



LUCKNOW DOWNTOWN REVITALIZATION COMMITTEE

Lucknow Sports Complex -

June 21, 2012 – 7:00 pm

Minutes

Wayne McDonagh	Chair	P
Lillian Abbott	Council Representative	P
Joan Chamney	Beautification Committee Representatives	P
Amy Fry or Maryellen Pollard		A
Morten Jakobsen	Chamber of Commerce Representatives	P
Laura Johnson		P
Margie MacPherson		A
Ian Montgomery		P
Lana Sanderson-Neeb		A
Stu Reavie		P – late 7:45
Jack Van Dorp	County of Bruce	A
Taralyn Martin	Business & Economic Officer	P
Mary Rose Walden	Administrator	P

1.0 CALL TO ORDER

Chair McDonagh called the meeting to order at 7:14pm.

1.1 DISCLOSURE OF PECUNIARY INTEREST

Name	Item	Nature of Interest
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None to report.

2.0 MINUTES

Moved by Chamney
Seconded by Abbott

Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the May 1, 2012 meeting minutes as presented.

Carried

3.0 REPORTS

3.1 Spruce the Bruce - Main Street Four Point Leaders

As an appendix to our meeting agendas, the Community Toolkit Action Plan will be attached so that we can monitor our progress. The Action Plan has been revised so that it is clear who the leader is for each

of the four pillars of community revitalization that Spruce the Bruce is modeled on (organization, marketing and promotion, physical design improvements and economic restructuring).

ACTION: The Committee looked over the Action Plan and decided that we are on track.

3.2 Spruce the Bruce Grants

This month the Beautification Committee was awarded a grant through Spruce the Bruce for planters and trees in Lucknow. Spruce the Bruce turned down our grant application for money for more benches and waste receptacles because we received a grant last year for this. We did however receive \$5000 for our Town Entrance Sign project and \$2500 for reusable shopping bags. Grant applications for the next intake are due June 30th.

ACTION: Mary Rose will send a letter to Spruce the Bruce to see if we can get the grant for more benches and waste receptacles as we were not aware last year that we could only apply once per project.

3.3 Town Entrance Signs

Council has approved the quotes from Huron Landscaping and McPyatt Signs. The sub-committee to report on any updates related to the entrance signs.

ACTION: Ian reported that the sign at the south entrance may have to put in a different location from what is currently there because the Bruce County sign is to close. Mary Rose will look into the road allowance. Ian and Morten will figure out the details and invite further quotes on the project. The Committee decided to go ahead with the construction of four entrance signs even though the Township has only budgeted for three.

3.4 Streetscape and Beautification Elements

The benches are installed downtown. Joan is to report on any updates from the Beautification Committee.

ACTION: A concern was raised about the benches being moved downtown. They could be fastened down; however they are very heavy to move and the Committee decided to just keep an eye on them for now to make sure they don't go far. Stu wondered about refurbishing the old benches downtown. Joan is to look into getting people that need community service hours to help paint the benches.

Joan reported that Donald Dinnie will soon have lights; the Beautification Committee is looking into solar lights. Ten planters are going downtown.

3.5 Window Dressings

The four window dressings have been printed and mounted and they will be put up in the windows of vacant downtown stores.

ACTION: Wayne reported that two window dressings are up in the windows and one will be put up in the old Mayfair building. He will put the last one in one of Synder's buildings.

3.6 Customer Experience Surveys

Surveys were dropped off to businesses in the downtown in early May. Business Owners were instructed to put them somewhere visible so that customers can fill them out. Taralyn checked with Mark at the Tourism Office and Garit at the Lucknow Sentinel and there have been a few filled out.

ACTION: Wayne will pick-up the completed surveys from the Lucknow Sentinel.

3.7 Lucknow Reusable Shopping Bags

Now that we have some grant money to put towards this project, we need to decide what type and size of bag to order and what we want on it (just logo and "thanks for shopping in Lucknow" or that and

businesses listed on the other side of the bag) as well as who is providing the other share of the funding. Taralyn and Mary Rose will have some more samples at the meeting. The quantity of bags we purchase will depend on the size and quality of bag we decide on.

ACTION: Morten said that the executives on the Chamber are not interested in financially supporting the reusable bag project. He will bring it up at the general meeting but he does not think there will be enough interest. The majority of the Committee are in favour of the bags, so we will proceed in ordering the bags using the money in our account and the Spruce the Bruce grant money. A decision is to be made by e-mail in the next few weeks on what style and colour of bag we want.

3.8 Downtown Promotion

Please find attached some examples of ways to promote the downtown. We can discuss these at the meeting.

ACTION: Morten will take these initiatives (Holiday Shopping Pass and Cash Mob) to the Chamber for discussion.

3.8.1 Marketing Your Downtown Webinar

Y-Factor is hosting a webinar on June 28 from 2:00 – 2:45 about downtown/mainstreet marketing. They will be discussing:

- Developing a downtown marketing strategy;
- Place branding your downtown/mainstreet;
- Generating foot traffic on your mainstreet;
- Arts & culture in your downtown; and
- Cool technologies for downtown/mainstreet marketing.

Register at: <https://www2.gotomeeting.com/register/514881234>

This is for your information only.

ACTION: Noted.

3.8.2 The Source Express

A representative from The Source Express (old Radio Shack) approached the municipality to see if we could assist them in finding a business that would be interested in partnering with them to provide Source products to consumers in the area. If you are interested, or know a business owner that might be, please let us know and we will give you more information about it and a contact.

ACTION: A suggestion was made to contact the owner of RPM auto supply and Dock Computers to see if they could be interested. Taralyn will look after contacting them.

3.9 Finances

Balance 3,865.74

ACTION: Noted.

4.0 **NEW BUSINESS**

5.0 **ADJOURNMENT**

Moved by Montgomery
Seconded by Jakobsen

Adjourn

That the Lucknow Revitalization Committee do now adjourn to meet again on September 4, 2012 at 7:00 pm.

Carried