 4, 2012 – 7:00 pm

Minutes

Wayne McDonagh	Chair	P
Lillian Abbott	Council Representative	P
Joan Chamney	Beautification Committee Representatives	P
Morten Jakobsen	Chamber of Commerce Representatives	P
Laura Johnson		P
Margie MacPherson		P
Ian Montgomery		P
Lana Sanderson-Neeb		A
Stu Reavie		P
Jack Van Dorp	County of Bruce	A
Taralyn Martin	Business & Economic Officer	P
Mary Rose Walden	Administrator	P

Others Present: Anne Mann, Mary McIntosh, Jean Montgomery & Kara Van Myall

1.0 CALL TO ORDER

Chair McDonagh called the meeting to order at 7:15pm.

1.1 DISCLOSURE OF PECUNIARY INTEREST

<u>Name</u>	<u>Item</u>	<u>Nature of Interest</u>
-------------	-------------	---------------------------

None reported.

2.0 MINUTES

Moved by Johnson
Seconded by Chamney
Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the October 2, 2012 meeting minutes.

3.0 ACTION PLAN

Review of Community Toolkit Action Plan to ensure that we are on track.

ACTION: It was noted that we are on track; however, Taralyn will check-off the completed items and review the Action Plan to see if some new items need to be added.

4.0 REPORTS

4.1 Roger Brooks Brand Camp

Taralyn, Jean Montgomery, Anne Mann and Mary McIntosh attended the Roger Brooks Brand Camp on behalf of the Lucknow community. This was a very informative workshop and we went through several exercises as a group to establish a brand and get ideas for strengthening it. We made a list of what Lucknow has to offer and grouped them into “feelings”, “secondary activities” and “primary activities”. We found that we have numerous secondary activities (activities not unique to Lucknow), such as minor sports, music lessons, dance lessons, parks and trails. We do have a few primary activities (activities unique to Lucknow), such as Music in the Fields, Strawberry Summerfest and our fall fair; however, these types of events are offered in other places in Ontario and don’t stand out.

The “General Store” identity fits Lucknow well, as we do have a variety of stores to meet the needs of our market, which are largely cottagers. We struggled, however, setting our “general store” apart from others. Roger Brooks suggested that we go with a “kids” brand. The next step for us is to decide if we want to go in this direction and combine the “general store” with “kids” or continue to focus just on the “general store” brand. Taralyn, Jean, Anne and Mary will present a brief slideshow presentation on what they learned at the brand camp.

ACTION: Taralyn presented the information that was learned at the Brand Camp to the Committee. The Committee discussed whether they would like to be a destination and the general consensus was that for now, they want to focus on stopping the traffic that already travels through the town. The Committee liked the suggestions that Roger Brooks gave regarding making the town more kid-friendly. The Lucknow Lions Club already has plans underway to construct a splash pad and more marketing of what we have to offer children needs to be done. The Committee also agreed that public washrooms are needed in the downtown (the washrooms in the arena are often locked). A suggestion was made to see if the old pump house could be used as a public washroom building. Mary Rose said that she would look into this.

4.2 Wish List

Committee members were asked to bring a wish list with them to this meeting so we could discuss future projects.

ACTION: Wish lists will be brought back to the next meeting so that members can think about the suggestions given by Roger Brooks; however, members agreed that public washrooms are a priority. Wayne stated that he can’t find anyone who will work on the bridge. Bruce County’s Highways Department is to look at the original bridge design provided by Canvas Studios and see what we can/can’t do.

4.3 Signage

4.3.1 Town Entrance Signs

J&D Signs finished the sandblasted signs. Ian to give any other updates regarding the entrance signs.

ACTION: The Town Entrance Signs have been installed and the old ones will be removed. The vinyl lettering to be put on the back of the signs is being completed now. Garit Reid from the Lucknow Sentinel will be taking a photo of one of the signs to put in the paper. The Committee requested that an invitation to be in the picture go to members of Council because the Committee is very appreciative of the financial support received for this project. The total cost of the 4 entrance signs is approximately \$45,000, which is what our budget is. The Committee also thought that now would be a good time to get the Sentinel to write an article about what all the Committee has done and ideas for the future.

The next step is to get some lighting at the entrance signs. Solar lights may be a possibility. Kara suggested that we contact Conestoga College because they have a new Alternative Energy Program.

4.3.2 Perpendicular Signs

Taralyn included an article about the signs and signage guidelines in the holiday edition of the Business Banner. Do we want to get estimates from local sign companies (McPyatt, J&D Signs, etc) to give business owners an idea of how much the signs cost so they can decide whether they are going to take advantage of next year's Spruce the Bruce funding?

ACTION: Taralyn will write a letter that can be hand-delivered to all the business owners and sent to commercial property owners in the downtown describing the Spruce the Bruce Grant Program and how much money they can receive for new perpendicular signs and façade improvements. Wayne stated that the perpendicular signs cost about \$1600 and the bracket costs approximately \$200; therefore if successful in obtaining grant funding through Spruce the Bruce, the sign costs a total of \$900.

4.3.3 Wayfinding Signs

You will find the design for Lucknow's wayfinding signage attached. This is for your information only.

ACTION: Noted.

4.4 Streetscape and Beautification Elements

Wayne and Morten to report on where the matching funds for the benches and waste receptacles are coming from. We have until March 1st to submit the invoices to Spruce the Bruce.

Wayne to report on who is looking after the problem with the varathane on the new benches.

Joan is to give an update on the Beautification Committee's projects.

ACTION: Wayne reported that the benches and waste receptacles have been ordered. Morten stated that the Kinettes will put \$2000 towards the benches and waste receptacles, and the Kinsmen will put \$1000 towards them. If another community organization doesn't put forth the other \$2000, the rest of the money may be able to come out of the Lucknow Chamber of Commerce Reserve Fund.

Wayne stated that the problem with the new benches is being dealt with.

Stu reported that the restoration of three of the old benches has been completed and that there are two more to be done.

Joan reported that the lights on the Caledonia Park sign are up as well as the Storyboard. The tree planters will be delivered by December 16th.

4.5 Downtown Promotion

The Huron-Kinloss Downtown Holiday Shopping Pass promotion started on November 9th and runs until December 24. Customers pick up a holiday shopping pass at a downtown business or download one from the Township of Huron-Kinloss website. Each time they make a purchase, the amount is stamped in \$10 increments on the Pass. Once \$150 has been spent, the completed Pass can be submitted to the Township of Huron-Kinloss for a chance to win one of three 150 Dollar shopping sprees!

Participating Businesses:

Lucknow

·Alia & TanJay ·Armstrong's Bakery ·Bell's Discount Centre ·Cathy's Crafts & Sommerville House Boutique ·Dream Dogs ·Evan's Computing ·Everlasting Flowers & Gifts ·Henderson Rona ·Hodgins Home Hardware ·Kim's Pizza Parlour ·Knechtel Food Market ·Lebold's Butcher Shop ·Lucknow Auto Parts ·Lucknow Bowl & Game Centre ·Lucknow Cut & Curl ·Lucknow Pharmasave ·Mary's Family Restaurant ·Nine Waves ·RPM Auto Supply ·Studio C ·Three Creeks Bar & Grill

Ripley

·All About Hair & Sole Energy ·Dalton Pottery & Susan Nichol Clay & Glass ·Farmer's Diner ·Jennifer's Beauty & Wellness ·Orchids Hair Design ·Pet-Tique ·Pollock Electric ·Ripley Business Centre (Antiques, Charlie's Computers, Royal Oak Books & Collectibles) ·The Village Flower Shop ·Ripley Pizza & Deli ·The Woodshop ·Wilma's Corner

This is for your information.

ACTION: Committee members stated that they have heard very positive comments about this initiative and that it is going well.

4.6 Lucknow Reusable Shopping Bags

Morten is to report on how the distribution on the bags is going.

ACTION: Morten still has lots of bags left and will make sure the Home Hardware store gets more as they are out.

4.7 Customer Satisfaction Survey

In May, Taralyn distributed customer satisfaction surveys (originally secret shopper surveys) to businesses in downtown Lucknow. Based on the feedback that we have received, we need to decide whether to continue this initiative. You will find a summary of the results attached.

ACTION: We have received some great feedback. Taralyn will forward the comments received through the surveys to the appropriate businesses. The Committee agreed to end this initiative because only a couple of surveys have been completed since early summer.

4.8 Huron-Kinloss Project Updates

4.8.1 Huron-Kinloss Cultural Plan

During the week of October 8th, Jeremy Freiburger and his team at CoBALT Connects, held three community workshops in Huron-Kinloss, conducted several interviews with community groups and community champions and visited the grade 7's and 8's at both elementary schools to get their thoughts on culture in their communities. CoBALT Connects will be going through all this information and using it to develop a draft Cultural Action Plan for Huron-Kinloss.

We are currently looking for individuals who are interested in arts and culture to join our steering committee. We anticipate that the steering committee will meet three times; first to go over the draft Cultural Action Plan, second to assign actions to community groups/champions and lastly to assess the progress made. Estimated time commitment: 12 hours. Please let Taralyn know if you are interested.

ACTION: Committee members suggested that the following people be contacted to see if they are interested in joining the Cultural Action Plan Steering Committee:

- Ruth Alton
- MacKenzie Carruthers
- Scott Chow
- Tony and Ben Miltenburg

4.8.2 Huron-Kinloss Business Retention and Expansion

Please find attached a copy of the final report. Taralyn will answer any questions regarding the report and actions developed. The Lucknow Revitalization Committee has been listed as the leader for some of the actions; however, these are actions that we are currently working on.

ACTION: Committee members thought that the report had many great actions. Taralyn will present the results to the Lucknow Chamber of Commerce in detail.

4.8.3 Huron-Kinloss 2013 Discovery Guide

We received very positive feedback from residents regarding the 2012 Discovery Guide. We are currently gathering information for next year's guide. If you have any community events to go in the guide, please forward them to Taralyn. Like last year, your business can also advertise in the guide. You will receive an e-mail about advertising opportunities in the next month or so.

ACTION: Noted.

4.9 Upcoming Events

4.9.1 Saugeen Shores Enterprise Centre 3rd Annual Bridges to Better Business

This year's theme is "Attracting and Retaining Quality Employees".

There will be a panel of four local business sharing their challenges and successes with hiring, training and retaining employees. Much of the time is dedicated to open dialogue between the panel and seminar attendees.

There will also be representatives of the support agencies designed to help business develop their workforce.

The evening begins and ends with an hour of networking. A light supper will be provided and there will be a cash bar.

Wednesday, January 23, 2013
5:00pm to 9:00pm
Rotary Hall at the Plex in Port Elgin

For more information or to register, please contact us at 519-832-2082 or smallbiz@saugeenshores.ca

Visit: www.saugeenshores.ca/business

ACTION: Noted.

5.0 Finances

Balance 3,865.74

ACTION:

6.0 NEW BUSINESS

6.1 Spruce the Bruce Grants

Wayne had a concern about the length of time it is taking to be reimbursed for the perpendicular sign he had made. Kara apologized and said that she will look into the issue.

Mary Rose said that at the next meeting we need to decide if there are any major projects that we wish to do in 2013 that will require some financial assistance from the Township. The first Township budget meeting will be at the end of February.

7.0 ADJOURNMENT

Adjourn Moved by Montgomery
Seconded by MacPherson
That the Lucknow Revitalization Committee do now adjourn to meet again on February 5, 2013 at 7:00 pm.