



LUCKNOW DOWNTOWN REVITALIZATION COMMITTEE

Lucknow Sports Complex -

May 28, 2013 – 7:00 pm

Minutes

Wayne McDonagh	Chair	P
Lillian Abbott	Council Representative	P
Joan Chamney	Beautification Committee Representatives	P
Morten Jakobsen	Chamber of Commerce Representatives	P
Laura Johnson		A
Margie MacPherson		P
Ian Montgomery		P
Lana Sanderson-Neeb		P
Stu Reavie		A
Jack Van Dorp	County of Bruce	A
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 Sanderson-Neeb

Seconded by MacPherson

Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the April 2, 2013 meeting minutes.

Carried

3.0 ACTION PLAN

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

ACTION: Nothing to add at the present time.

4.0 REPORTS

4.1 Town Entrance Signs

The Township has filled the flower boxes at the signs with dirt and they are ready for planting. Morten to update on where the funds are coming from to purchase the flowers and when the flowers will be planted.

The vinyl lettering is now on the backs of the gateway signs. See picture.

The Township did not receive funding for solar lighting through the Regional Tourism Organization Partnership Funding Program. Is lighting for the signs something we still want to pursue this year?

ACTION: Chris has the flowers and they should be planted within the next week. Chris had concerns about the top-soil laying against the wood in the planters, and will look more closely when planting the flowers.

It was brought to the attention of Ian that the lettering on the entrance sign at the East side of Lucknow may be coming off. He will check, but it may just be the styling of lettering, as it looks faded in spots.

4.2 Traffic Calming

Mary Rose will be speaking with Bruce County in the next few weeks about traffic calming measures in Lucknow.

ACTION: Noted.

4.3 Wayfinding Signage

The Township received \$25,000 in funding from the Regional Tourism Organization 7 signage. The Township has budgeted 50K for downtown pedestrian wayfinding signage and public building signage. A plan will be brought forward to the committee for input.

ACTION: Taralyn informed the Committee that due to some grant regulations that we were not aware of, the Township may have to turn down the partnership funding. Until we know what we are doing with regards to the streetscape to calm traffic, we will not be installing signs downtown. Taralyn will keep the committee informed about the signage.

4.4 Public Washrooms

It is Wayne's understanding that the Lucknow Recreation Board is not in favour of renovating the old washrooms. Lana to report on where Kincardine got the money to build their outdoor washrooms.

ACTION: Wayne did not talk to the board directly, but Mark relayed the message. If we decide we want washrooms accessible 24-7, Wayne said he would go to a board meeting. Lana has not heard from Kincardine on where there funding came from.

The Committee discussed the washroom issue and decided the first step is signage to mark the existing washrooms. Taralyn will talk to Alanna to see if there is funding available though Spruce the Bruce for a washroom sign. Wayne will talk to the Board to see if they are interested in putting a sign up.

4.5 Bridge

We have discussed the bridge several times at previous meetings. Do we want to move forward with the bridge revitalization this year? Do we want to get a new design for the bridge? Thoughts?

ACTION: Wayne brought three designs to the meeting. The Committee does not have the funds to pursue this project at the current time. This project will be brought to the next meeting.

4.6 Marketing Plan

At our last meeting we talked about developing a marketing plan for Lucknow. Taralyn has provided the committee with an example of a [marketing plan](#). The Ministry of Agriculture, Food and Rural Affairs has a great outline of what should be included in a marketing plan, which is available here: <http://www.omafra.gov.on.ca/english/busdev/facts/10-029.htm> How do we want to proceed with this?

ACTION: The Committee decided not to pursue this at the present time because downtown business owners are not buying into the “general store” identity. We need to get them on board with this identity before marketing our town as such.

4.7 Streetscape and Beautification Elements

Wayne to provide an update on the benches.

ACTION: The benches are downtown and Taralyn will find out the status of the waste receptacles. Wayne asked the Committee whether they thought we should be chaining the benches down. The Committee decided not to, but we will continue to monitor the benches and if one goes missing, we may need to chain them down. It was also mentioned that Caledonia Park has one new bench and one refurbished bench. The Committee believes the Park should have two benches that match.

4.8 Spruce the Bruce Grants

The deadline for the next intake is May 31, 2013. No one from Lucknow applied to the Perpendicular Sign & Awning Grant last month.

For your information, Spruce the Bruce has made a “Downtown Farmers Market Infrastructure Grant” available. Projects must be completed by October 31st. [See flyer](#) for details.

ACTION: The Committee is concerned that no business owners in Lucknow are applying to the Spruce the Bruce grants. One committee members heard that the Pharmasave in Lucknow is looking to make improvements to their façade. Morten will talk to Shirley about getting the information about the Spruce the Bruce grants to upper management.

The Committee would like another article printed in the Lucknow Sentinel about the benches and perpendicular signs and the grants that are available before the last application intake (June 30). Taralyn will speak to Garit Reid about including some colour pictures in an edition of the Lucknow Sentinel which shows what the downtown could look like. The Committee would also like an explanation of branding to be included in the article.

Taralyn will send a copy of the Lucknow Signage Guidelines to our local sign makers for their reference and include a letter stating the importance of encouraging business owners to follow these guidelines when installing new signs.

4.9 Upcoming Events/Workshops

4.9.1 Huron-Kinloss Business Networking Event

The Township is hosting a Business Dinner and Networking Event on June 25th. The majority of business owners who were interviewed during the Business Retention and Expansion Project indicated that they would like to attend a networking event... here is your chance!

Theresa Syer of Syer Hospitality Group Inc. will be delivering a keynote address entitled: “Creating the WOW customer experience”. Theresa will be going on a mystery tour of Huron-Kinloss businesses prior to the event and incorporating tips in her presentation. She is a sought-after speaker and OPG’s DGR Project for low and intermediate level waste is sponsoring \$4,000 dollars to bring her to Huron-Kinloss.

This is a great opportunity to improve your customer service, renew acquaintances and meet new potential business partners. Tickets are \$25 and are available at the Huron-Kinloss Municipal Office, Nine Waves (Lucknow), Ripley Variety and Pine River Cheese. [See flyer](#) for more details.

ACTION: Noted.

4.9.2 Demystifying the Economics of Downtowns

Is your downtown economy truly healthy? How can you tell? The Spruce the Bruce team has partnered up with Yonge St. BIA Research and Strategy Manager, Pauline Larsen to offer a hands-on

workshop on "**Demystifying the Economics of Downtowns**" (putting economics into action). We need a few people from this Committee and the Chamber to attend. The workshop is on **June 20th and 21st**. Additional participation details are to come.

ACTION: There was a concern from committee members that this is a two-day workshop.

5.0 Finances

Balance 3,053.18

ACTION: Noted.

6.0 NEW BUSINESS

6.1 Huron-Kinloss Strategic Plan

Taralyn gave each committee member a card to fill-out before leaving the meeting. Input collected from the questions asked on the card will go to the Lura Consulting Group, which is assisting the Township in developing a Strategic Plan.

6.2 Beautification Committee

Joan stated that the beautification committee is currently working on putting mulch around the trees. Morten stated that he thinks the trees need to be moved to the downtown streets to improve beautification (5 trees on each side, spread over two blocks along with the planters). He said in Listowel the trees line the downtown on the sidewalks and look great. They can put them right on the sidewalk in front of businesses because parking lines are painted on the street; so the planter boxes are staggered between where the cars park. Lillian aid she would speak to Hugh Nichol, Director of Public Works, about painting parking lines on the road.

6.3 Refurbished Benches

The Committee would like to say a special "thank you" to Bill Flett, Tom Helm and Stuart Reavie who refurbished the old benches downtown for a total cost of \$64.98! They look fantastic!

7.0 ADJOURNMENT

Adjourn Moved by Montgomery
Seconded by MacPherson
That the Lucknow Revitalization Committee do now adjourn to meet again on September 3, 2013 at 7:00 pm.

Carried