



## LUCKNOW DOWNTOWN REVITALIZATION COMMITTEE

Lucknow Sports Complex -

February 7<sup>th</sup>, 2012 – 7:00 pm

### Minutes

Wayne McDonagh	Chair	P
Lillian Abbott	Council Representative	P
Joan Chamney	Beautification Committee Representatives	A
Amy Fry or Maryellen Pollard		A
Morten Jacobson	Chamber of Commerce Representatives	P
Laura Johnson		A
Margie MacPherson		P
Ian Montgomery		P
Lana Sanderson-Neeb		P
Stu Reavie		A
Vicki Ly	County of Bruce	P
Taralyn Martin	Business & Economic Officer	P
Mary Rose Walden	Administrator	P

**OTHERS PRESENT:** Jack Van Dorp

#### 1.0 CALL TO ORDER

Chair McDonagh called the meeting to order at 7:12 pm

#### 1.1 DISCLOSURE OF PECUNIARY INTEREST

Name	Item	Nature of Interest
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None reported.

#### 2.0 MINUTES

Moved by Abbott

Seconded by MacPherson

**Adopt Minutes** THAT the Lucknow Downtown Revitalization Committee hereby adopts the December 6, 2011 meeting minutes as presented.

Carried

#### 3.0 REPORTS

##### 3.1 Main Street Four Pillars and Brand & Identity

Jack Van Dorp and Vicki will be discussing Lucknow's Community Toolkit, and will provide brief descriptions of a Brand and Identity.

ACTION: Vicki introduced Jack who will likely be the only one from the County attending the meetings. He will attend the meetings every other month from now on. Vicki and Jack reviewed the action plan timeline in the Community Toolkit to ensure the Committee is on track. The objectives outlined for year 1 under the first two goals have been completed. Taralyn and Mary Rose will take pictures of the downtown to create a map physical profile of the downtown streetscape, which will fulfill the objective for year 1 under the third goal. The objectives under goals 4 and 5 are currently being addressed, including the completion of a Community Improvement Plan and a Building and Business Inventory (business mix analysis). The focus for year 2 will be to rehabilitate vacant, derelict buildings and absentee landlords, complete a design workshop, as well as develop an incentive program.

Jack recommended that the Committee select four members to be leaders of each of the four points in the Main Street Approach to downtown revitalization. He distributed a hand-out describing these "Four Points" (organization, marketing and promotion, physical design improvements and economic restructuring) and what each leader would be responsible for. The Committee agreed to discuss this at the next meeting when more members are present.

Vicki said that the 2012 Spruce the Bruce Grants should be available mid-April. Some changes will be made from last year to improve the Program. There was a discussion about whether or not vacant commercial building owners receive a tax break and how we can entice them to fix up their buildings to get renters. Mary Rose will look into whether they receive a tax break.

Vicki also discussed what a brand is and also about Lucknow's identity. She stated that a brand is how you market yourself, whereas as an identity is, for example, "General Store", "Donald Dinnie", etc. She also said that Roger Brooks (an expert in destination marketing) stated that slogans and logos are not a brand. Therefore, she is recommending that the Committee not put "General Store" on the gateway sign or benches at all because visitors should feel like they are in a "general store" based on what we have in the downtown.

### 3.2 Streetscape Elements

The new waste receptacles have been constructed and are ready to be installed. Wayne is to give a report on the status of the benches and Joan is to have an update on the Caledonia Park sign.

ACTION: Wayne needs to know what to put on the benches. The Committee decided to just put the Lucknow logo on and not "General Store" (like what is on the waste receptacles). There was no update on the Caledonia Park sign.

### 3.3 Town Entrance Sign

Brad Smith has made changes to the original design he proposed to take into consideration our comments from last meeting. These designs and the designs Ian Montgomery sent by e-mail for consideration, are attached for discussion.

We would also like to say that this Committee agreed to a logo and brand previously. We can't be constantly changing. Mort said it best "the horseshoe has had a place in Lucknow for many years and it will in the future also. But we have agreed on a logo and should be moving forward instead of stepping back again. The horseshoe is still a part of Lucknow and can be used as wished, but we have to stay consistent on the logo/brand."

ACTION: Based on previous discussions, it was decided that just the Lucknow logo should appear on the gateway sign. The committee liked the way the barrels were placed in one of the drawings that Ian brought. Mary Rose will ask Brad Smith to make the following changes to the last gateway sign design:

- remove "General Store" and the slogan
- add three barrels stacked on a cement pad (for easy grass cutting)
- add a flowerbed

### 3.4 Lucknow Sign Guidelines

We did not receive any e-mails opposing the change in sign dimensions; therefore, the Sign Guidelines have been updated to accommodate these changes. Perpendicular signs are now to be 48" x 28". A

new sign was just put up in Ripley last week that is 22" by 33" (set out from the building by 43"). Pictures of it will be available at the meeting.

ACTION: Noted.

3.5 Window Dressings

Taralyn and Mary Rose will have a new design at the meeting.

ACTION: Taralyn and Mary Rose will bring this back to the next meeting, along with another design.

3.6 Secret Shopper

Taralyn will collect any completed evaluation forms.

ACTION: No new evaluation forms to collect. Committee reminded to have friends and family fill these forms out.

3.7 Business Retention and Expansion (BR+E)

The interviewing process is underway. Genny Smith of GS Consulting has completed several interviews with business owners in the retail/service and tourism sectors and should be finished by the end of February. This is for your information only.

ACTION: Noted.

3.8 Business Mix Analysis

Taralyn is completing a business mix analysis for downtown Lucknow and Ripley. This involves identifying the names and types of businesses that are in our downtowns and mapping them to provide a visual representation. This is for your information only.

ACTION: Noted.

3.9 Finances

Opening Balance	3,865.74
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These monies are in a reserve. Would you like these monies brought forward to operating in this year's municipal budget?

ACTION: Committee approved bringing this money forward in this years budget. The Committee requested \$50,000 be brought forward in the municipal budget for the purchase of four new gateway signs. Mary Rose will add this to the municipal capital budget and bring forward to the Council budget meeting on Feb 13, 2012.

**3.0 NEW BUSINESS**

3.1 Bridges to Better Business

Vicki mentioned that a workshop on "making your business a destination" will be held at Southampton Town Hall on February 29th from 5:00pm to 9:00pm. More information is available at: <http://www.saugeenshores.ca/business/>

**5.0 ADJOURNMENT**

**Adjourn** Moved by MacPherson  
Seconded by Sanderson-Neeb  
That the Lucknow Revitalization Committee do now adjourn to meet again on March 6, 2012 at 7:00 pm at Finlayson's Village Dining and Drink.

Carried