

1) UPDATE: Downtown & Tourism windows

- After meeting with McMillan and Sandra Hollingsworth a plan has been initiated to use vacant store front property in an effort to highlight Downtown activities.
- We have currently identified 6 storefront available within the DTA boundaries that would be perfect display windows, although there are currently 12 available in total.
- Our goal is occupy 5 windows, with installation of adverts starting May/June 2017.
- Each window will have it's own theme:
  - Downtown Association Community (acting as wayfinding to different sectors)
    - This window will be prioritized in the centre of downtown with arrows in each direction.
  - Downtown Association/Events inside of the DTA boundaries
  - Tourism (Highlighting the Old Stone House, Museum, Bushplane)
  - Education
  - UNKNOWN (This last window has been pitched as potentially: Profession sector, additional tourism, and is currently undecided)
- Each window will have a consistent runner of logos on the bottom, included the DTA.
- This will be minimal costs to the DTA but have yet to be determined

2) Banners

-Currently banners are being designed to replace the season banners hanging, the cost to print and hang new banners in the DTA:

**-Installation: \$750.00**  
**-Print: \$4,387.90**

-How can we utilise these banners to make profit.

-AdVice has proposed to partner with us, selling banner space to local business and companies, this idea is great however I believe the DTA should have 1 set of banners that act simply as place holders when not on an active campaign.

-Design

The design of these banners could all be the same, echoing the community with simply 'Our Downtown' 'my downtown' 'DTA downtown' slogans and could be printed in a different colour per block to offer 'Way finding'. These different colours can be incorporated into the pamphlet design for tourism, and event handbills to easily designated what's happening in each block during DTA events. These designs would also be mirrored within the new widow design (if approved)

### 3) Parking

#### -Survey

- The survey was released with minor changes suggested by the DTA.

- The ability to choose multiple answers

- The council notice of the formation of the committee

- We are currently awaiting our committee to reconvene and discuss outcomes.

- Don Scott was not able to be at our board meeting as he is away on vacation, however I Plan on inviting him to the DTA offices along with the Board Executive to discuss.

-Below are points of discussion at the February 8 Open house:

- Could the DTA handle the little or upkeep per parking spot \$100-250 based on their already working staff/beautification

- Post details of survey & open house on the City of SSM Website for transparency**

- Survey is slanted

- Small business has a multiplier effect

- The bring longevity and employees in the DTA

- No transit or poor services do not encourage patrons to shy away from the parking, very little plowing.

- Essar should pay taxes instead of taxing us.

- The Essar centre should have an addition amount of money on each event, that could go into the Parking and Transit budget

- This could be a policy issue

- The Essar doesn't usually charge for parking during events

- Maybe they should start

- United Way relocating to Queen street (beside Solo)

- They wouldn't have wanted to if parking was no longer free

- Rory Ring mentions that the language to this issue is wrong, the city should consider the parking an investment not an expense.

- In 2005 there was a shift, the DTA no longer paid for parking, where did these taxes

go?

- The city assumed it, but never asked if should be reinstated to avoid patrons paying for parking in the DAT

- There should be designated wheelchair/disabled parking

- Currently anyone with a disabled sticker can parking in the DTA anywhere for 2 Hours free.

- There should be designated spots, empty and marked.

### **WHAT IS THE OVERALL COST OF PARKING AUTHORITY BUDGET**

- \$400k overall budget***

- \$100k goes to enforcement***

- \$100k snow removal***

- \$31k unforeseen repair, circumstance***

- Remainder salary and tex ?***

- Would the worst case be to distrust the cost and see what that would cost
  - To people in the DTA only
  - To the entire population
- Why was there no sensitivity analysis/what are the unintended consequences
- Why are there not any fees for parking/library?
- There was a lot of discussion regarding meters, as it were decided, not if we could share cost.
  - We were not asked if we wanted to be included.
  - This was a missed opportunity that built panic with our cities population
- What analysis has there been re: peoples companies/jobs vs actual costs
  - Where are the quantifiers

-Suggestions of parketteest, renting the queen parking bays

-In the former days there was not enough parking downtown, now we're seeing only a 60% occupancy. Is there a conversation about having only 1 converted and finding other costs, should the city parking be payed parking. These employees are surrounded by paid parking.

-City intakes \$180 mil, \$190k is .10 of 1% of budget, surely this can be found.

-There should be a possibility of having a system, where a ticket is still issued but there is an allotment of free parking still available.

-In the worst of times you have to invest, it's counter intuitive but true.

#### 4) Grant Canada150

- The Sault Community Career Centre in partnership with the Downtown Association has been awarded an Ontario150 celebration grant. The proposal requested \$41,000 and we were awarded \$36,500. The reason we the DTA partnered with the SCCC is due to their high budget figures and full time financial staff, aiding in the amount we could receive.
- This grant will the see the employment, via contract, of 1 project manager as to not overburden the current DTA staff, and was intrinsic to the grant itself.
- The funding will provide the DTA with a 2 day event beginning the evening of September 27, and throughout the day of September 28th. It will officially activate the following sites in the DTA:

Downtown Queenstown Heritage Square  
 Clergue Heritage Park  
 The Sault Ste. Marie Public Library  
 The Sault Ste. Marie Museum

However there are many opportunities to piggyback off this event for the rest of our vendors.

-Additionally all collaterals, physical and digital will have the DTA logo in equal dimensions to the SCCC.

-The event has already garnered letters of support from the following Sault Ste. Marie Institutions: Kiwanis Club North, Algoma Public District School Board, Huron District Catholic School Board, Sault College Public Relations Program, Centre of Faith, Senior Centre, Algoma Autism, Fringe North International Theatre festival, Algoma Arts Council, Indian Friendship Centre, LGBTQ Community , Soo York Collective.

-For more questions I can provide the board with the grant award package once I receive as information.