Lucknow Downtown Revitalization Committee

Lucknow and District Sports Complex

November 17, 2015 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

3.0 Minutes

Moved by
Seconded by

Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the May 5, 2015 meeting minutes.

4.0 Action Plan

Please review the 2015 Action Plan and advise of any actions that should be added.

ACTION:

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:

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:

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:

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:

5.5. Streetlights

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

ACTION:

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:

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:

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

8.0 Adjournment

Moved by
Seconded by

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