



**Lucknow Downtown Revitalization Committee**

**Lucknow and District Sports Complex**

**November 25, 2014 at 7:00 pm**

**Agenda**

Wayne McDonagh	Chair	A
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	Bruce County Representative	A

**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 [September 9, 2014](#) meeting minutes.

**4.0 Action Plan**

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

ACTION: Noted.

**5.0 Reports**

**5.1. Historical Walking Tour**

Stu contacted Pat Livingston who will be attending the first few minutes of the meeting. She is interested in hearing our ideas for the Tour and how she can help with it. What do we want the tour to look like? What do we need to complete it? What is our timeline for completion?

Depending on the Spruce the Bruce Grants available and our eligibility, we may be able to access funding through Spruce the Bruce for this project.

ACTION:

## **5.2. Committee Meetings and Members**

Taralyn would like to set the next few meeting dates. When the Committee was meeting with the Chamber, we met on a quarterly basis. This seemed to work fine over this past year. We can continue to meet on a quarterly basis; however, we may need to meet more often in the spring depending on the Spruce the Bruce Granting Program. We used to meet on the first Tuesday of the month. Does that day of the week still suit everyone? We should try and meet in early February because that is around the time when we need to complete a Spruce the Bruce Report Card in order to participate in the granting program. We should also meet in April because that is usually when grant applications are being accepted.

It was suggested at the last meeting that we should recruit new members and some current members indicated that they would like to be replaced. Has anyone reached out to potential committee members? It would be great to get more downtown business owners on the Committee.

ACTION:

## **5.3. Streetscape Project**

The Lucknow Horticultural Society is interested in pursuing a streetscape project next year and have written a letter to the Committee looking for ideas. [The letter](#) is attached. They are hoping to access Spruce the Bruce's Streetscape Beautification Grant, if it is available. Taralyn has attached last year's [Streetscape Beautification Grant Guidelines](#) to give the Committee a good idea of what may be eligible. Does the Committee have any ideas of what should go in this area?

ACTION:

## **5.4. Filling Vacant Storefronts**

Taralyn was speaking with Danielle Sutton and she is opening a children's consignment store called I Want That Bag's Lil' Bitty Boutique. She is taking over the retail side of her husband's shop at Metkor so she is not looking for another downtown storefront. Taralyn has not had a chance to speak with Wayne/Sandra Snyder to see if they would be interested in donating three or four months free rent (with a signed one year lease) for a competition. She will speak to them before our next meeting.

A concern was raised again at our last meeting about residential uses in commercial space. This concern was brought forward to Council and the issue went to a Planning Advisory Committee meeting on November 25th. I've attached the [minutes](#) from that meeting (you'll be interested in the yellow highlighted part) and Kara Van Myall's report. Taralyn spoke to Sonya and she said they will be reviewing this issue again in 2015 when they amend the zoning by law and Official Plan.

ACTION:

#### **5.5. Lucknow Wayfinding Signage**

J & D Signs has installed the first five wayfinding signs in Lucknow. The other signs will need to be installed along Campbell St next year after it has been resurfaced.

ACTION:

#### **5.6. Lucknow Downtown Streetscape**

To the Township's knowledge, Bruce County Highways will just be resurfacing Campbell St. next year as they did not get a clear direction from the public on pedestrian crosswalks. If this is something that the community wants, we need to voice our opinion to Bruce County Highways. Take into consideration that if they put in a pedestrian crosswalk, the downtown will lose some parking.

ACTION:

#### **5.7. Best of Guide and Marketing**

The Township is still waiting to hear from the Ministry of Agriculture, Food and Rural Affairs (OMAFRA) about the Rural Economic Development Grant we applied for. If successful, the Township will be working with the Committee to produce a Best of Guide.

ACTION:

#### **5.8. Lucknow Shopping Bag Program**

A few years ago, the Committee initiated the shopping bag program, which the Chamber and Music in the Fields Committee partnered on. Is there any interest in doing this again?

ACTION:

#### **5.9. Huron-Kinloss Holiday Shopping Pass**

Shoppers are busy collecting their punches for a chance to win one of three \$150 Shopping Sprees! Please let Taralyn know if your business needs more Holiday Shopping Passes.

ACTION: For your information only.

### 5.10. **Bruce Grey Simcoe Tourism Service Excellence Training**

The Regional Tourism Organization 7 (RT07) and the Counties of Bruce, Grey & Simcoe are partnering to bring an online customer service training program to the region. Working in collaboration with OTEC (Ontario Tourism Education Corporation), the BGS Tourism Service Excellence Training is a one-hour training that will provide the fundamentals of customer service for frontline tourism staff and other first impression individuals e.g. gas station attendants.

Launch date to be announced.

ACTION: For your information only.

### 5.11. **Explore the Bruce Passport Sponsorship Opportunity**

The 2015 Adventure Passport Sponsorship Application is now available.

Sponsorship opportunities:

- Instant Giveaways
- End of the year grand prize draw
- Donations

Benefits:

- Media opportunities
- Summer Patrol marketing opportunities
- Social media post, online and offline marketing

Total Return on Investment: \$15,000

The last day to apply is December 19th, 2014. Click here for more details:

<http://www.explorethebruce.com/2015-adventure-passport-sponsorship-opportunities.php>

ACTION: This is 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 February 3, 2015 at 7:00 pm.

