



Lucknow Downtown Revitalization Committee

Village Pizzeria (meeting in conjunction with the Lucknow Chamber)

June 10, 2014 at 7:00 pm

Agenda

Wayne McDonagh	Chair
Lillian Abbott	Council Representative
Joan Chamney	Beautification Committee Representative
Morten Jakobsen	Chamber of Commerce Representative
Laura Johnson	Member at large
Margie MacPherson	Member at large
Ian Montgomery	Member at large
Lana Sanderson-Neeb	Member at large
Stu Reavie	Member at large
Taralyn Martin	Business & Economic Officer
Mary Rose Walden	Administrator
Alanna Young	Spruce the Bruce Representative

1.0 Call to Order

2.0 Disclosure of Pecuniary Interest

Name	Item	Nature of Interest
------	------	--------------------

3.0 Minutes

Moved by
Seconded by

Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the [March 11, 2014](#) meeting minutes.

4.0 Action Plan

Please review the [Action Plan](#) (this was updated April 2014) and advise of any actions that should be added.

ACTION:

5.0 Reports

5.1. Highway 86 Construction

Construction has started and is expected to be completed at the end of July.

Twenty-nine businesses in Lucknow have joined together to offer a Lucknow Shopping Pass promotion for the duration of the construction on Highway 86. This promotion is similar to the Huron-Kinloss Holiday Shopping Pass. People are encouraged to shop at the participating businesses and for every \$10 spent, they receive a punch. Once they have spent \$150, their names are entered into a draw for a chance to win the following:

- 1st prize, IPAD Mini, will be drawn August 3rd.
- 2nd prize, \$200 Lucknow Chamber Bucks, will be drawn August 3rd.
- Early Bird prizes: 3 prizes each of \$100 Lucknow Chamber Bucks, winners will be picked July 6th.

ACTION: For your information only.

5.2. Historical Walking Tour

A suggestion was made at the last meeting to create a historical walking tour of Lucknow. This type of initiative fits well into the “General Store” theme. Does the committee wish to pursue this initiative and if so are there a few volunteers who would collect pictures of the old storefronts? What does the committee envision for this tour?

Here are a few examples of tours in other communities:

- I. Listowel: <http://npchamber.com/viewPage.php?ID= Historic Walking Tour>
- II. Waterloo: <http://www.wpl.ca/walkingtour/>
- III. Brussels: [See Brussels Historical Walking Tour Attachment.](#)

ACTION:

5.3. Lucknow Signage Guidelines

We need the Committee’s opinion about expanding the Lucknow Signage Guidelines to include signs made with different material. Several businesses have purchased signs that do not follow the current guidelines because they feel as though the sandblasted wood signs are too expensive, especially without Spruce the Bruce funding. Does the Committee have any ideas about how to solve this problem?

ACTION:

5.4. Huron-Kinloss Business Dinner Follow-up

**WE HAVE TO REDO,
TO MAKE LUCKNOW BRAND NEW.
SO REMEMBER US WHEN YOU'RE SHOPPING,
OUR SERVICE IS STILL HOPPING.**

Each time you make an over the counter purchase at one of the participating businesses during the County Road 86 Road Construction, the amount before taxes will be punched on your card in \$10 increments. Spend a total of \$150 and enter to win:

1st prize: IPAD Mini, will be drawn August 3rd
2nd prize: \$200 Lucknow Chamber Bucks, will be drawn August 3rd
Early Bird prizes: 3 prizes each of \$100 Lucknow Chamber Bucks, winners will be picked July 6th

Participating Businesses (Punch Cards):
Alia & TanJay • Armstrong's Bakery • Brooke Marks RMT @ the Wellness Centre • Dream Dogs • Evan's Computing • Everlasting Flowers & Gifts • Green's Meat Market • Henderson Rona • Hodgins Home Hardware • I Want That Bag Consignment Boutique • Kaylan Hicks RMT • Knechtel Food Market • Lucknow Auto Parts • Lucknow Cut & Curl • Lucknow Pharmsave • Lucknow Sentinel • Lucknow-Huron Veterinary Services • Mac's Milk • Mary's Family Restaurant • Mayfair Training • McRobert Fuels • Me 2 You Thrift Shop • Montgomery Ford • Nine Waves • Pegg Building Centre • Village Pizzeria

Supporting Businesses: Helm Welding • McDonagh Insurance Brokers • Sommerville Court Motel B&B

Our second annual Huron-Kinloss Business Dinner was a great success! Bernia Wheaton spoke about different ways to market your business on a “shoestring budget” including:

- Coupons
- Rewards Programs
- Joint Marketing & Cross Promotion
- Branding
- Social Enterprise
- E-Marketing
- Social Media

Bernia has agreed to return to Huron-Kinloss and offer a hands-on workshop for a small group of business owners wanting to learn more about how to use Facebook effectively. Please let Taralyn know if you are interested. Once she has numbers she can determine the cost.

Taralyn is looking for topics for next year’s event. What are business owners interested in learning more about?

ACTION:

5.5. Upcoming Workshops and Courses

The Lake Huron Learning Centre in Kincardine is having an open house on Thursday June 19th from 5:00pm – 7:00pm and on Saturday June 21st 12:00pm – 2:00pm. If you are interested in learning about education and training opportunities, you are encouraged to stop by!

- Contact North helps you access over 18,000 courses available online through Ontario’s colleges, universities and other training providers.
- Lake Huron Learning brings professional development and personal advancement courses to our community.
- Adult Learning Centre offers tutoring and ESL services, and assistance with high school completion.
- vpi provides a variety of funded services through Employment Ontario

ACTION: For your information only.

5.6. Huron-Kinloss Business Banner & E-Newsletters

In a few weeks, the Township will be launching their new e-newsletters. You will be receiving an invite to subscribe to the Business Banner, H-K Connect (resident information), and/or Get Moving Huron-Kinloss (recreation information). Even if you currently receive the Business Banner, you will need to subscribe to it again due to Canada’s new Anti-Spam Law. As always, please forward any important business news/information to Taralyn to include in the Business Banner.

ACTION: For your information only.

6.0 Finances

Balance 3,053.18

ACTION:

7.0 New Business

8.0 Adjournment

Moved by
Seconded by

Adjourn That the Lucknow Revitalization Committee do now adjourn to meet again on TBA at 7:00 pm.