

Queenstown BIA Sault Ste. Marie, ON

Board Meeting

496 Queen Street, East, Sault Ste. Marie
Wednesday, August 3, 2016 @ 5:30pm

Attendance: Ross Romano, Chair; Paul Scornaienchi, Vice-Chair; Joseph Bisceglia, Director; Dominic Ruscio, Director; Grace Tridico, Director; Josh Ingram, Manager

Regrets: Frank Gaccione, Treasurer; Carrie Suriano, Director; Steve Alexander, Director; Harlee Kimsal, Events & Communications Coordinator

1. Call Meeting to Order: Ross Romano calls the meeting to order at 5:35pm.

2. Approval of Agenda: Ross Romano advised agenda item 7, 16 be moved to item 1.

3. Declaration of Conflict of Interest: None.

4. Approval of May 10, 2016 Minutes: Moved by Joseph Bisceglia, Seconded by Paul Scornaienchi. All in favour. Carried.

5. Direction regarding elections (16) Ross Romano introduced Malcolm White, City Clerk to the board. Mr. White suggests an election process of 6 weeks beginning September 6, 2016. Key Points:

- Create an up-to-date list of members entitled to vote
- The Queenstown Association is to create a nomination form
- Clerk's office to create mail list and assist in the communications of the election
- Nominations will still happen in the Queenstown Association office (496 Queen St.)

- Ballots will be mailed in a two (2) envelope style
- Ballots will be counted in an open forum at the City Clerk office

Motion: Proceed with board elections with a six (6) week process beginning September 6, 2016.

Moved by Joseph Bisceglia. Seconded by Paul Scornaienchi.

6. Joshua Ingram is welcomed to the board and the Queenstown BIA

7. Discussion Re: Downtown Street Party

- Weather was bad, but it was an overall positive event
- Josh Ingram shares that Phatboy fireworks was on site with 2,500 sparklers for kids, and they ran out, meaning we had a minimum of 2,500 children to the event.
- There was issue with the inflatable company 'It's not a party without us' Due to high winds one (1) inflatable was unable to be installed, saving The board \$400, which is currently in the petty cash.
- We do not plan on using 'It's not a party without us' services again
- There was a minor incident with Planetary Pride, Norpro Security and the Summit Church, all which was able to be sorted out with a conversation mediated by Ross Romano.
- Josh Ingram mentioned that our social media campaign had a very successful ROE, with nearly 8,000 people in the Sault population saw the ad which was set with a budget of only \$40.
- Grace Tridico looked for clarification if each tent had a bar underneath
- Paul Scornaienchi noted each bar owner had their own licence in 2016.
- Paul Scornaienchi also noted that the 20x20 tents and tables was the method of blocking off sections for food and drink
- Altered planning should be made to have Bruce Street closed next year.
- Paul Scornaienchi made a recommendation that the Events Committee give a report to furnish the details of the Downtown Street Party, to include the positives, negatives, and future solutions to the board.
- It was also suggested that this report could be circulated to the members.

Motion: The Events Committee submit report regarding the Downtown Street Party with positives, negatives and future solutions to the board.

Moved by: Joseph Bisceglia. Seconded by Grace Tridico.

8. Discussion Re: Queen Street Cruise

- Joseph Bisceglia reports large success, that an event planner will be Hired for next year.
- Paul Scornaienchi suggests that Josh Ingram should be introduced at the time of hiring.
- Introductions of the new events planner will be in the hands of Ian McMillan
- Joseph Bisceglia notes that the Queen Street Cruise will not be having a Headline sponsorship next year, and will be organized 100% Independently.
- Joseph Bisceglia expresses his disappointment with downtown service.
- All agreed the event was a huge success, and brought Queen Street to Former glory.

9. Discussion Re: Hot Rod Club

- Joseph Bisceglia noted a disappointment in how this event was ran, that the event was more so for those already involved, and that the price of admission was steep.

10. Discussion Re: Poker Cruise Boat Night

- Josh Ingram explained the Poker Run was an event being held at the Bushplane Museum and Sault Tourism would like to create programming that saw those Participating at the Poker Run come to the Queen Street downtown August 6 at 8:30pm most notably for a 'Pub Crawl'
- Due to lack of time and organization our members were unable to mobilize on this idea.
- Joseph Bisceglia suggested that this would not assist downtown at all, additionally informed the board of the events proceedings
- Josh Ingram contacted parking authority to make sure the boats could be Parked in the parking bays early evening of the 6th, after 6pm.
- A quote on Sootoday mentioned a party on Queen Street, although Queenstown BIA had not been contacted.
- Dominic Ruscio suggests that if the bars are not interested then our stance should be the same.

11. Discussion Re: Shop the Neighborhood

- Josh explains the nationwide initiative that provides a new opportunity to run An event for the merchants. Posters, handbills and more are provided by

Yellow Pages.

-Grace Tridico asked for more clarification.

-Josh Ingram says that this event is low income high return one (1) night shopping event.

-Joseph Bisceglia has asked for more information from the board, and how Queenstown BIA would need to do.

-Josh Ingram suggests he would like to help motivate the members and assist With the awareness of the event.

-Paul Scornaienchi reminds Josh Ingram to not furnish the membership list.

Motion: The Manager will proceed in regards to the Shop the Neighborhood Initiative with no budget aside.

Moved by Grace Tridico. Seconded by Dominic Ruscio

12. Review the Downtown Development Initiative

-Ross Romano notes that he, personally, isn't overly confident in direction.

-The discussion is mostly about large ideas, Bay st. lanes, two (2) way traffic

-Paul asks if they plan on having a true stakeholder meeting

-Paul asks which department is directing this

-Grace Tridico suggested the planning department

-Ross Romano clarified that also falls under the jurisdiction of a city wide planning initiative as well.

-Joseph Bisceglia asks for clarification in regards to the report and the task force.

-Josh Ingram asks if the task force is being developed from these meetings.

-Ross Romano clarifies that yes, the task force will be made from these individuals from the meetings.

-Joseph Bisceglia wants us to identify our main concerns and immediate needs and bring them to this task force, advocating for these selected issues ahead of Others. (Lighting, flower boxes, Gary Gerardo)

-Grace Tridico inquired if we can halt this process, or be a larger component to this initiative.

-Ross Romano says we have but they have excluded the heritage square, Bushplane, Casino, etc.

-Joseph Bisceglia comments that the task force's job will be to invite these Peoples.

-Ross Romano says the invitations at this point have been somewhat scattered.

-The board agrees that a letter will be drafted and submitted to the Downtown Development initiatives including the points of contention discussed.

13. Signage By-law

- Josh Ingram gave a quick overview that the by-law would like to bring overhanging signs back to Queen street, A-Frame signage is an issue due to the allotment of only one (1) per seventy-five (75) Meters, and finally banner signs would have to be replaced or taken down following a twenty-one (21) day period.
- Paul Scornaienchi suggests we should inform membership
- Grace Tridico suggests that we should have uniformed overhang signage for all
- Joseph Bisceglia asked for restrictions, no more than X # of Sq feet and can't be more than 3-4 feet beyond the face of the building. Additionally should there be An architectural theme.
- Paul Scornaienchi suggests certain colour schemes, standards
- Grace Tridico mentions again the bracket sign, questioning whether we would Purchase the bracket signs, if the city could and how we would move forward.

Motion: Any signage in respect to the downtown area should be looked at after We have received feedback from the merchants.

Moved by Joseph Bisceglia. Seconded by Paul Scornaienchi

Motion: In respect to the downtown the City of Sault Ste. Marie Engineering Department should set standards in regards to location and size. Before said standards are put in place the city should meet with the Queenstown BIA for consultation.

Moved by Joseph Bisceglia. Seconded by Paul Scornaienchi

-Joseph Bisceglia shares that he was contacted by Ian Mcmillan that signage was being implemented via the EDC and how we can be part of said signage.

Motion: Joseph Bisceglia and Paul Scornaienchi will meet with the EDC and Return with a report.

Moved by Dominic Ruscio. Seconded by Grace Tridico

14. Financials

- Paul Scornaienchi July 1st, we have close to 90k in our account with petty cash in office, GIC 26,665, not sure if there has been an increase however the board has suggested we should have more funds. We had a \$6,000 loss, shown on the profit and loss. Paul mentions again that we do not have what the board has requested for comparison, month to month, as well as cheque details.
- Grace Tridico mentioned that she should have statements from the bank as well as Quickbooks.
- Joseph Bisceglia has mentioned that these jobs should be cheaper due to her Working from home.
- Paul Scornaienchi has offered to contact Vivian DeRosa and discuss all issues.
- Josh Ingram says we now have a petty cash aiding the in the ability to purchase smaller items, in order to account for petty cash there will need to be line items in the financials. There will need to be

15. Managers Report:

a) Rebrand:

- Rebrand to Queenstown association. It was suggested that our logo be closer To that of the city's logo. Josh had provided a survey regarding other Ontario Brands.
- Paul Scornaienchi mentions that our logo should have Sault Ste. Marie on it, also that the London logo is so strong. He also suggests that we should brand with the city of Sault Ste. Marie via colour and our new brand should capitalize With the city.
- Josh Ingram suggested that the gradient is hard to keep consistent on different Platforms.

Motion: Direct staff to provide concepts regarding new logo.

Moved by Paul Scornaienchi. Seconded by Dominic Ruscio

b) Web hosting:

- Josh Ingram says that there has been difficulty regarding our current hosting company (Diamond) via spam alerts as well as e-mail setup.
- Grace Tridico suggested that she may have a contact that may be able to assist, but due to a limited time action needs to be taken.
- Discussion regarding server, size and allotment was discussed, and the conclusion was reached that we should negotiate the cheapest deal possible.

- Paul Scornaienchi requested a full tech recommendation.
- Discussion regarding national company vs a local company is discussed.

Motion: To select the best and cheapest solution for our web and email needs.

Moved by Joseph Bisceglia. Seconded by Grace Tridico

c) Sault Community Career Centre

- Josh Ingram requests \$500 for a graffiti removal product for free labourers we have access to via a program for workers re-entering the workforce, each individual of the program will work for the Queenstown Association for three (3) days for (3) hours.
- All workers have liability via the Sault Community Career Centre.
- A Document will be created and signed by the owner of the building allowing the removal process, and will also outline that it is a best ability policy and not removal to completion.
- This will be a first come first serve basis.

Motion: That we will be part of the Sault Community Career Centre initiative, that we will allocate \$500 toward this initiative, and a waiver will be created to be signed. Josh Ingram will purchase himself and be reimbursed.

Moved by Joseph Bisceglia. Seconded by Dominic Ruscio

d) Summer Concert Series

- Josh Ingram asks for a small amount of money to run a concert series for three (3) weeks on the March Street stage.

Motion: Allow a small amount of funds to go towards musicians using the March St. stage.

Moved by Joseph Bisceglia. Seconded by Grace Tridico

16. New Business

Grace Tridico mentions that she wanted to take place on a 50/50 catalogue for St. Francis school.

17. Adjourn Meeting:

Motion: To adjourn meeting at 8:10pm. Moved by Joseph Bisceglia. Seconded by Grace Tridico

Meeting Adjourned: 8:10p