



LUCKNOW DOWNTOWN REVITALIZATION COMMITTEE

Lucknow Sports Complex -

September 4, 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		A
Margie MacPherson		P
Ian Montgomery		P
Lana Sanderson-Neeb		P
Stu Reavie		Late 7:45pm
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

Name	Item	Nature of Interest
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None reported.

2.0 MINUTES

Moved by Abbott
Seconded by MacPherson

Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the June 19, 2012 meeting minutes with an amendment to Section 3.3.

Carried

3.0 ACTION PLAN

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

ACTION: It was noted that we are on track.

4.0 REPORTS

4.1 Revitalization Committee Members

Taralyn contacted Amy Fry and Maryellen Pollard to see if they were able to make future meetings. Amy Fry said that they cannot commit to attending the meetings due to their schedule; however they are very interested in what this committee is doing to revitalize Lucknow. To ensure that we can meet quorum at every meeting, a new member is needed for this Committee, or we need to remove them.

ACTION: The Committee agreed to remove Amy Fry and Maryellen Pollard from the list of Lucknow Revitalization Committee members. The minutes from the meetings will be posted on the Township's website so they can continue to be informed about the Committee's activities.

4.2 Branding Webinar

On June 28th, Taralyn attended a webinar hosted by Roger Brooks from the United States who specializes in branding. He states that "Branding is a perception. What people think of you – not what you say you are". There are four ways that perceptions create brands:

1. Visual Cues
2. The people and attitudes
3. Word of mouth
4. Publicity/social media

He provided several examples of community brands, such as:

- Asheville, North Carolina – the hippest place in North Carolina (where culture meets counter culture)- offer Segways to take down nature trails, around city, etc.
- Lancaster, Pennsylvania – Amish, Pennsylvania Dutch
- Vulcan, Alberta – Star Trek
- Cardston, - The Carriage Capital

Some other notes from his presentation:

- "Good brands evoke emotion. They make a statement. They sell a feeling – not a place, not a product".
- "Brands are built on things to do not just things to look at. Brands are always experiential".
- "Successful brands have a narrow focus". They should not fit everyone (cannot be generic).

"General Store" is not Lucknow's brand. It is Lucknow's identity. We want to work towards creating the feeling one gets when walking through a general store. Taralyn will bring in some pictures that Roger Brooks shared in the webinar.

Bruce County is working on bringing Roger Brooks to Bruce County for a week to work with municipalities on branding.

ACTION: The Committee agreed that initiatives completed thus far have been contributing to Lucknow's look and feel of a "general store". Jack stated that the County is still working on bringing Roger Brooks to the area and will keep us updated.

4.3 Signage

4.3.1 Signage Guidelines

There were some issues when a business was getting a double-sided perpendicular sign made. Therefore, we worked with Canvas Studios to develop a complete guideline document for all signage. Please find it attached.

ACTION: There was a discussion about getting the word out to both existing and new businesses about the signage guidelines. Morten stated that the Chamber will reach out to businesses to inform them about the document. Morten will approach the new owner of the former Pizza Plus (now Kim's Pizza Parlour) to let her know of the guidelines.

Moved by Montgomery
Seconded by Chamney

Adopt THAT the Lucknow Downtown Revitalization Committee hereby adopts the Signage Guidelines

Signage Guidelines in principal.

Carried

4.3.2 Town Entrance Signs

Morten has provided the quotes for the sandblasted sign. These quotes are attached. At the last meeting, we had approved hiring McPyatt Signs to do the sandblasted signs. Therefore, if we decide to go with another business to do the signs, we need to make a motion to amend the motion made at the last meeting.

ACTION: Morten presented the three quotes that he got for the sandblasted signs. McPyatt quoted for the second time and this quote came in at the highest cost (\$4000 for each sign), followed by Rainbow Signs (\$3145) and J&D Signs (\$3132). It was noted that McPyatt could not complete all four signs by December and the project must be completed by December 31st in order to receive the grant from Spruce the Bruce. It was noted that Rainbow Signs will provide the CAD drawings; however if a request was made the others might as well. The Committee decided to go with one of the two lowest bids since there is not much difference in price. Morten will speak to both Rainbow Signs and J&D Signs about timelines for getting the signs completed and make a decision based on that.

Moved by Sanderson-Neeb
Seconded by Abbott

Hire either Rainbow Signs or J&D Signs to construct four sandblasted gateway signs

THAT the Lucknow Downtown Revitalization Committee hereby permits Morten Jakobsen to decide based on further conversations about timelines with both Rainbow Signs and J&D Signs, which company to hire to construct four sandblasted gateway signs.

Carried

There was a discussion about the barrels for the sign and whether we should use used wooden barrels, plastic barrels or concrete barrels. Three concrete barrels were quoted in Huron Landscaping at \$2,900.00. A less expensive option would be to use plastic or used wooden barrels. There was a concern about the plastic barrels and how long they would last. The Committee decided that wooden barrels would probably last longer and at \$60 a barrel this is by far the least expensive choice. By using wooden barrels, the quote from Huron Landscaping would go down significantly in price. Ian will contact Huron Landscaping to get used wooden barrels included in their quote and remove the concrete barrels. He will then let Wayne know the total price for the four signs so Wayne can find out how much more money is needed for the project (if any).

Moved by Montgomery
Seconded by MacPherson

Purchase wooden barrels from Huron Landscaping

THAT the Lucknow Downtown Revitalization Committee hereby directs Huron Landscaping to include used wooden barrels in their quote instead of concrete barrels.

Carried

4.4 Streetscape and Beautification Elements

Stu will report on the project to refurbish the old benches. Pictures are attached. Joan is to give an update on the Beautification Committee's projects.

For your information, the Lucknow Chamber received Spruce the Bruce funding for new banners on the light posts downtown.

ACTION: Stu stated that there is one more bench to complete; however this will be done in the next month. The Committee praised the work that has been done on the benches as they look fantastic.

A concern was raised about the new benches because water is getting between the varathan and the wood on at least one bench. Wayne is to contact William at Grey Ox Meadows to see what he can do about this.

Joan did not have anything new to report on the Beautification Committee's projects.

Jack stated that the Lucknow Chamber did not get the grant for the banners. He encouraged the Chamber to think about a design and submit a design with an application next year.

4.5 Lucknow Reusable Shopping Bags

Along with the grant of \$2500 that we received for the project from Spruce the Bruce, Music in the Fields and the Lucknow Chamber will financially support this project. Morten and Wayne will report further.

ACTION: Approximately 2000 bags are left. Morten asked for suggestions on where to distribute the rest. The Committee decided that they should be given to retail businesses to hand out to customers. Wayne will be the contact for organizations that are going out of town for events and want some bags to give out.

4.6 Downtown Promotion

The Township of Huron-Kinloss received a Spruce the Bruce Co-operative Marketing Grant in the amount of \$2500 for the Holiday Shopping Pass initiative. The Township of Huron-Kinloss will create a Holiday Shopping Card as part of a Christmas season promotion in Huron-Kinloss. Consumers would pick-up a Shopping Card at one of our participating retail businesses during the holiday shopping season. Each time a customer makes a purchase at a participating business between November 1 and December 25th, the value will be stamped on the card in \$10 increments. Once a total of \$150 has been spent, customers fill out their contact information on the card and submit it to the Township for a chance to win one of three \$150 shopping sprees at the participating businesses.

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

ACTION: The Committee wondered what businesses would be asked to participate in this initiative. The grocery store is considered to be a retail business but the card would easily be filled in one transaction. Taralyn stated that the Township is still working out the details about how this program will work and there may have to be a maximum number of dollars that can go towards the Holiday Shopping Pass at some businesses.

Morten had nothing to report from the Chamber because their next meeting is later in the month.

4.7 Window Dressings

The Committee to report on any feedback they have heard regarding the window dressings.

ACTION: The Committee stated that they have heard a lot of positive feedback about the window dressings. The only negative comment heard was that the poster wasn't bright enough (one person said that). The Committee agreed 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 will serve as the contact.

4.8 Spruce the Bruce Grants

Mary Rose sent 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. They replied saying that if there were still funds after the final intake at the end of August, they would consider it.

ACTION: Jack stated that the meeting is next week and he will let us know if we get the \$5000 in grant money to go towards more benches and waste receptacles. We will need to come up with the other \$5000 to match the grant.

4.9 Huron-Kinloss Project Updates

4.9.1 Huron-Kinloss Cultural Plan

The Township hired CoBalt Connects, a not-for-profit organization out of Hamilton, to assist us in putting together a Cultural Action Plan. We will be having a launch event in September to inform the community about what cultural planning is and why it is important in enhancing our communities. CoBalt Connects will be looking to meet with various arts organizations (e.g. Hawk Theatre, historical societies, libraries, etc.) and residents to hear their stories and reflections on living in Huron-Kinloss. This is for your information only.

ACTION: Date of Launch event noted. Taralyn will send a letter to the Chamber about the event and a poster.

4.9.2 Huron-Kinloss Business Retention and Expansion

The Task Force met on August 16 to determine the main issues facing businesses in our community and to develop actions to address these issues. The Task Force was able to prioritize the issues and Taralyn will be putting together a final report. Actions relating to downtown revitalization in Lucknow will be brought forward to the Committee. This is for your information only.

ACTION: Taralyn will send a copy of the final report to the Committee, as well as to the Lucknow Chamber and Beautification Committee.

4.9.3 Lucknow Revitalization Committee Webpage

A webpage has been developed on the Huron-Kinloss Township website (www.huronkinloss.com) where anyone interested in what the Committee is doing can access the meeting minutes and view pictures of current projects. This is for your information only.

ACTION: Noted.

5.0 Finances

Balance 3,865.74

ACTION:

6.0 NEW BUSINESS

6.1 Downtown Streetscape and Beautification

Members of the Revitalization Committee have heard from downtown business owners and the public that more benches and waste receptacles are needed. More may be able to be purchased if we are successful with the Spruce the Bruce streetscape grant.

Joan stated that the Beautification Committee is still waiting for quotes on lights for the Donald Dinnie statue. She mentioned that a port-a-potty is needed in Waterworks Park and more benches. She also stated that it has come to her attention that one of the Lucknow Trail signs north of Delores' house has incorrect information. Taralyn will let Mary Rose know.

Concerns were raised about vandalism especially at the Tennis Courts where a port-a-potty was knocked over. Concerns were also raised about the planters downtown because they don't seem to be getting watered every weekend. Taralyn will let Mike Fair know about this.

Morten stated that the dam on his property was vandalized during the summer and he is looking into fixing up the dam and doing other maintenance work on it. He also stated that Music in the Fields is providing a \$10 dumping station in Lucknow.

7.0 ADJOURNMENT

Adjourn Moved by MacPherson
Seconded by Jakobsen
That the Lucknow Revitalization Committee do now adjourn to meet again on October 2, 2012 at 7:00 pm.

Carried