



Downtown Association

Sault Ste Marie, ON

Board Meeting

496 Queen Street, East, Sault Ste. Marie
Tuesday, March 15, 2015 @ 5:30pm

Attendance: Ross Romano, Chair; Paul Scornaienchi, Vice-Chair; Frank Gaccione, Treasurer ; Dominic Ruscio, Director; Grace Tridico, Director; Steve Alexander (arrived @ 5:35pm), Director; Joseph Bisceglia (left the mtg @7:45pm), Director; Duane Moleni, Manager; Harlee Kimsal, Recording Secretary; Chris Pomeroy, KPMG; Chief Bob Keetch, SSM Police; Betty Rushon, Member; Gail Maich, Member; Denise Marcel, Member; Ryan M, Member;

Regrets: Carrie Suriano, Director

1. **Call Meeting to Order:** Ross Romano called the meeting to order at 5:27pm
2. **Guest Presentations:**
 - a. Chris Pomeroy, Manager, KPMG presented the Board and membership with the draft financial statements for 2015. See attached.

Joseph Bisceglia moved to accept KPMG's report. Paul Scornaienchi seconded. Carried.

- b. Chief Bob Keetch presented a PowerPoint, Downtown Crime and Social Disorder to the Board and membership with a Q&A period at the end of the presentation. **PowerPoint presentation available upon request.** Summary and recommendations from Chief Keetch are as follows;
 - Having a vibrant/safe downtown is important for the community
 - Sault Ste. Marie's downtown is a safe place to do business, shop, live, raise a family.
 - Media gives the perception downtown is unsafe, causing a fear of crime, but crime in the downtown has been on a downward trend.
 - Most crime that is reported in the downtown is classified as Social Disorder Crime and Non-Criminal activity

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- Property Crime (graffiti) is an issue downtown and across the City.
- The Business Improvement Area, SSM Police and City of SSM worked together on a Graffiti Cleanup / Graffiti Prevention & Control initiative. See attached pamphlet.
- Sault Ste. Marie Police Services have increased foot patrol, and bike patrol in the downtown during business hours to raise awareness and be seen on patrols; this does not stop crime, but helps change perception/fear of crime.
- Business Improvement Areas can have an impact with reducing crime in the downtown with marketing campaigns re: downtown is a safe place for business, shopping, living etc. Educating the membership and community about what types of crime are happening. Having a vibrant downtown with activities is important when looking to reduce crime and change perception.

- **Recommendations are:**

1. Local government, Downtown Business Association, community partners and the Sault Ste. Marie Police Service focus of a multi-sector approach to address the unique needs of our local neighbourhoods to reduce the fear of crime.
2. Local government, Downtown Business Association, community partners and the Sault Ste. Marie Police Service develop effective strategies to address the fear of crime that are evidence based and tailored to the needs of our local neighbourhoods.
3. Local government, Downtown Business Association, community partners and the Sault Ste. Marie Police Service work to ensure the perceptions of crime reflect the reality of crime in our community.
4. Addressing the issue of graffiti in our community. The "Broken Windows theory" which suggests that a broken window left in disrepair will soon lead to other broken windows. Research has demonstrated that if one social norm is violated (graffiti) it will encourage individuals to violate other social norms. It also identified that serious street crime flourishes in areas in which disorderly behaviour goes unchecked. Municipal council needs to address the issue of graffiti in our downtown area and community.

(Guest presentations over at 7:15pm)

3. **Approval of Agenda:** Moved by Steven Alexander, seconded by Paul Scornaienchi. Carried

4. **Declaration of Conflict of Interest:** None

5. **Approval of Minutes:** Paul Scornaienchi moved to approve the February 1, February 9, and February 11, 2016 Minutes. Frank Gaccione seconded. Carried.
6. **Business Arising from Minutes:** None
7. **Governance Committee – Draft Bylaws:** Ross Romano, Chair suggested an amendment be made to the recommendation *to accept and approve proposed bylaws as the Association’s guiding documents* to the next Board meeting. Ross Romano is in the process of drafting a Social Media Policy, which he will circulate to the Governance Committee in the next few days to review, and bring to the April 12, 2016 Board Meeting for final approval.

Joseph Bisceglia inquired if the bylaws can be approved at tonight’s meeting; an amendment could be made (to accept the Social Media Policy) at the next Board Meeting so that the Association can move forward with Board Elections. Ross Romano noted deferring the approval of completed bylaws will not affect or delay the process with Board Elections, and will be on track with the June 2016 deadline for Board election.

Amended Motion: To defer approval of proposed bylaws as the Association’s guiding documents to the April 12, 2016 Board Meeting.

Moved by Joseph Bisceglia. Seconded by Grace Tridico. Carried.

8. New Committees:

Ross Romano noted that once the bylaws are approved that each Board member must sit on a minimum of one working committee. Committees can also be opened to the membership for interest.

Streetscaping/Beautification Committee:

Paul Scornaienchi, Grace Tridico, Joseph Bisceglia, Duane Moleni will sit on the Streetscaping/ Beautification Committee.

Interim Events Committee:

Paul Scornaienchi, Ross Romano, Denise Marcel (member) will sit on the Interim Events Committee until a new Board is elected.

Motion: To approve the formation of these working committees.

Moved by Dominic Ruscio. Seconded by Grace Tridico. Carried.

9. Board Executive Update:

- Addition of another Board member to this committee was deferred by Ross Romano to closed session.

10. Manager’s Report:

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- Duane Moleni reviewed Manager's Report noting staff has goals for the summer including; one event a month in June, July, August; looking to attract outside organizations to host events downtown; start a Summer Concert Series at the March Street Stage over the lunch hour, Patio Party with support from businesses willing to extending a patio for the summer months(see attached report).
- Duane Moleni advised the Board that it was brought to his attention by the Association's bookkeeper that he has been overpaid aprox \$800.00. When approval from his 3-month probation to full-time was made, no information was given to the bookkeeper to make changes to payroll. Duane Moleni will pay back the Association over the next two pay periods the money owed.

11. Financials:

- See attached P&L, Balance Sheet to March 2016.

12. New Business:

Streetscaping/Beautification Motion:

- **Motion: That any further development on Queen Street with reference to tree planting, lighting, or other such activities relating to streetscaping and design from the municipality and other such parties be deferred pending further negotiations and discussions with the Downtown Association and other interested parties.**
- Ross Romano requested that the above motion, which was under agenda item 8 be added as a new item under new business.
- Ross Romano informed the Board and Members that at the Monday, March 21 City Council meeting he will be bringing forward a motion to Council **not to approve City Planning's request of \$3.2 million dollars (\$2 million for tree replacement and some street furnishing, \$1.2 million for pedestrian scale lighting) and a committee be struck composed of; the BIA, City Planning, Public Works & Transportation, Parking, Engineering, and Parks & Recreation to discuss plans for the \$3.2 million plan.** Noting that the level of dissatisfaction of the pilot project in Square 5 between Bruce and Dennis Street has been heard and does not want it to happen again; a committee needs to be in place first and planning done collectively.
- Ross Romano requested a follow up with the membership with regards to what they would like to see happen with the existing empty tree planter boxes, as well as the remaining trees along Queen Street.
- Duane Moleni advised that as of today, Public Works was putting out locates and removing the planter boxes that have no trees in them. Going forward Public Works intends to remove all planter boxes that do not have trees in them. Ross Romano requested Duane Moleni provide him the email with intent to follow up with Public Works and their work with the planter boxes.

- Ross Romano noted the goal of the motion he intends on bringing to City Council is to defer plans for Queen Street until further consultation with the BIA and other committee members happens.
- Paul Scornaienchi recommended an amendment to the motion that a consultant also sit on the new committee.
- **Motion: That any further development on Queen Street with reference to tree planting, lighting, or other such activities relating to streetscaping and design from the municipality and other such parties be deferred pending further negotiations and discussions with the Downtown Association and other interested parties, including a consultant.**

Moved by Paul Scornaienchi. Seconded by Steve Alexander. Carried.

Vote all in favour of amendment to the above motion: 4:1 in favour. Carried.

13. Motion to move into closed session with respect to personnel issues at 8:15pm.

Moved by Grace Tridico. Seconded by Dominic Ruscio. Carried.

(Duane Moleni and Harlee Kimsal left the meeting for closed session)

- **Motion to enter back to regular session at 9:15pm**

Moved by Dominic Ruscio. Seconded by Paul Scornaienchi. Carried.

14. Adjourn

- **Motion to adjourn at 9:15pm**

Moved by Dominic Ruscio. Seconded by Paul Scornaienchi. Carried.

Meeting Adjourned: 9:15pm