

RIPLEY DOWNTOWN REVITALIZATION COMMITTEE

Township of Huron-Kinloss Council Chambers -

April 21, 2014 – 10:00 am

Minutes

Amy Irwin		P
Heather Pletsch		
Kelly Lush	Project Coordinator	P
Lynne Taylor		
Mary Rose Walden	Administrator	P
Sonya Watson	Clerk	P
Susan Nichol		
Taralyn Martin	Business & Economic Officer	P
Wilf Gamble	Council Representative	

Amy met with Mary Rose, Sonya, Kelly and Taralyn to discuss some ideas for moving forward. First, we discussed where we are with brand development. The group decided to build on the tagline “Rooted in Ripley”. This tagline reflects the community’s agricultural background and handcrafted products that are currently available here. The tagline can be used in a variety of ways to promote living, working and playing in Huron-Kinloss. For example, “get rooted in agriculture”; “get rooted in community”; “get rooted in business”. Taralyn will use this as a starting point to apply for the Rural Economic Development Fund. The Township will be applying under the Implementation Stream for 1) brand development and 2) brand marketing.

For Ripley, brand development will include:

1. Logo
2. Streetscape Artist Renderings
3. Gateway Sign Artist Renderings

Brand Marketing will include:

1. “Best of” Guide
2. Streetlight Banners
3. Promotional Panels/Posters

We also decided to put forth a Streetscape application to Spruce the Bruce for the Seed Quilt project. This form of public art fits well into “Rooted in Ripley”.

Taralyn and Amy will meet with Wilma Sutton who owns the vacant commercial storefront on the corner of Queen and Huron Streets sometime in the next week to discuss the possibility of running a “win this space” contest there. We would like to try and attract new business owners to Ripley by running a contest where the person with the best/most suitable business plan would win, for example:

1. 3 months of free rent for the space at 44 Queen St
2. 3 months of free internet and phone for the new business
3. free business mentorship
4. free signage design services

Taralyn will also speak to Sean who owns MacAdam's Variety to see about improving his façade and signage. The blue siding is not very attractive. We will get a design made to show him what it could look like.

The Ripley Business Community (RBC) is currently seeking new executive members who will be appointed in June. The Revitalization Committee would like to meet with the new executive once it is in place to find a representative to sit on the Revitalization Committee. We would also like to find more business owners in the downtown to sit on the Committee. The Revitalization Committee has collected pedestrian traffic counts, and information about community events and downtown business hours to share with the RBC. The Committee would also like to discuss brand development with the RBC and ensure that they are on board with the tagline "Rooted in Ripley".