



LUCKNOW DOWNTOWN REVITALIZATION COMMITTEE

Finlayson's Dining and Drink -

March 6th, 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 Jacobson	Chamber of Commerce Representatives	P
Laura Johnson		A
Margie MacPherson		P
Ian Montgomery		P
Lana Sanderson-Neeb		A
Stu Reavie		A
Jack Van Dorp	County of Bruce	P
Taralyn Martin	Business & Economic Officer	P
Mary Rose Walden	Administrator	P

1.0 CALL TO ORDER

Chair McDonagh called the meeting to order at 8:13pm

1.1 DISCLOSURE OF PECUNIARY INTEREST

Name	Item	Nature of Interest
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None reported.

2.0 MINUTES

Moved by Montgomery
 Seconded by Abbott

Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the February 7, 2012 meeting minutes as presented.

Carried

3.0 REPORTS

3.1 Main Street Four Pillars and Brand & Identity

Jack recommended at the last meeting that the Committee select four members to be leaders of each of the four points in the Main Street Approach to downtown revitalization. The handout that he distributed regarding the four points is attached. Members are already taking the lead on specific initiatives and tasks. The Committee needs to decide how to proceed with this.

In response to some questions raised at last meeting regarding tax breaks for vacant commercial buildings, please find some information about these tax breaks attached. More information is available at: <http://www.rev.gov.on.ca/en/refund/plt/vacant.html>

ACTION: The Committee agreed that individuals are already taking specific roles and that there isn't a need to formally select leaders.

After reviewing the information about tax breaks for vacant commercial buildings, it was concluded that these tax breaks are minimal and not an incentive to leave buildings empty.

3.2 Streetscape Elements

Wayne is hoping to have the invoice for the benches available at the meeting as well as a picture of a completed bench. Joan is to have an update on the Caledonia Park sign.

ACTION: Wayne reported that the benches are almost complete and the cost will be as quoted. He also noted that the benches will be bolted to the sidewalk. Joan stated that the Caledonia Park sign has come in under budget and was wondering if a bench and storyboard could be constructed with the money received through Spruce the Bruce. Mary Rose is to look into this.

3.3 Town Entrance Sign

Mary Rose will bring the most recent gateway sign design with the changes suggested at the last meeting. Mary Rose brought forward to Council the Committee's request for \$50,000 to go towards new gateways signs. Council approved \$30,000 in their 2012 budget meeting in February for gateway signs (including lighting) for Lucknow.

ACTION: On behalf of the Committee, Wayne thanked Mary Rose for bringing this request forward to council as new gateways are needed in Lucknow. Marg, Ian and Morten volunteered to take the lead on the gateway sign project.

3.4 Window Dressings

The design that was presented at the last meeting is attached. Taralyn will have another design available at the meeting. We want the Committee's feedback regarding the design and layout. We also need to discuss what (if any) other content we want on the window dressing.

ACTION: The Committee liked the layout of the window dressing but agreed that the Lucknow Chamber contact information and logo should be added and the colours adjusted so that the yellow is more visible.

3.5 Secret Shopper

Taralyn will collect any completed evaluation forms.

ACTION: None to collect.

3.6 Finances

Balance	3,865.74
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ACTION:

4.0 **NEW BUSINESS**

4.1 Spruce the Bruce

Vicki stated that the Bruce County budget will be approved in April and then they can finalize the 2012 Spruce the Bruce grants. She also mentioned that this year they will not doing monthly intakes (only two intakes) so that work can be completed by the end of the year and a grant for design services will be available.

5.0 **ADJOURNMENT**

Adjourn Moved by Montgomery
Seconded by Chamney
That the Lucknow Revitalization Committee do now adjourn to meet again on April 3, 2012 at 7:00 pm.

Carried