



## LUCKNOW DOWNTOWN REVITALIZATION COMMITTEE

**Crossroads Bar & Grill (meeting in conjunction with the Lucknow Chamber)-**

**March 11, 2014 – 6:30 pm**

### **Agenda**

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

#### **1.0 CALL TO ORDER**

#### **1.1 DISCLOSURE OF PECUNIARY INTEREST**

<u>Name</u>	<u>Item</u>	<u>Nature of Interest</u>
-------------	-------------	---------------------------

#### **2.0 MINUTES**

**Adopt Minutes** Moved by  
Seconded by  
THAT the Lucknow Downtown Revitalization Committee hereby adopts the September 3, 2013 and December 17, 2013 meeting minutes.

#### **3.0 ACTION PLAN**

Please review the [Action Plan](#) (this was updated March 2014) and advise of any actions that should be added.

ACTION:

#### **4.0 REPORTS**

##### **4.1 Spruce the Bruce Grants**

Spruce the Bruce Grant Applications are now being accepted. Online applications will be accepted until the last day of every month and are considered on a first come first serve basis until all funds have been dispensed. Spruce the Bruce is encouraging everyone who is interested in applying to contact them at 1 (800) 268-3838 or STB@Brucecounty.on.ca to discuss your application before the application deadline.

We need to review our Action Plan and discuss future projects (we have discussed solar lighting at the gateway signs and bridge improvement) which may be eligible for Spruce the Bruce funding and RED funding. **Please note that you will see on the grant applications that Lucknow is not currently eligible to apply for Spruce the Bruce Grants. According to Bruce County representatives, this is because our annual Report Card is pending approval. Once approved (hopefully in the next week), we will be given the green light to apply.**

Grants Available:

- **The Gateways & Downtown Public Signage Grant** encourages stakeholder groups to improve signage within their community. These grants match local cash contributions up to \$5,000.00. Creating a sense of arrival is an important component for downtown success and will let visitors know they've arrived. The Gateways & Downtown Public Signage Grant encourages signage for or directing to downtown. Gateways or Downtown Public Signage Grants may be directed towards signage projects which highlight the downtown as a destination.
- **The Destination Infrastructure Grant** encourages local stakeholders to upgrade and invest in destination infrastructure. These grants match local cash contributions up to \$2,500.00. A Destination Infrastructure Grant may be used towards capital investments that improve the quality of our attraction products. This may include (but is not limited to) capital improvements to Bruce Trail, Saugeen River, Rail Trail and area beaches and upgrades related to parking, restrooms, staging, lookouts. It also may include signage that improves visitor experiences such as interpretative/ historical plaques, kiosks and route markers (i.e. for cycling or hiking). Projects that connect and tie Destination Infrastructure to the downtown core will be given priority.
- **The Streetscape Beautification Grant** supports investment in local downtown infrastructure. These grants match local cash contributions up to \$10,000.00. Streetscape Beautification Grants can be used towards street improvements. For example (but not limited to) banners, benches, garbage/recycling cans, bike racks, flower containers, green space/park enhancements, seasonal decorations and/or public art, provided that the items are installed within the designated downtown area. The funds are available for durable goods only (i.e. for improvements that will last more than 2 years).
- **The Perpendicular Signage & Awning Grant** matches local cash contributions up to \$1,000.00. Applications from South Bruce Peninsula communities are eligible to receive up to an additional \$1000.00 matched cash contribution provided by South Bruce Peninsula Council. The Perpendicular Sign & Awning Grant may be used towards the restoration of an old sign or awning or the design and purchase of a new sign or awning. Applicants may additionally apply for more comprehensive storefront improvement funds through the Façade Improvement Program Grant. Preference will be given to buildings with operating commercial businesses.
- **The Façade Improvement Grant** matches local cash contributions up to \$3,000.00 for projects under \$10,000.00 with an additional \$1000.00 given to projects over \$10,000.00. Applications from South Bruce Peninsula communities are eligible to receive up to an additional \$1000.00 matched cash contribution provided by South Bruce Peninsula Council. These grants may be used towards the restoration of an existing storefront or the design and installation of a new façade. Façade Improvements projects must include a minimum of 3 items from the following list as part of their grant application in order for their project to be considered for funding. Projects that include perpendicular signage or awnings may apply for additional funds through the Perpendicular Signage & Awning Grant. Preference will be given to buildings with operating commercial businesses.

Eligible items for Façade Improvement Application (min of 3)
Exterior building painting
Architectural feature improvements/ amendments/ additions
Exterior lighting/ front illumination for signage
Replacement/ Removal of siding
Re-pointing of brick/stone
Storefront redesign
Installation of new masonry/ stone work
Brick restoration/ cleaning
Other renovations/ improvements could be eligible if they meet the objectives of the program/ design guidelines
<b>To be eligible for additional \$1000.00 funding from Spruce the Bruce, application project must total over \$10,000.00 utilizing at least 3 items from the list above and implement any additional items from the list below.</b>
Replacement of windows & doors
Fascia signage improvements
Permanent outdoor planters/ accessories (shutters, trim, glass repair)
Other renovations/ improvements could be eligible if they meet the objectives of the program/ design guidelines
Items that are ineligible for any Façade Improvement Funding
Roof Repairs
Interior Improvements
New Building Construction
Backlit signage / Read o graph signage * Please see exceptions for Sauble Beach - Guideline #11

- **The Downtown Co-Operative Marketing Grant** will support efforts to create “Best of Guides” and itinerary based marketing which connects visitors to downtown. The Downtown Co-Operative Marketing Grant encourages local stakeholders to highlight their businesses and partner with other businesses in an attempt to increase/ stimulate business in downtown commercial cores. These grants match local cash contributions up to \$2,500.00. This grant encourages Brand based promotional activities that highlight the best the community has to offer. For example: a local campground, canoe outfitter and restaurant partner to provide a package offering/ itinerary; OR the BIA creates a seasonal collaborative promotional program; OR multiple businesses work together to create a package highlighting the experiences for visitors. The goal of this grant is to encourage business owners to work together to create a targeted experience for visitors when visiting Bruce County. Please note promotional guides that generate revenue will not be eligible for funding.

**ACTION:**

**4.2 RED Grant & “Best of Lucknow” Guide**

As mentioned at the last meeting, the Township will be putting forth an application to the Rural Economic Development Fund for branding activities in Lucknow and Ripley. I’ve attached information about the [RED grant](#) and what projects are eligible. More information can be found at <http://www.omafra.gov.on.ca/english/rural/red/index.html>

Taralyn will be including a “Best of Lucknow” Guide in the grant (you will notice that we can apply for Spruce the Bruce funding for this as well). Please review what projects are eligible. We need to discuss what else to apply for.

**ACTION:**

**4.3 Bridge**

At the last meeting, members agreed that we should move forward this year with this initiative while Campbell St. is undergoing reconstruction. Members liked the “wood look” of the [bridge design](#) that Brad Smith provided us a while ago. Taralyn has attached the designs that Wayne received from [ICM Machining](#) as well. What does the Committee envision this bridge to look like? How do you wish to proceed with this?

**ACTION:**

**4.4 Spring Brochure Swaps**

Bruce County is hosting their annual Brochure Swap at the Kincardine Davidson Centre (nice and close this year) on May 6<sup>th</sup> from 10:00 a.m. to 12:00 p.m. At this event, organizations and businesses are invited to park and distribute their brochures to other organizations and businesses attending. Taralyn will be in attendance so if you can not make the event, please give her your brochures prior to that week and she will distribute on your behalf.

The Lake Huron Shoreline Tourism Partners is mailing out brochures on May 8<sup>th</sup>. This is for tourism related businesses/events ONLY (Music in the Fields, Strawberry Summerfest, Lucknow Chamber, etc.). Brochures are mailed out to Tourism Information Centres across Ontario. Taralyn will be collected brochures for this event.

ACTION:

#### **4.5 2014 Huron-Kinloss Ice Cream Trail™**

The 2014 Ice Cream Trail™ will begin on May 16<sup>th</sup>. The theme this year is “Beach Party”. Please let Taralyn know if you have any ideas of how to tie this theme into the downtown in Lucknow.

ACTION:

#### **4.6 Upcoming Workshops and Courses**

The Lake Huron Learning Centre in Kincardine is offering several workshop and courses this year including:

- Human Resources Certificate
- Social Media for Business
- Small Business Management
- Quick Books Into
- Personal Support Worker Certificate

See [attachment](#) for more details.

ACTION: For your information only.

#### **4.7 Huron-Kinloss Facebook Page**

Just a reminder that the Township of Huron-Kinloss is on Facebook! “Like” to receive regular updates on news, events, and more, which may impact your business! [www.facebook.com/HuronKinloss](http://www.facebook.com/HuronKinloss)

ACTION: For your information only.

#### **5.0 Finances**

Balance	3,053.18
---------	----------

ACTION:

#### **6.0 NEW BUSINESS**

#### **7.0 ADJOURNMENT**

Moved by  
Seconded by  
**Adjourn** That the Lucknow Revitalization Committee do now adjourn to meet again on TBA at 7:00 pm.