



## Lucknow Downtown Revitalization Committee

### Lucknow and District Sports Complex

February 23, 2016 at 7:00 pm

#### Agenda

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

#### 1.0 Call to Order

#### 2.0 Disclosure of Pecuniary Interest

Name	Item	Nature of Interest
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#### 3.0 Minutes

Moved by  
Seconded by

**Adopt Minutes** THAT the Lucknow Downtown Revitalization Committee hereby adopts the [November 17, 2015](#) meeting minutes.

#### 4.0 Action Plan

Please review the 2016 [Action Plan](#) and advise of any actions that should be added. There is an update on the status of the resurfacing of Campbell St. through the downtown. Bruce County Highways will not be resurfacing the road this year (or painting parking lines). BM Ross & Associates has been retained by the Township & County to prepare an Environmental Assessment at the west end of Campbell Street. They will be examining four options and present an alternative to Council once they have been examined. The EA process will take some time to complete throughout 2016. The County will not be doing their reconstruction project until 2017. A public meeting will be held once the project solutions and impacts have been examined. Their [presentation](#) to council is attached.

The municipality is working diligently with the Sunray Group so the development of the coffee shop/convenience store/gas station will occur this summer.

ACTION:

### **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:

### **5.2. Historical Walking Tour**

Kincardine Commercial Printing has made the changes to the brochure that we requested at our last meeting. We will go through the brochure at the meeting and confirm that all the changes have been made before it goes to print. Taralyn will be writing an article for the local newspapers in the spring to launch the Historical Walking Tours in Lucknow and Ripley.

ACTION:

### **5.3. Spruce the Bruce Grants**

Bruce County is opening up their grant application intake on March 1<sup>st</sup>. Grants are available for signage, facades, awnings, etc. More information is to be posted on their [website](#) soon. Taralyn will be sending out a newsletter to all eligible businesses to inform them of the grants available.

ACTION:

### **5.4. RED Grant**

The Township has been working with Tenzing on a branding and marketing project for Lucknow and Ripley. A group of community stakeholders met with Tenzing in December to look at Huron-Kinloss' strengths, weaknesses, opportunities and threats to determine a path forward. It was determined at that meeting that individually, Lucknow and Ripley do not have much to offer visitors, but collectively as a municipality, we have enough activities to keep a family busy for multiple days. Tenzing is currently looking at ways to market our "Family Farms" and locally grown produce. We offer many food products that are unique and have the potential to attract visitors to our area.

ACTION:

### **5.5. Lucknow Sandwich Boards**

There are four remaining sandwich boards. If you know of any businesses interested in purchasing one, please contact Taralyn. They are \$175 +HST each (regular price is \$400).

ACTION:

#### **5.6. Wayfinding Signage**

The bases for the remaining wayfinding signs for Lucknow have been installed. The signage will go up in the spring.

ACTION:

#### **5.7. Bruce/Grey Brochure Swap and Lake Huron Shoreline Tourism Mailout**

The annual brochure swap will be held in Wiarton on May 10<sup>th</sup>. This event gives businesses in Bruce and Grey County and municipalities a chance to swap their brochures and attraction and event information with others.

The annual Lake Huron Shoreline Tourism Mailout is on May 13<sup>th</sup>. Taralyn will be attending and taking township publications and local event brochures to mail out to tourism information centres across Ontario.

ACTION:

#### **5.8. Huron-Kinloss Ice Cream Trail**

The 2016 Trail will open on May 20<sup>th</sup>. We have nine businesses on the Trail; three of which are in Lucknow.

ACTION: For your information only.

#### **5.9. Lucknow Tourism Office**

The Township will be operating the Lucknow Tourism Office again this summer. We are currently hiring a summer student and they will have the same hours as last year starting the May long weekend.

ACTION: For your information only.

#### **5.10. Holiday Shopping Pass**

We received 1,248 completed Holiday Shopping Passes this year, which is very close to the number received in the previous year. We received 1,299 completed Passes in 2014. Nineteen additional Passes were submitted; however, they were incomplete. The total spending in Lucknow and Ripley between November 1st and December 24th amounts to \$187,200. Below is a breakdown of spending.



ACTION: This is for your information only.

**5.11. Huron-Kinloss Business Dinner**

The date of the Business Dinner will be announced in March. Are there any speakers or topics committee members would be interested in?

ACTION:

**5.12. Huron-Kinloss Discovery Guide**

The final edits are being made on the guide and it will be printed and distributed at the end of April.

ACTION: This is for your information only.

**5.0 Finances**

Balance      3,053.10

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 p.m.