



Lucknow Downtown Revitalization Committee

Lucknow and District Sports Complex

November 17, 2015 at 7:00 pm

Minutes

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

Also in attendance: Pat Livingston and Betty Anne Stapleton.

1.0 Call to Order

Morten Jakobsen called the meeting to order at 7:03 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 Abbott

Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the [May 5, 2015](#) meeting minutes.

Carried

4.0 Action Plan

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

ACTION: Committee members discussed potential projects for 2016. Danielle Sutton mentioned that the sidewalk in front of Mac's and Village Pizzeria is always littered with cigarette butts and wondered about providing decorative ash trays. She also

suggested installing bike racks on the main street. These are two projects for consideration next year. Morten is waiting to follow-up with Hugh regarding the concerns the Chamber raised at a recent Council meeting. Dirty sidewalks were a main concern. The Committee would like to see the tree planters moved closer to the road; however, we need to wait until the main street is resurfaced and parking lines are painted on the road. There are two trees that need to be replaced. Stu to see if the horticultural society are paying to replace the trees.

Morten said that the QR Code on one of the plaques on Chickadee Tree by the bridge is not working. Taralyn will let Mike Fair know.

5.0 Reports

5.1. 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: Defer to next meeting.

5.2. Historical Walking Tour

The Township received funding from Spruce the Bruce for Historical Walking Tours in Lucknow and Ripley in June. The funding goes toward 50% of the cost of brochures for the tours and plaques. Pat, Betty Anne and Lillian have put together the Historical Walking Tour. A [map](#) of all the locations is attached. Kincardine Commercial Printing is currently putting the brochure together and a proof should be available for our meeting. We would like Committee members to read through the information and let us know of any errors. Taralyn has contacted the commercial businesses on the tour to see if they would like to purchase a permanent plaque for their building with the historical information and a picture on it. So far seven businesses have expressed interest.

ACTION: Committee members looked at the proof of the Lucknow Historical Walking Tour and thanked Pat, Betty Anne and Lillian for their hard work. There are a few changes to be made on the brochure including: taking the volunteer names off of the back of the brochure (change to Downtown Revitalization Committee); and changing the orientation of some of the street names on the map. Overall the brochure looks great! Betty Anne, Pat Livingston and Lillian to make changes on the proof and forward them to Taralyn.

There is the potential to expand this Walking Tour. The Committee would like to see what kind of response we get in the spring and then decide whether to expand the Tour before the next brochure print. We will be receiving 750 copies of the brochure in the New Year.

5.3. Lucknow Sandwich Boards

The Township also received a Public Signage Grant through Spruce the Bruce in June to construct sandwich boards for businesses in downtown Lucknow. Taralyn will have

one at the meeting for you to look at. Five sandwich board have been purchased so far. We have a few remaining, so if you would like one for your business you may purchase one for \$175 +HST. They are \$400 regular price.

ACTION: Taralyn mentioned that there are five sandwich boards left. Morten to mention this at the next Chamber meeting.

5.4. Wayfinding Signage

The remaining wayfinding signs for Lucknow are expected to be installed any day now. They were going to be installed in the summer; however it was decided that it would be best if they go in after the streetlights. There are eight remaining directional signs and two pedestrian map signs. Only one pedestrian map sign will be installed this year.

ACTION: Committee members look forward to seeing the new wayfinding signs installed in the downtown.

5.5. Streetlights

The new streetlights have been installed. Have committee members heard any feedback from the community?

ACTION: The comments have been that they are a lot brighter, but look the same. Morten would like to know if the posts are interchangeable for banners and flowers. Taralyn will ask Mike. The Chamber is looking at potentially financing new flower baskets for the light poles. Morten to contact the horticultural society and look into the types of baskets that are available.

Morten stated that there is a light that is not working properly on the south side of the road near the new laundry mat. Taralyn will let Hugh know.

5.6. Lucknow Tourism Office

We had 146 people sign the guest book at the Lucknow Tourism Office this summer. Our summer student Emilie figured that just over 200 people came through the office when she was there. Taralyn has attached her [report](#) for your information.

ACTION: Committee members thought Emilie did a great job of promoting Lucknow and assisting the Chamber. We recognize the importance of having public washrooms downtown so having a summer student working more hours this year at the Tourism Office was great.

5.7. RED Grant

The Township has been working with Tenzing on a branding and marketing project for Lucknow and Ripley. Tenzing likes the direction we are going with Lucknow as the "General Store" is an identity we can deliver on. Tenzing is currently working with Huron-Kinloss to develop an umbrella brand for the whole municipality to strengthen each community's identity and drive business development.

The County of Bruce is currently working on developing a “Business 2 Bruce” website and this branding project will help our communities get closer to meeting the requirements to be on this website.

ACTION: The Township will be contacting businesses involved with the local food sector to meet in December. Committee members would like to see Lucknow on the Business 2 Bruce website and look forward to see what ideas Tenzing comes up with.

5.8. Holiday Shopping Pass

The 2015 Holiday Shopping Pass is underway and runs until December 25th. If you are getting low on Passes, please let Taralyn know.

ACTION: For your information only.

5.9. Huron-Kinloss Business Dinner

Unfortunately the Township had to cancel the Business Dinner this year. It has been rescheduled for the spring. Taralyn hopes to announce the new date in February/March 2016.

ACTION: For your information only.

5.10. Huron-Kinloss Ice Cream Trail™

The Township had another successful Ice Cream Trail™. We had 274 people enter the contest, which is a 39% increase from last year. We had several comments from people saying how much fun they had exploring different historical attractions and shopping downtown.

ACTION: For your information only.

5.11. Huron-Kinloss Discovery Guide

A letter will soon go out to all businesses in the Township in regards to advertising opportunities in the 2016 Huron-Kinloss Discovery Guide.

ACTION: For your information only.

5.12. Hawk\$' Ne\$t

The Bruce Community Futures Development Corporation and the Saugeen Economic Development Corporation have teamed up to launch ‘Hawk\$; Ne\$t’, which is a ‘Dragon’s Den’ inspired competition. If you know anyone who is looking at opening their own business or expanding their business, this is a great opportunity to get some free business plan training and funding. The competition takes place next year, but those interested must attend a training session. The first one is being offered in Kincardine on Friday, November 27th in Kincardine. A [poster](#) is attached.

ACTION: For your information only.

6.0 Finances

Balance 3,053.10

ACTION:

7.0 New Business

5.13. Press Release for Lucknow Sentinel

Taralyn will submit an article about the Lucknow Historical Walking Tour and new sandwich boards so the community is aware of the projects that we are currently working on.

5.14. Perpendicular Signage

Taralyn will contact downtown business owners in the spring about purchasing perpendicular signage for their storefronts prior to the release of Spruce the Bruce Grants.

8.0 Adjournment

Moved by Montgomery

Seconded by Reavie

Adjourn That the Lucknow Revitalization Committee do now adjourn to meet again on January 26, 2016 at 7:00 p.m.

Carried