



Lucknow Downtown Revitalization Committee

Lucknow and District Sports Complex

November 25, 2014 at 7:00 pm

Minutes

Wayne McDonagh	Chair	A
Lillian Abbott	Council Representative	P
Joan Chamney	Beautification Committee Representative	P – late 7:20pm
Morten Jakobsen	Chamber of Commerce Representative	P
Laura Johnson	Member at large	A
Margie MacPherson	Member at large	A
Ian Montgomery	Member at large	P
Lana Sanderson-Neeb	Member at large	A
Stu Reavie	Member at large	P
Taralyn Martin	Business & Economic Officer	P
Mary Rose Walden	Administrator	A
Alanna Young	Bruce County Representative	A

1.0 Call to Order

Jakobsen called the meeting to order at 7:06pm.

2.0 Disclosure of Pecuniary Interest

Name	Item	Nature of Interest
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None reported.

3.0 Minutes

Moved by Montgomery
Seconded by Reavie

Adopt Minutes THAT the Lucknow Downtown Revitalization Committee hereby adopts the [September 9, 2014](#) meeting minutes.

Carried

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: Vivian Stapleton came with Pat Livingston to hear our ideas. Pat had a concern about leading visitors to run-down buildings on the main street. The Committee would like to extend the tour out of the downtown. Morten said the Kinsmen are working on refurbishing the dam at Mill Pond and once it is done, it would be a great place to lead people to. Pat and Vivian will work together to see what properties they can come up with and report back at our next meeting.

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: Committee members suggested asking Brian Evans, Marilyn Scott and Danielle Sutton to see if they would like to join the Committee. Morten would like to see some more representatives from community organizations at the table. Taralyn will contact the people that were suggested.

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: Wendy Snow and Suzanne Andrew attended the meeting on behalf of the Lucknow Horticultural Society. They would like to enhance the park area by the

Caledonia Park sign. The Committee thinks it is a great idea as it has the potential to be a nice downtown parkette. They would like to dig up the plants and shrubs behind the bench, raise the flower bed with a brick design and plant new, lower maintenance plants. They wondered about how to incorporate the "General Store" theme into the design. The Committee suggested expanding the area and adding picnic tables, and a seasonal washroom facility (like Goderich). The area could be expanded into the parking lot as well in summer and we could move some of the new trees there. The Horticultural Society will proceed with plans to enhance this area and look into grants once Spruce the Bruce has announced their grant funding program.

Committee members wondered if the Township of Huron-Kinloss looked after the watering and maintenance of flower beds on public property in the Lucknow? There are some flower beds by the Lucknow and District Sports Complex parking lots that need some attention. Taralyn will look into this.

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: Lisa still has the note about a former tenant not paying rent on her storefront. Morten will ask Lisa to take the letter down and put an Opportunity Awaits sign up.

A concern was raised about potential businesses not being able to find space in the downtown. Apparently Kaylan Hicks is looking for a downtown storefront but has been unsuccessful in signing a lease from the Snyder's who own a couple storefronts.

In regards to commercial space being used for residential purposes, the Committee is not satisfied with the action that has been taken. Committee members do not want to see some of the downtown rezoned as residential because once it is gone, it is gone. Once some commercial building owners are allowed to re-zone, what is stopping another in the downtown core from doing the same. The Committee wants to see these buildings being used, but the ones used for residential currently are a mess.

Morten stated that he has asked the Building Official to go into some of the downtown buildings to inspect them, but never heard anything back. Can he force landlords to clean-up these buildings? What about the Fire Chief? Taralyn will find out if there is anything the Building Inspector can do to enforce landlords to clean these downtown buildings up.

Joan said that Grey and Bruce County Housing have a new program where subsidies are given to landlords to help out tenants; right now subsidies are only for those living in a Bruce County housing building.

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: Noted.

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: Morten talked to Brian Knox about a pedestrian crosswalk. The best option is to have one in front of Everlastings. Only one parking spot should be lost.

Moved by Reavie
Seconded by Montgomery

Support Crosswalk THAT the Lucknow Downtown Revitalization Committee hereby supports the addition of a pedestrian crosswalk with a pedestrian activated light in front of Everlastings.

Carried

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: Noted.

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: There was a good response from this program. Perhaps the Chamber can look at funding opportunities next year to run this program again.

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

7.1. Resignation

Lana Sanderson-Neeb has resigned from the Committee.

ACTION: The Committee would like to thank Lana for the time she has put into downtown revitalization projects.

7.2. Project Funding for 2015

Are there any large projects that this Committee needs funding for in the New Year? These requests need to be made soon in time for the Township's 2015 Budget.

ACTION: Committee members believe that we need a public washroom in the downtown. There are washrooms when the Tourism Office is open in the summer; however it is only open Thursday and Friday evenings and 10:00am to 4:00pm on the weekends. Morten said the Kinsmen are not going to build a new washroom over at the pool. A suggestion was made to put a portable washroom by the Caledonia Park sign. Goderich parks a portable washroom in square.

Another area that the Committee felt needed attention was the parking lot at the Sports Complex. The gravel area in the parking lot needs paved or at minimum maintained.

7.3. Ambassador Program

The Township would like to create an ambassador program to ensure that all business owners and their employees know what there is to offer in their community in case a customer asks. We will be putting together a powerpoint presentation or video that reviews offerings in Point Clark, Lucknow and Ripley including: promotions, public washrooms, tourism information, restaurants, attractions, events, parks, trails and products. We would like the Revitalization Committee's input on this program and will be working with the Committee to implement it.

ACTION: Committee members thought it was a good idea but were concerned that business owners wouldn't get their employees to go through the information. A suggestion was made to create an app and make it fun.

7.4. Bridge

Railings and square posts are going in and we can mount whatever we want on it in the spring. Morten wants to get the riverbed cleaned up so you can see the dam from the road and see Waterworks Park.

8.0 Adjournment

Moved by Abbott

Seconded by Chamney

Adjourn That the Lucknow Revitalization Committee do now adjourn to meet again on February 10, 2015 at 7:00 pm.

Carried