



**LUCKNOW DOWNTOWN REVITALIZATION COMMITTEE**

**Lucknow Sports Complex -**

**May 1, 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		P
Ian Montgomery		P
Lana Sanderson-Neeb		P
Stu Reavie		P
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 7:05pm.

**1.1 DISCLOSURE OF PECUNIARY INTEREST**

Name	Item	Nature of Interest
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None reported

**2.0 MINUTES**

Moved by MacPherson

Seconded by Johnson

**Adopt Minutes** THAT the Lucknow Downtown Revitalization Committee hereby adopts the April 3, 2012 meeting minutes as presented.

Carried

**3.0 REPORTS**

**3.1 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: This will be brought back to the next meeting because the Action Plan still needs to be revised. Jack stated that he believes we are on track; however, we need to look into pursuing other funding streams.

### 3.2 Streetscape Elements

The waste receptacles are installed downtown. Wayne is to report on any updates regarding the benches. Joan to report on any projects the Beautification Committee has coming up this summer.

ACTION: Laura mentioned that there was a write-up and picture of the unveiling of the new waste receptacles in the Lucknow Sentinel. Morten raised the concern that waste is not getting recycled. Both the recycling side and garbage side of the waste receptacles have black garbage bags to hold the waste and Mort wondered if they are being kept separate. The suggestion was made to use clear garbage bags for the recycling.

Wayne had pictures of the benches and they are close to being completed (should be done in the next week or two). There was a concern that the colour of the wheat was too light; however the Committee decided to leave it in yellow.

Joan stated that the Beautification Committee is thinking about projects for the summer. They want to put trees along the main street and also do something with the bridge at the east end of town. Purchasing more benches is also an option.

### 3.3 Spruce the Bruce Grants/Town Entrance Sign

Online grant application forms are available as of May 1<sup>st</sup>. An application to the Community Signage Grant can be made for funding for the Gateway Entrance Sign project.

On April 16<sup>th</sup> Council approved \$40,000 in the 2012 budget to go towards the Town Entrance Sign project. The sub-committee (Ian, Marg and Morten) is to give an update on the progress made towards submitting an application to Spruce the Bruce for additional funding.

ACTION: Prior to the meeting, Ian went out and looked at locations where the four entrance signs could go. He passed around pictures of the possible locations at the meeting and he also had a couple quotes to construct the signs. Based on the estimates, each entrance sign will cost approximately \$15,000 (one side, sandblasted). In total, the Town Entrance Sign project will cost approximately \$60,000. Marg suggested that if all four are not done at once, the North and South signs should be installed first because the signs would be moved to a new location anyway. Joan stated that she could talk to the Beautification Committee about funding one of the signs; however, it was decided that their money would be better spent on streetscape improvements.

Mary Rose will go ahead and fill out an application to Spruce the Bruce for grant funding.

### 3.4 Window Dressings

The modified window dressing design is attached. Taralyn will present the two quotes to have four posters mounted on a 3' by 4' piece of coroplast at the meeting.

ACTION: The Committee decided to go with a smaller size of poster (2' x 3') and that four would be needed. Once the posters are ready, Wayne will put them up in the vacant downtown commercial buildings.

Moved by Reavie

Seconded by Abbott

That the Lucknow Revitalization Committee purchase four coroplast posters 2' x 3' from J&D Signs with the funds carried over from last year.

Carried

### 3.5 Secret Shopper

Taralyn contacted the Lucknow Tourism Office and Lucknow Sentinel and they agreed to collect any questionnaires dropped off over the summer months. Mary Rose and Taralyn will talk to the business owners about having these surveys available in their stores when they are visiting them about the Ice Cream Trail. A revised survey that could be made available to customers in stores downtown will be available at the meeting.

ACTION: There was a discussion about having people submit their surveys for a draw to increase interest but then we would require contact information and there would be a confidentiality issue. Surveys will be dropped off to downtown businesses asap so that we can collect completed surveys over the summer months.

### 3.6 Lucknow Reusable Shopping Bags

Creative Casuals in Kincardine quoted \$5,709.10 for 5000 reusable bags. The detailed quote is attached. Taralyn will have examples of the type of bag Creative Casuals quoted available at the meeting. The actual bag would be 15" high by 14" wide. More information about this bag can be found at: <http://www.debcosolutions.com/EN-US/category.aspx?sessionID=a1172fb8-f362-47eb-a987-ffe473f3e984&categoryGUID=e0a1327c-22dd-4fc1-979e-169130f77e22&categoryID=NW4915&categoryLevel=1>

Morten is to report on what the Lucknow Chamber decided with regards to participation in this project.

ACTION: Morten said that he brought this forward to the Chamber and members stated that businesses have their own bags to advertise and wouldn't want to hand out generic Lucknow bags instead. The suggestion was made to add a list of all the businesses on the back of the bag to promote shopping in Lucknow. Morten will take this back to the Chamber to see if they would be interested in supporting this. Mary Rose will fill out a Spruce the Bruce application to see if we can get more funding for this project.

### 3.7 Business Mix Analysis

Taralyn will have the completed business mix analysis available at the meeting. She is currently working on creating a physical profile of the downtown streetscape.

ACTION: One of the businesses shown on the map is no longer operating (This & That Antique Shop). Taralyn will remove it and re-categorize it as "residential/other".

### 3.8 Upcoming Events/Activities of Interest

#### 3.8.1 Huron-Kinloss Ice Cream Trail

The Ice Cream Trail is back and will begin on May 19<sup>th</sup> and run until September 30<sup>th</sup>. Similar to last year, participants will travel to eight ice cream retailers across the Township (three of the eight retailers are new to the Trail) and read clues that will lead them to Sammy Sprinkles. This year's Trail is a bit more challenging as participants will have to travel to different locations/businesses to find Sammy. It will allow participants to explore more of the Township and find out about even more of what we have to offer. Taralyn and Mary Rose will be dropping off brochures at businesses in the downtowns so that customers can pick them up if interested. This is for your information only.

ACTION:

#### 3.8.2 Bruce County Brochure Swap

Bruce County Tourism is hosting their 11<sup>th</sup> annual Brochure Swap in Southampton on May 8<sup>th</sup> from 10:00 a.m. until 12:00 p.m. This event will take place in the Southampton Coliseum Parking Lot (26 Albert Street, Southampton). To RSVP or if you have any questions, contact Lisa Greig at [lisa@explorethebruce.com](mailto:lisa@explorethebruce.com) or 519-534-5344. This is for your information only.

ACTION: The Lake Huron Shoreline Tourism brochure mail-out on May 11<sup>th</sup> was also mentioned. Taralyn will take brochures to this event if anyone has any printed and ready to go.

#### 3.8.3 Explore the Bruce Adventure Passport Launch Party

Everyone is invited to the Explore the Bruce Adventure Passport Launch Party. This event will take place at the Bruce Power Visitor Centre on June 9<sup>th</sup> at 9:30 a.m. See the poster attached for more information. Two of the stops this year are in Huron-Kinloss: Kinloss Tract and IC Greenhouses. This is for your information only.

ACTION:

3.9 Finances

Balance 3,865.74

ACTION:

4.0 **NEW BUSINESS**

4.1 Beautification Committee Update

Joan reported that the Donald Dinnie project is done, unless they want to put lights on him. The frame for Caledonia Park went up today and work should be done in the next two weeks. Joan said that the community has really helped out with this project. People donated time, equipment and material to make this project happen.

4.2 Parking Concerns

Morten mentioned that the parking spots along the downtown are not marked (included handicap parking spots).

5.0 **ADJOURNMENT**

**Adjourn** Moved by MacPherson  
Seconded by Montgomery  
That the Lucknow Revitalization Committee do now adjourn to meet again on June 19, 2012 at 7:00 pm.

Carried