



LUCKNOW DOWNTOWN REVITALIZATION COMMITTEE

Lucknow Sports Complex -

October 2, 2012 – 7:00 pm

Minutes

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

1.0 CALL TO ORDER

Chair McDonagh called the meeting to order at 7:11pm

1.1 DISCLOSURE OF PECUNIARY INTEREST

<u>Name</u>	<u>Item</u>	<u>Nature of Interest</u>
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None reported.

2.0 MINUTES

Moved by MacPherson

Seconded by Jacobsen

Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the September 4, 2012 meeting minutes.

Carried

3.0 ACTION PLAN

Review of Community Toolkit Action Plan to ensure that we are on track.

ACTION: Reviewed. We are on track.

4.0 REPORTS

4.1 Community Marketing on a Miniscule Budget Webinar

Taralyn attended a webinar on September 25th about marketing on a small budget. The following tips were given:

1. Create marketing partnerships – a loud voice is more effective than a number of small individual voices
2. Recruit outside events – clubs and organizations are looking for somewhere to showcase their craft
3. Make the internet your top marketing priority – use WordPress for an inexpensive, eye-catching website (spend your money on content, not on the delivery system)
 - I. Spend no more than an hour a day on updating online content
 - II. Watch what people are saying about you e.g. twitter, blogs
 - III. Going viral is a good thing. Be ultra-creative
 - IV. Populate peer review sites
 - V. Create a monthly newsletter
 - VI. Develop and submit local itineraries
 - VII. Create lifelong customers e.g. using a “hint hint” card
 - VIII. Work with Navteq and get maps updated and populated
 - IX. Don't let your last opportunity become a lost opportunity

Jack to update on bringing Roger Brooks to Bruce County.

ACTION: Taralyn went over some of the best tips that were given in the webinar including updating Navteq online and “hint hint” cards. Morten requested that I send him the pdf of the webinar so these ideas and tips can be shared with Lucknow Chamber of Commerce members.

Jack stated that Roger Brooks will be coming to Southampton. It will be a three day workshop starting on November 13th. Committee members are to check their schedules and see if they can commit three days to attend this important workshop (we will be looking for six people from Lucknow to attend).

4.2 Signage

4.2.1 Town Entrance Signs

J&D Signs has been hired to construct the sandblasted gateway signs. Ian to update on the total cost of the four gateways signs, factoring in used wooden barrels. We currently have \$45,000 to put toward this project . We need to determine how much more money (if any) is needed to complete the four gateway signs.

ACTION: J&D Signs has been hired to construct the sandblasted signs. Ian was not at the meeting; however, Morten stated that for the four signs we are looking at a cost of approximately \$40,000 (this is factoring in the cost of using three wooden barrels at \$60 each). Therefore, this project is currently slightly under budget and we are not looking for more financial support at this time.

4.2.2 Perpendicular Signs

Wayne has installed a new perpendicular sign outside his business. The picture is attached. This is for your information only.

ACTION: Committee members stated that the comments they have heard so far about the sign have been largely positive. Some negative comments they are hearing is that the sign is not big enough to read from the road. This issue was discuss at previous meetings and it was decided that these signs are more for pedestrians walking along the sidewalks and once more signs are up in the downtown, drivers will notice them. Wayne will contact Garit Reid at the Lucknow Sentinel about doing an article on the new sign and the new façade at Three Creeks Restaurant.

A concern was raised about a sign going up in the downtown that is acrylic and not sandblasted wood as this does not follow our guidelines. Jack suggested that we find out on average how much a sandblasted sign (following our guidelines) costs and how much grant money a business owner can receive through Spruce the Bruce so that owners in the downtown can see the costs upfront. Taralyn will include an article on the signs and signage guidelines in the next edition of the Business Banner.

4.3 Streetscape and Beautification Elements

We received confirmation that our application to Spruce the Bruce for a streetscape beautification grant for more benches and waste receptacles was accepted. We need to match the \$5000 grant and decide what we want to purchase.

Wayne to report on what William at Grey Ox Meadows said about the water damage on the new benches and whether he can varathan them again.

Joan is to give an update on the Beautification Committee's projects.

A concern was raised last meeting about the planters downtown not being watered every weekend. This concern was brought to Mark Hackett's attention. He stated that "I just wanted to let you know that watering of the flowers was completed on the weekends. It was requested that the Lucknow Recreation Department water the flowers five times per week in June, six times per week in July and August, and five times per week in September until the Fall Fair. We watered the flowers every weekday morning and as well on Sunday mornings in July and August".

ACTION: The Committee agreed that more benches and waste receptacles are needed downtown. Wayne and Morten will look after getting the matching \$5000 as some other community groups are interested in contributing some funds towards more benches and waste receptacles. Wayne will look after ordering three more benches and Taralyn will look after ordering three more waste receptacles.

Moved by MacPherson

Seconded by Johnson

Move ahead with the purchase of three more benches and three more waste receptacles

THAT the Lucknow Downtown Revitalization Committee hereby purchases three more benches from Grey Ox Meadows and three more waste receptacles from Clean River Recycling Solutions.

Carried

Suggestions were made on where the new benches and waste receptacles would go. The grocery store has requested that one of the waste receptacles go there. There is currently one old bench and one new bench at Caledonia Park and it was suggested to maybe have two new ones there and move the older one somewhere else. A bench should go outside of the Lucknow Town Hall and benches are needed in Waterworks Park.

Wayne said that William Dickie was downtown to look at the water damage on the benches. He will get back to Wayne when he returns from holidays.

Joan did not attend the meeting but Margie stated the Beautification Committee currently has approximately \$23,000. Some of this money will be going towards four new lights in Caledonia Park. The planters have been ordered and will be in later this month. Huron Landscaping will be planting trees in the planters when they come in and likely storing them there over the winter. Margie said the Beautification Committee is also working on a storyboard in Caledonia Park.

It was stated that the flowers in downtown Lucknow need to be watered on the weekends in September. This past Labour Day weekend, the flowers were droopy and did not look very good for the Fall Fair.

4.4 Downtown Promotion

We are in the process of deciding which businesses will be eligible to participate in this promotion. Shops and restaurants located in the downtown areas of Lucknow and Ripley will be approached as this is a downtown initiative. Grocery stores are excluded from this promotion.

Morten is to report on what the Chamber decided regarding the “cash mob” or any other downtown promotions.

ACTION: Instead of excluding businesses from the downtown promotion, it was suggested that we put dollar limits on the cards for some businesses, such as the grocery store where many purchases won't be specifically towards “Christmas shopping”. Wayne stated that his business would like to participate and would be happy to be involved simply by giving out cards at his business.

4.5 Regional Tourism Organization 7

If you represent a tourism-focused business or organization that operates in Bruce, Grey, and/or Simcoe Counties, you can register –at no cost- on <http://www.brucegreysimcoe.com/bgs-services/OperatorRegistration/Default.aspx> to feature your organization. Once registered you can also advertise promotions and events on the site, also at no cost.

ACTION: Morten will take this to the Chamber of Commerce.

4.6 Lucknow Reusable Shopping Bags

Morten is to report on how the distribution on the bags is going.

ACTION: Wayne took a box and Morten will take some boxes of bags to retail stores downtown. The bags will also be distributed through the Chamber's Christmas promotion the beginning of November and at the Tour of Homes event.

4.7 Window Dressings

The Committee agreed last meeting that on the back of the posters there should be a contact in case a new tenant moves in and the poster needs to be collected. Wayne is to report on whether this has been done.

ACTION: Wayne has not done this yet, but will look after it. Morten stated that a new business selling crafts and artwork is opening up downtown and Wayne will collect the sign from that building.

4.8 Customer Satisfaction Survey

In May, Taralyn distributed customer satisfaction surveys (originally secret shopper surveys) to businesses in downtown Lucknow. Wayne was in charge of collecting the completed surveys at the Lucknow Sentinel and at the Tourism Office. We had decided that this would be a summer initiative and now that summer is over, the surveys should be collected and the results summarized. Based on the feedback we have received, we need to decide whether to continue this initiative.

ACTION: Wayne gave Taralyn the surveys he collected from the Lucknow Sentinel. Taralyn will add the results from these surveys to the results collected earlier and bring them back to the next meeting.

4.9 Huron-Kinloss Project Updates

4.9.1 Huron-Kinloss Cultural Plan

We had a small group of residents turn out to the Cultural Planning Launch on September 20th. A number of one-on-one interviews have been set up with community organizations the week of October 8th. Residents are encouraged to attend one of three workshops being held on October 9th and 10th. A poster is attached about these events. The workshop in Lucknow is being held on October 10th from 7:00 – 9:00pm. Please tell your family, friends and neighbours about these community gatherings. We want to hear your stories and learn what you think is important to this community.

ACTION: Taralyn gave posters and flyers to Committee members to distribute to businesses in the downtown.

4.9.2 Huron-Kinloss Business Retention and Expansion

A draft of the Huron-Kinloss Business Retention and Expansion Final Report has been completed. The final document will be brought to the next meeting for discussion. This is for your information only.

ACTION: Noted.

5.0 Finances

Balance 3,865.74

ACTION:

6.0 NEW BUSINESS

6.1 Wish List

In order to be ready to apply for Spruce the Bruce grants next year, Committee members are encouraged to bring a "wish list" with them to the next meeting that lists improvements that they feel should be made to the downtown (e.g. the bridge). Margie will talk to Joan about approaching Working Iron to come up with a design for the bridge.

7.0 ADJOURNMENT

Adjourn Moved by MacPherson
Seconded by Jacobsen
That the Lucknow Revitalization Committee do now adjourn to meet again on December 4, 2012 at 7:00 pm.

Carried