



Lucknow Downtown Revitalization Committee

Lucknow and District Sports Complex

May 5, 2015 at 7:00 pm

Minutes

Wayne McDonagh	Chair	P
Lillian Abbott	Council Representative	A
Joan Chamney	Beautification Committee Representative	A
Morten Jakobsen	Chamber of Commerce Representative	A
Laura Johnson	Member at large	A
Margie MacPherson	Member at large	P
Ian Montgomery	Member at large	A
Stu Reavie	Member at large	P
Marilyn Scott	Member at large	P
Danielle Sutton	Member at large	P
Taralyn Martin	Business & Economic Officer	P
Vicki Ly	Bruce County Representative	A

Also in attendance: Kayla Howald (representing the Lucknow Chamber), Pat Livingston and Betty Anne Stapleton

1.0 Call to Order

Chair McDonagh called the meeting to order at 7:10 p.m.

2.0 Disclosure of Pecuniary Interest

Name	Item	Nature of Interest
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None reported.

3.0 Minutes

Moved by MacPherson
Seconded by Sutton

Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the [February 10, 2015](#) meeting minutes. Carried

4.0 Action Plan

Please review the 2015 [Action Plan](#) and advise of any actions that should be added.

ACTION: The Historical Walking Tour will be ready for the Spring 2016. Taralyn will update this on the Action Plan. Taralyn will also check with Public Works to see when the expected completion date is for the new guardrails on the bridge.

5.0 Reports

5.1. New Members

Danielle and Marilyn attended the last meeting and have both decided to join the Committee. We welcome them to the table and look forward to hearing their ideas on revitalizing the downtown.

ACTION: Noted.

5.2. Nominations for Chair Position

Wayne McDonagh has decided to step down as Chair of the Committee; therefore, a new Chair needs to be appointed. Members to bring forward their nomination.

ACTION: No nominations came forward. This will be an agenda item at our next meeting when hopefully more members are in attendance.

5.3. Historical Walking Tour

Members of the Walking Tour sub-committee met recently to go over the proposed route and discuss options for setting it up. Pat, Betty Anne and Lillian will report on their suggestions for moving forward.

ACTION: Pat and Betty Anne said they have 40 locations for the historical walking tour. They really liked how the Brussels Historical Walking Tour brochure was set up and recommend something like that for this tour. Another recommendation is to have signage on businesses only. We will need to get a quote for producing plaques for the businesses (would have an old picture of the building and the description). Taralyn will get a quote once Pat and Betty Anne knows what size, info going on it. Pat and Betty Anne will attend our September meeting with all details and mock up.

A comment was made about the poor state of the trail going through Waterworks Park. The trail by Havelock St. is also in poor shape. Taralyn will ask the recreation department to look into this.

5.4. Wayfinding Signage

The remaining wayfinding signs for Lucknow will be installed this month. There are eight remaining directional signs and two pedestrian map signs.

ACTION: A comment was made about the condition the signs were left in last year when they were installed. The dirt was not packed properly around the bases and the sign at Willoughby St. sign is still a mess at the bottom. Taralyn will relay these concerns to the sign company who installed them.

5.5. Streetlights

Huron-Kinloss Council approved the purchase of new streetlights for downtown Lucknow in the 2015 Budget. Taralyn will present a few design options at the meeting. Committee Members are asked to provide their feedback and the option they like best. Chamber of Commerce members will also be voting on the designs.

ACTION: Kayla Howald reported that the Chamber of Commerce liked the K 134-E style the best. Members of the Revitalization Committee agreed. Taralyn will let Mike Fair know which streetlight was chosen to order them. Stu would like to know the process that the Township went through to choose these streetlights and whether an engineer has looked at them to ensure they are good streetlights.

5.6. Lucknow Tourism Office

The Township of Huron-Kinloss has taken over the Lucknow Tourism Office from the Lucknow Chamber of Commerce on a one year trial. The Township has hired Emilie Hogan to run the office Wednesday (10:00a.m. – 4:00p.m.), Thursday (2:00p.m. – 8:00p.m.), Friday (2:00p.m.-8:00p.m.), Saturday (10:00a.m.-4:00p.m.), Sunday (10:00a.m.-4:00p.m.) and holidays Mondays (reduced hours). Local businesses are encouraged to drop-off their brochures and information to the office so that Emilie can promote what the area has to offer. Emilie will also be assisting the Lucknow Chamber of Commerce with updating their Facebook page and website.

ACTION: Noted.

5.7. Best of Guide and Marketing

The Township was successful in receiving the Rural Economic Development Fund through the Ministry of Agriculture, Food and Rural Affairs (OMAFRA). The Township received \$15,000 to match their \$15,000 contribution and are in the process of drafting a Request for Proposal for consultant work.

Last year, the Committee discussed what businesses they would like featured in the Best of Guide. It is suggested that we only feature 10 businesses/attractions and focus on those that are unique to Lucknow and will bring people to the town. The following are suggestions that were made at a previous meeting, which Committee members can discuss:

- Lucknow Splash Pad
 - Armstrong's Home Bakery
 - Everlasting Flowers and Gifts
 - Green's Meat Market
 - Village Pizzeria
 - Music in the Fields
 - Lucknow Walk
 - Nine Waves
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- **ACTION:** Other businesses mentioned were Lucknow Pharmasave, I Want That Bag and Studio C. A concern was raised about promoting some businesses and not others. Taralyn explained that marketing experts have told us that we need to be promoting our anchor tenants in order to get more overall traffic in our businesses.

We will be discussing this again in the fall once the Township has hired a consultant to assist us with branding activities.

5.8. Huron-Kinloss Business Dinner

This annual event will be held in the fall this year, likely in October.

ACTION: For your information only.

5.9. Huron-Kinloss Ice Cream Trail™

The 2015 Ice Cream Trail™ opens on May 15th and runs until September 27th. There are four stops in Lucknow: Paris Village Café and Pizzeria, Armstrong's Bakery, What's the Scoop, and Mary's Restaurant. Participants will be led to attractions with historical significance while on the Trail, such as the Point Clark Lighthouse, Erie Belle Boiler, Donald Dinnie Statue and Paul Henderson Mural.

ACTION: Margie stated the Paul Henderson mural needs touched-up. Joan Chamney to advise on who did this in the past, and the cost. Spruce the Bruce funding may be available for this.

5.10. Huron-Kinloss Discovery Guide

The Guide was published and delivered to residents of Huron-Kinloss during the last week of April. The remaining Guides will be distributed to local businesses and Tourism Information Centres across Ontario to promote the area.

ACTION: Noted.

6.0 Finances

Balance 3,053.10

ACTION:

7.0 New Business

7.1 Benches

A bench that is out on the street needs touched-up. Wayne will look after this. The other benches are being re-varnished by the Township.

7.2 Horticultural Society

The Horticultural Society is going ahead with work at Caledonia Park.

7.3 Spruce the Bruce

Bruce County has hired Lisa Brocklebank as the new Project Coordinator and she will be our contact for Spruce the Bruce. There will hopefully be an announcement soon about Spruce the Bruce grants.

8.0 Adjournment

Moved by Reavie

Seconded by MacPherson

Adjourn That the Lucknow Revitalization Committee do now adjourn to meet again on TBA 2015 at 7:00 p.m. Carried