



Lucknow Downtown Revitalization Committee

Village Pizzeria (meeting in conjunction with the Lucknow Chamber)

June 10, 2014 at 7:00 pm

Agenda

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

Lucknow & District Chamber Members Present: Morten Jakobsen, Brenda Cathers, Paul Zinn, Kayla Howald, Helena Jakobsen, and Rod McDonagh

1.0 Call to Order

Chair McDonagh called the meeting to order at 7:07pm.

2.0 Disclosure of Pecuniary Interest

Name	Item	Nature of Interest
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None reported.

3.0 Minutes

Moved by Abbott
Seconded by Sanderson-Neeb

Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the [March 11, 2014](#) meeting minutes.

4.0 Action Plan

Please review the [Action Plan](#) (this was updated April 2014) and advise of any actions that should be added.

ACTION: Action Plan was reviewed and there is nothing new to add.

5.0 Reports

5.1. Highway 86 Construction

Construction has started and is expected to be completed at the end of July.

Twenty-nine businesses in Lucknow have joined together to offer a Lucknow Shopping Pass promotion for the duration of the construction on Highway 86. This promotion is similar to the Huron-Kinloss Holiday Shopping Pass. People are encouraged to shop at the participating businesses and for every \$10 spent, they receive a punch. Once they have spent \$150, their names are entered into a draw for a chance to win the following:

- 1st prize, IPAD Mini, will be drawn August 3rd.
- 2nd prize, \$200 Lucknow Chamber Bucks, will be drawn August 3rd.
- Early Bird prizes: 3 prizes each of \$100 Lucknow Chamber Bucks, winners will be picked July 6th.

ACTION: For your information only.

5.2. Historical Walking Tour

A suggestion was made at the last meeting to create a historical walking tour of Lucknow. This type of initiative fits well into the “General Store” theme. Does the committee wish to pursue this initiative and if so are there a few volunteers who would collect pictures of the old storefronts? What does the committee envision for this tour?

Here are a few examples of tours in other communities:

I. Listowel

Listowel’s historical walking tour is web-based. People can print the map off.

To view the tour, visit:

<http://npchamber.com/viewPage.php?ID= Historic Walking Tour>

II. Waterloo:

Waterloo’s historical walking tour is audio based. For more information visit:

<http://www.wpl.ca/walkingtour/>

III. Brussels: [See Brussels Historical Walking Tour Attachment.](#)

ACTION: The Committee would like to move forward with this initiative. Taralyn will make a list of places/attractions that should be included to get us started. Alanna provided an example of a historical walking tour in Warton and Committee members

**WE HAVE TO REDO,
TO MAKE LUCKNOW BRAND NEW.
SO REMEMBER US WHEN YOU'RE SHOPPING,
OUR SERVICE IS STILL HOPPING.**

Each time you make an over the counter purchase at one of the participating businesses during the County Road 86 Road Construction, the amount before taxes will be punched on your card in \$10 increments. Spend a total of \$150 and enter to win:

1st prize: IPAD Mini, will be drawn August 3rd
2nd prize: \$200 Lucknow Chamber Bucks, will be drawn August 3rd
Early Bird prizes: 3 prizes each of \$100 Lucknow Chamber Bucks, winners will be picked July 6th

Participating Businesses (Punch Cards):
 Alia & TanJay • Armstrong's Bakery • Brooke Marks RMT @ the Wellness Centre • Dream Dogs • Evan's Computing • Everlasting Flowers & Gifts • Green's Meat Market • Henderson Rona • Hodgins Home Hardware • I Want That Bag Consignment Boutique • Kaylan Hicks RMT • Knechtel Food Market • Lucknow Auto Parts • Lucknow Cut & Curl • Lucknow Pharmasave • Lucknow Sentinel • Lucknow-Huron Veterinary Services • Mac's Milk • Mary's Family Restaurant • Mayfair Training • McRobert Fuels • Me 2 You Thrift Shop • Montgomery Ford • Nine Waves • Pegg Building Centre • Village Pizzeria

Supporting Businesses: Helm Welding • McDonagh Insurance Brokers • Sommerville Court Motel B&B

liked this layout the best of all the examples given. Kayla suggested that we speak with Marion Zinn (Sepoy Manor) who might be interested in helping us with the project. Taralyn is looking for volunteers to spearhead this project.

5.3. Lucknow Signage Guidelines

We need the Committee's opinion about expanding the Lucknow Signage Guidelines to include signs made with different material. Several businesses have purchased signs that do not follow the current guidelines because they feel as though the sandblasted wood signs are too expensive, especially without Spruce the Bruce funding. Does the Committee have any ideas about how to solve this problem?

ACTION: The Committee agreed to change the guidelines and allow signs that are not made out of wood but have the "sandblasted wood" look. The Committee still recommends that business purchase sandblasted wood signs because they are higher quality and will last longer.

Moved by Jacobsen
Seconded by Reavie

Amend Guidelines THAT the Lucknow Downtown Revitalization Committee hereby amends the Lucknow Signage Guidelines to allow non-wood signs to be constructed.

5.4. Huron-Kinloss Business Dinner Follow-up

Our second annual Huron-Kinloss Business Dinner was a great success! Bernia Wheaton spoke about different ways to market your business on a "shoestring budget" including:

- Coupons
- Rewards Programs
- Joint Marketing & Cross Promotion
- Branding
- Social Enterprise
- E-Marketing
- Social Media

Bernia has agreed to return to Huron-Kinloss and offer a hands-on workshop for a small group of business owners wanting to learn more about how to use Facebook effectively. Please let Taralyn know if you are interested. Once she has numbers she can determine the cost.

Taralyn is looking for topics for next year's event. What are business owners interested in learning more about?

ACTION: Wayne suggested having in Lucknow next year. Lillian and Brenda are interested in the workshop. Suggestions of topics for next year's event include: financial assistance (loans, grants), understanding financial statements, and doing online sales.

5.5. Upcoming Workshops and Courses

The Lake Huron Learning Centre in Kincardine is having an open house on Thursday June 19th from 5:00pm – 7:00pm and on Saturday June 21st 12:00pm – 2:00pm. If you are interested in learning about education and training opportunities, you are encouraged to stop by!

- Contact North helps you access over 18,000 courses available online through Ontario's colleges, universities and other training providers.
- Lake Huron Learning brings professional development and personal advancement courses to our community.
- Adult Learning Centre offers tutoring and ESL services, and assistance with high school completion.
- vpi provides a variety of funded services through Employment Ontario

ACTION: For your information only.

5.6. Huron-Kinloss Business Banner & E-Newsletters

In a few weeks, the Township will be launching their new e-newsletters. You will be receiving an invite to subscribe to the Business Banner, H-K Connect (resident information), and/or Get Moving Huron-Kinloss (recreation information). Even if you currently receive the Business Banner, you will need to subscribe to it again due to Canada's new Anti-Spam Law. As always, please forward any important business news/information to Taralyn to include in the Business Banner.

ACTION: For your information only.

6.0 Finances

Balance 3,053.18

ACTION:

7.0 New Business

7.1 Horticultural Society Update

Stu was wondering about the Streetscape Plan for Campbell St. and whether there are new streetlights going in next year. If so, the horticultural society should be notified in order to order plants. Taralyn will find out and report back to the Committee.

7.2 Beautification Committee Update

Joan sent an update. The Beautification committee has completed their work. We have ordered one more tree and planter to go downtown, and the rest of the funds will go to the Horticultural Society to help with the cost of the planters (just over \$2,000). This pretty much brings our spending to an end. Once these funds are paid out, we will dismiss the team.

7.3 Campbell St. Bridge

Morten said that Brian Knox needs some ideas for bridge. Bruce County needs to replace the guardrails anyway so if we want to fasten planters to the guardrails or something different, we need to let him know asap. The Village of Neustadt uses flowers to create the illusion of a suspended bridge and it looks very nice in the summer. Taralyn will send pictures of Neustadt's bridge to Morten.

8.0 Adjournment

Moved by Sanderson-Neeb

Seconded by Abbott

Adjourn

That the Lucknow Revitalization Committee do now adjourn to meet again on TBA at 7:00 pm.

DRAFT