

Downtown Association Sault Ste Marie, ON

Board Meeting

496 Queen Street East, Sault Ste Marie
Tuesday April 18, @ 5:30pm

Attendance: Bryan Hayes, Board Chair; Paul Scornaienchi, Vice Chair; Frank Gaccione, Treasurer; Joe Bisceglia, Director; Kristi Cistaro, Director; Angela Romano, Director, Grace Tridico,; Josh Ingram, Manager; Ashlyn Mcmillan, Admin. And Communication; David Helwig, Media

Regrets: Ross Romano, City Council Representative, Rory Ring, Director

1. Call Meeting to Order: 5:34PM

2. Approval of Agenda:

- Joe Bisceglia Presenting Queen Street Cruise presentation in place of Megan Parlowe
- move item 4 to 5
- move item 9 to 14

Motion to Approve Changes to Agenda: Paul Scornaienchi , Seconded: Grace Tridico

3. Declaration of Conflicts of Interest:

Ashlyn McMillan - Conflict with Item 10. Speaker Replacement due to Relationship with Company whom has bid on job completion.

4. Approval of March 14/17 & March 30th/17 Minutes:

Bryan Hayes Reviews the minutes and requested a revision due to errors. Revisions to be completed on the AGM March 30th Minutes -

Item 4. KPMG Audit Review:

At the AGM the Audit was not reviewed , but the Audited Financial Statements
- Operation budget for The Downtown Association is \$165,000 less tax rebate , not the

\$98,000 listed previously.

Question & Answer Session:

Question asked “what is the Downtown Development Initiative ? Paul was mis-quoted as saying it was involved with the Gore Street Development - but it In fact was the Tree Replacement Program.

- Frank Gaccione Inquired about 35,000 dollars we committed to the program.
- Paul Scornaienchi Mentions that it was not introduced as a Tree Replacement Program but a Downtown initiative of redevelopment.
- Frank Gaccione asked if it was spent on lights for the Trees,
- Josh Ingram indicates that to his knowledge it was spent exclusively on the essar block
- Joseph Bisceglia believes the prior board approved the 35,000 to be spent, but as he was not on the board at this time, is unsure as to what the funds were assigned to.
- Josh Ingram mentioned that there is diagrams in the office, but no itemized documentation.
- Bryan Hayes asks if some follow up should be done in regards to this information
- Joseph Bisceglia suggests that it become an agenda item for next month- and look at previous board minutes to review the Resolution.
- ***Bryan asks that staff look into previous minutes and inquire with the city to find the Resolution***

Motion: Ask The City Of Sault Ste Marie to Release information as to what the 35,000 was distributed.

Moved:

Minutes Approved with Changes: Paul Scornaienchi, Seconded: Angela Romano

5. Queen Street Cruise Committee Presentation - Presented by Joe Bisceglia:

- Joseph Bisceglia wanted the opportunity to come to the board for two reasons:
- to inform board members of what the plan is for this years event opposed to last years event.
- he informs us that Gary Trembinski wanted to complete an event in the summer months as an attempt to revitalize and bring life to downtown.
- used last year as a measurement of level of interest and use that information to expand the event.

- The Downtown Association provided a place for the Queen Street Cruise Committee to meet, clerical and secretarial assistance was provided and underwrote the obtaining of insurance, and promotion of event.
- Joseph Bisceglia mentions that participation of the merchants was limited last year
- Joe Bisceglia states that Josh has been helpful with promotion this year
- Megan Parlowe has been hired as Event Planner/Coordinator - she has been getting in touch with would-be donors of the downtown.
- Joe Bisceglia said the participation he had was limited to Reggie's
- City wide The Cruise was able to get a number of sponsors, the primary sponsor being Highland Ford which provided marketing and advertising.
- This year the committee decided to eliminate any main sponsor from any particular car dealerships.
- Joe Bisceglia mentioned that the focus is fundraising and looking for a budget of \$15,000 - \$20,000 to market this event.
- Funding is not going as well as they hoped, but he does see it reaching the goal
- Tourism Sault Ste. Marie Has Committed \$4,000 to this year.
- \$3,000-\$4,000 has been collected from other various businesses.
- Joe Bisceglia contributed \$2,000 dollars himself to last years event ,and another committee member contributed \$500 to help make the event happen last year , they function on a limited budget.
- Joe Bisceglia mentioned this event is taking place East Street to Dennis Street intersect.
Discussion as to why blocks beyond East to Pim is not included
- Joe Bisceglia states all of the Downtown Association boundaries are included, Pim street to Dennis street Intersect.
- Money raised from the registration of the cars and any excess funding will be Donated to ARCH.
- The website www.queenstreetcruise.com where the sponsors are listed.
- Friday June 16th Cars to Parade on Queen Street East, Band at March Street, Motorcycles in front of Reggie's Tavern , Barrelhouse Wine & Whiskey will have a patio & Micro breweries participating with restaurants.
- The Queen Street Cruise has been approached by many businesses outside the membership who wish to participate in this event to sell food and drink, but the ideal situation would be to keep participation to the downtown core as much as possible.
- Frank Gaccione mentions that Joe Bisceglia might need to bring outside businesses if participation does not increase.

- Member James Wishon of Camera Craft is participating by organizing and executing photography of the participants and their cars.
- Josh Ingram mentions that posters have also been distributed to the membership
- Grace Tridico asks for clarification on event format - June 16th they will be cruising and June 17th Queen street will be closed and they will be parked until 5pm
- Joe Bisceglia clarifies it would be beneficial if The Downtown Association could Donate to the event.
- Joseph Bisceglia mentions that if \$100 a merchant was given it would be beneficial, but he understands most budgets are limited.
- Frank Gaccione inquires what The Downtown Association donated the previous year.
- Paul Scornaienchi and Joe mention that the contribution was \$400.
- Paul Scornaienchi elaborates as that \$400 dollars was donated and \$400 rider for The Downtown Association insurance was given.
- Josh states that in December 2016 the board approved the insurance rider.
- Bryan Hayes asks if we have any negative consequences from the financial donation
- Paul Scornaienchi said there was no negative remarks from the membership
- Grace Tridico asked if there is a dollar amount The Queen Street Cruise Committee would like to see from The Downtown Association
- Josh Ingram mentions that the budget for 2017/18 has already been submitted
- Paul Scornaienchi inquires if the Committee is also looking for a buy-in from members in addition to The DTA donation.
- Kristi Cistaro Asks if heritage Square is included as it was not listed, and is past East Street Intersect.
- Joe Bisceglia confirms that All of The Downtown Association boundaries are included
- Joe Bisceglia mentions that they have not contacted the membership yet,as they wanted to contact The Downtown Association Board of Directors first.
- Frank Gaccione mentions he believes it would be more beneficial to inquire with the membership first and board could top up the efforts.
- Bryan Hayes mentions a few concerns he has; Though he supports the Donation of extra funds to ARCH,using revenue generated that could contain funds from the membership, donations could be difficult because it has the potential to not be the charity of choice.
- Bryan Hayes mentions that The Queen Street Cruise was not budgeted
- Bryan Hayes states that The Downtown Association wants events downtown, and this could be viewed as a partnership.

- Josh Ingram mentioned that there is a line item in the budget for new initiatives.
- Frank Gaccione mentioned that savings are also available.
- Frank Gaccione also mentions that The Downtown Association should not be solely focused on putting events on, but also supporting other events that happen in the Downtown.
- Grace Tridico inquires about how much is budgeted for new initiatives in that line item.
- Josh Ingram states that it is \$1,250.00.
- Josh Ingram mentions that the plans were to have professional events with those funds , including dinners,mixers,and another winter event.
- Bryan Hayes states that it is standard for there to be an application process when requesting funds from a Board of Directors.
- Joseph Bisceglia makes a suggestion that The Downtown Association purchase Advertising and Marketing with local media as their contribution to the event, that way the funds go directly into promoting the downtown and this event , and it will alleviate any concerns about funds being donated to any particular charity.
- Paul Scornaienchi speaks to this - The finance committee was to put together a package containing multi-media assistance.
- Joseph Bisceglia suggests Josh Ingram and Megan Parlowe meet to discuss a proposal.
- Paul Scornaienchi would like to see others able to attend.
- Frank Gaccione and Paul Scornaienchi agree there should be an application process available to the public for further events.
- Paul Scornaienchi mentions it would be wise to know how Megan Parlowe plans to contact the membership before The Board of Directors approve that she does so,Members would find comfort knowing that The Downtown Association has authorized it.
- Joseph Bisceglia speaks on what Megan Parlowe has been speaking to the membership about.
- Joseph Bisceglia states Megan Parlowe asked the clothing merchants if they would be interested in dressing in period clothing (60's) or selling t-shirts for The Queen Street Cruise at the cost of the merchants with no response
- Brian suggests a motion to have Josh meet with Megan to discuss how the Downtown Association can help with marketing & advertising The Cruise.
- Josh Ingram comments that he would like the board to keep in mind that the marketing & advertising budget was reduced considerably compared to last year's budget & suggests the possibility of renting a parking spot from transit,displaying a classic car to promote the event at low cost.

- Frank Gaccione mentions The office rental to Fringe North is money earned and could be used.
- Angela Romano mentions that Tourism Sault Ste. Marie has invited Queen Street Cruise to participate in events before , and there is an upcoming event May 30th- Tourism Week.
- Grace Tridico asks Joe Bisceglia that if the membership does donate funds, it will be directly funneled into the operating budget of the event
- Joe Bisceglia confirms yes.
- Grace Tridico states that if this event will bring 3,000-5,000 people downtown then The Downtown Association should be supporting it.

Motion: Authorize Josh to further investigate how the Downtown Association could be involved and return to next meeting with proposal.

Moved: Grace Tridico **Seconded:** Kristi Cistaro

- Frank Gaccione mentioned that the time frame is tight and It should be invested quickly
- Paul Scornaienchi asks what the timeframe is for media
- Joseph Bisceglia informs the board that Wednesday (April 26th) he will receive media packages
- Josh Ingram inquires if it is possible for the event sub committee to be approved to spent a certain dollar amount
- Bryan Hayes informs that subcommittees cannot make financial decisions, but as a board they can give Josh Ingram authorization to spend up to a indicated dollar amount
- Grace Tridico suggests they make a donation proposal of \$1,000.
- Kristi Cistaro states that anything more then \$1,000 leaves The Downtown Association's New initiatives budget for any new events low.
- Grace Tridico mentions that the line item is \$1,200 and with spending \$1,000 on The Queen Street Cruise does The Board of Directors feel anyone in the future requesting funding? as this is the first one to be brought to the Board of Directors,
- in the future we the can budget for supporting events.

Proposal of \$1000 Spending Cap: Grace Tridico **Seconded:** Frank Gaccione

Motion: Give Josh the Authorization to Fund Queen Street Cruise with Marketing & Advertising to a cap of \$1000

Moved: Grace Tridico **Seconded:** Frank Gaccione

6. Two Hour Parking Lot Update

- Bryan Hayes reminds the board that they authorized him to send a letter to the City of Sault Ste. Marie , this letter had roughly 10 items regarding outstanding concerns with two-hour free parking, and did not receive a response, Thus the board authorized Bryan to write a follow-up letter to Mayor Provinzano , which received a response.
- Bryan Hayes mentions that Don Scott delivered a package containing 2015-2016 Actual Administrative Figures, 2015-2016 Actual Expenses Per Lot , Breakdown of Purchase Services , \$40,000 Transfer of Capital Documentation, Explanation of Salary and Benefit Reduction of \$51,500 for 2015-2016, & Explanation of \$40,000 Revenue were provided.
- Bryan Hayes mentions that they will not provide Commercial Property Taxes Comparison of surrounding Cities until there is a resolution with City Council.
- Bryan Hayes mentions that Josh is required to meet with the Parking Committee, and Josh would like to state our position.
- Bryan Hayes mentions the documents provided 2015-2016 budget for Administration , a Meter Operation, the 2015-2016 Revenue & Expenses of our lots,
- Bryan Hayes mentions that it has been stated that our lots use \$190,000 per year of taxpayers dollars in order to operate the 2 hour free parking lots.
- 2015 Actual was \$132,000 ,2016 \$109,000 when \$200,000 was budgeted.
- Don Scott wrote: “ The claim of \$190,00 represents the shortfall of the revenue to match expenses in the 2015 budget”
- Joseph Bisceglia interjects and states that it seems like a lot of exaggerated amount that are not based on facts.
- Bryan Hayes agrees, and that can be proven by looking at the 2015-2016 Actual Amounts.
- Bryan Hayes states that we are in a position, according to Don Mcconnell, that the recommendation will be to not remove free parking.
- Bryan Hayes mentions that in the documentation Don Mcconnell states that the recommendation would be to raise meter fees and after two-hours of free parking they would enforce pay-&-display tickets.
- Bryan Hayes states we need to have a position on how The Downtown Association will stand on Two-Hour Free Parking.
- There is no clear indication of what the consultant is going to present to City Council.

- Josh Ingram states he will be meeting with The Parking Committee in the next coming weeks.
- Joe Bisceglia states that he believes that the feedback he has received from the merchants and across the community, is that no one would like to see the 2-hour parking removed
- Joseph Bisceglia believes that the expenses spent on maintaining the parking lots is a crucial investment in our downtown.
- Joe Bisceglia continues to discuss the documentation : Downtown Parking Public Consultation, Study Options & Recommendations (**Appendix #1 Page 14**)
- Joseph Bisceglia struggles to understand Item 1: implement option (B) retain two-hour free parking & charge 1.25 per hour after two-hours (& \$5.00 daily maximum- current rate of a day pass) although \$5.00 per day is reasonable pricing for parking, he believes at that point a monthly pass should be available
- Joseph Bisceglia states that perhaps they should eliminate the Parking Authority to save money on administrative fees, and transfer the duties of the Parking Authority to Public Works to enforce.
- Joseph Bisceglia states that these parking lots were originally created by The Downtown Association and is the reason The Downtown Association is in existence, the parking lots were then given to the city to operate.
- Grace Tridico mentions The Downtown Association should get control of the parking lots back.
- Frank Gaccione mentions ,five to ten years ago, when he was on of the Parking Committee - they discussed the implementation of Pay-&-Display parking to eliminate the need for the parking lot employee.
- Frank Gaccione mentions that this was meant to be implemented in a singular parking lot as a pilot program, but it did not come to be.
- Bryan Hayes mentions that we do infact have Pay-&-Display along Queen St. East , but they have never done a Pilot Program lot.
- Allow for the option to have extended parking past the two-hour threshold
- Paul Scornaienchi points out that they plan on buying 4 Pay-&-Display ticket Machines phased over 3.25 years.
- Josh Ingram mentions that to his understanding there is 4-8 purchased Pay-&-Display Ticket booths purchased at City Hall.
- Frank Gaccione points out that they do indicate that they plan on continuing 2-hour free parking , but they do not indicate how they plan on monitoring it , we do not want the administrative costs associated with having a employee remaining in the lot.

- Bryan Hayes mentions that these Pay-&-Display Ticket Systems are standard now in larger cities.
- Bryan Hayes mentions that he has witnessed first hand people struggling to use the Pay-&-Display Ticket Systems that lines Queen Street. East , As they are not User Friendly.
- Paul Scornaienchi says the information provided from the City of Sault Ste. Maries Consultant , was a lot more refined than the original information and based on risk assessment
- Paul Scornaienchi believes a risk assessment should have been given for each sector of business downtown & he would need a more refined report to see how each sector of business is effected before he could make a decision.
- Bryan Hayes says it is clear that the recommendation of the removal of 2-hour free parking will not be placed.
- Paul Scornaienchi believes The Downtown Association should approach the consultant and request a more refined report as to how it will affect each sector of business in the downtown, so that The Downtown Association can make a decision on how to represent the entire membership.
- Bryan Hayes points out a point that was not brought up by the consultant was Cost Reduction Measures it was mainly focused on Fee Generation
- Frank Gaccione suggests to do a Pilot Program with a minimum charge Pay-&-Display Lot , Do this for allotted time and review revenue at upon completion.
- Josh Ingram made a point to inform the Board of Directors that they plan on buying used Pay-&-Display Ticket Systems from other municipalities that have replaced them with newer models.
- Joe Bisceglia said it is needed to review the software on the machines and ensure that it is user friendly
- Joe Bisceglia agrees that this should be tried in a Pilot Program setting first.
- Grace Tridico asks if there was any indication as to which machines are most commonly used or which are the most user friendly.
- Paul Scornaienchi speaks to this , that there is nothing in a written format , and mentions that when they met with the Parking Committee during the Public Opening, he says that the consultant was very pro-technology.
- **Motion:** to investigate and suggest recommendations of:
 1. Inquiring with the consultant if he has reviewed sector specific impact
 2. cost reduction measures before fee generation
 3. More accurate representation of true cost to maintain parking lots
 4. Pilot Program for Pay & Display Lot

Moved: All in Favor , No Opposed.

7. Vacant Unit Rebate Update

- Josh Ingram says we collected an additional seven letters bringing to the total of ten letters. 6 inside the membership, and one the outside community.
- Josh Ingram mentions that The City of Sault Ste. Marie wanted to ensure the community understood that this is a provincial mandate.
- Josh Ingram explains that the municipalities reach out to the public to consult about what should be done, as the municipalities now controls this rebate, as opposed to the Province
- Josh Ingram believes that based on who attended the open house , the community wants the rebate to stay in effect , however, there were discussions about how the rebate would be received, via stricter protocol, a by-law officer, as well as the discussion of how long the rebate would stay in effect for a particular property.
- Paul Scornaienchi mentions they provided documentation that highlighted which businesses / property owners who have applied for this rebate , as shown in attached documentation , it seems that the malls , and other large properties are applying, and the number of applicants decreased downtown.
- Paul Scornsirnchi mentions that the membership is being affected by this, but more so on a funding point of view, and would appreciate help with facade.
- Frank Gaccione mentions that this is only a Commercial rebate.
- Bryan Hayes mentions the letter written to OBIAA stated that our governing association recommends that this rebate not be eliminated but instead be augmented as an Economic Development Tool for local communities in the form of an Attraction Rebate.
- Bryan Hayes asks if we have a clear position from our membership as to where they stand in regards to the rebate
- Josh Ingram states that seven members would like to see the rebate remain the same and one member is okay with the removal of the rebate , and two members are indifferent
- Grace Tridico mentions she herself wrote against the removal of the rebate, at a board level we need to look past the dollar figures , as anyone's building could be vacant at any time.
- Grace Tridico says we should look at this from a point of view of protecting our membership not as a way for the city to gain more revenue.
- Paul Scornaienchi mentions that OBIAAs standpoint to augment the rebate , the data shows that 10% of those involved properties would become rented.

- Paul Scornaienchi says in his opinion, the city needs to treat our downtown differently, are are a lot more business focused.
- Josh mentions that one of the recommendations from OBIAA , in the augmentation of the rebate, would be to create an attraction to advertise the cities education or tourism.
- Joe Bisceglia mentions that he does not have sufficient information to have an opinion that the downtown should be treated differently than other parts of the city & strongly recommends that the rebate be continued, and if the city would like to explore areas of interest within the city, then it can be refined.
- Bryan Hayes mentions that he would not like any quick decisions to be made and believes that the rebate should remain the same at this time, but would like to stay in the discussion as new alternatives arise.
- Josh Ingram asks if The Downtown Association would like to speak at Council on its Position
- Bryan Hayes mentions we are on record stating that The Downtown Association would like an opportunity to present its Position when the time comes at Council.

Motion: The Downtown Association's Position on the Vacant Unit Rebate remain the same we continue to be in the discussion and implementation strategies.

Moved : Grace Tridico **Seconded:** Angela Romano

- Grace Tridico asks about the letters submitted will be submitted to City Council
- Josh states they were not submitted to council but to Shelly Schell , who acknowledged them.
- Grace Tridico asks that Josh inform the parties who submitted letters, that they were submitted to Shelly Schell , and would not be guaranteed to be delivered to Council.

8. Manager's Report

- Josh Ingram discusses the OBIAA conference attended.
- Frank Gaccione suggests giving a review of each attended conference seminar
- Josh Ingram reviews the Seminars attended : Occupational Health & Safety , Key-Note Presentation with Paul Bedford - former city planner of Toronto, BIA- where do we go from here?
- Josh Ingram mentions during the Paul Bedford spoke about pop-up projects , and mentions we have one happening now called Art Speaks.
- Ashlyn McMillan mentions it is in the Old Ideal Basket Shop.

- Josh Ingram continues, stating that Paul Bedford believes some of these spaces that are vacant can be purposed for seasonal shopping and art installments
- Josh Ingram discusses the different sectors that a BIA can focus to receive a return of Investment
- Josh Ingram discusses technology discussed at conference that can record foot traffic in the boundaries of the BIA that can analyze data during peak times, he also suggests this would be great for event traffic tracking.
- Josh discussed new ways to improve connectivity of our members, and use it to better articulate to the membership, which will help with the issue discussed at the AGM that there is a disconnect.
- - Josh discussed a seminar “ What is your story/What is your culture? “ which relates to BIA branding & believes this is something that has been discussed in The Downtown Association Strategic Planning Sessions
- Josh Ingram believes the Patio Pilot Program proves the that we are moving with the trends of other municipalities.
- Pop-up Projects was a presentation brought to the conference,that discussed a project presented in Downtown Younge Toronto by Ryerson University , Local vendors would rent vacant properties which resulted in decreased vacancies.
- Josh Ingram mentions that in the new year he would like to focus on a project such as this, hopefully finding a property owner to participate.
- Kisti Cistaro mentions that she enjoyed the idea of pop-up spaces , and she regularly participates as a vendor at pop-up events
- Kristi Cistaro Asks if there is an opportunity for participation for vendors at a street level during our events
- Josh Ingram says he would like to gage the opinion of the entire membership , but can see vendor participation beneficial.
- Kristi Cistaro believes we are not at capacity, and there is room to supplement in particular areas of service & retail,this also could help gain revenue for the members.
- Joe Bisceglia suggests to get an inventory of the properties that would be available.
- Kristi Cistaro suggests engaging service sector members who have traditionally felt excluded or as if the events are not a fit.
- Josh Ingram mentions that an event should be presented to our professionals and services before inviting other services from throughout the city.
- Grace Tridico mentions that these pop-up projects should be offered to the existing membership firstly, but,this could possibly be used as a opportunity to invite businesses from Queen to Gore to Join the BIA.

- Josh Ingram mentions that there is an open-source website , with tools and forms tailored to this type of project, which helps with communication between the membership, as mentioned as something to be improved upon in the Strategic Plan
- PDF formats of all seminars attended are available
- Josh Ingram mentions that Sponsorship Packages are available for anyone interested in Sponsoring the downtown street party - crowd funding
- Kristi Cistaro and Paul Scornaienchi comment that it was an excellent job done on the Sponsorship Package
- Josh Ingram mentioned the online communication, that he believes it was Angela Romano's idea but we require another online mode of communication - which has been decided to be a website form - he believes he will have it running by spring.
- Josh Ingram will be making it internally , Josh explored outsourcing this project to have it completed quicker , but believes it would not be making good use of the budget.
- Josh Ingram says Canada 150 Event is 100% being housed in The Downtown Association bounds. Volunteers will be at Clergue Park, Art Gallery and The Public Library directing traffic to our bounds.
- Event date is September 29th & 30th during Our Culture Days, We are participating in partnership of the Art Gallery and The Public Library who so is also having events that day.
- Josh Ingram is unsure to how we can extend this event to the entire membership as it takes place in Heritage Square ,but this is a great opportunity to do so.
- Josh Ingram mentions that an Human Library / Oral History Series will be taken place during this event, we are going to use the old photographs that were placed outside businesses as well as a video series The Public Library created of people giving an oral history of services that existed in Sault. Ste. Marie
- Josh Ingram mentions that there is a 6 month job placement for this event , the time would be shared between The Downtown Association Office and The Community Career Centre
- They will be answering to Karol at the Sault Community Career Centre
- All branding will say Sault Community Career Centre in Partnership with The Downtown Association
- Josh Ingram explains the reasoning that it is a partnership between Sault Community Career Centre is because the grant was applied through The Sault Community Career Centre budget as they have higher figures.
- Paul Scornaienchi asks inquires about the dollar amount of the grant , if it was \$60,000

- Josh Ingram informs that that was another grant that The Downtown Association and The Community Career Centre applied for but did not receive, he explains further that one was Capital Improvement and the other Partnership , we unfortunately did not receive The Capital Improvement grant.
- Grace Tridico inquires about the dollar amount of the grant we did receive.
- Josh Ingram discloses that the amount is \$36,900,\$12,000 is invested by The Sault Community Career Centre, \$18,000 goes to staffing and the remainder goes to the event, event promotion and promotional items.
- Frank Gaccione inquires that anything we do for this particular event will going through the community career centre
- Josh Ingram confirms this and reminds about the 6 month hire , so it should not take many man hours away from the office.
- Josh Ingram Has two job descriptions for summer students that The Downtown Association has received though Terry Sheehan's office, 16 week long contract ,100% reimbursement of wages starting as early as May 1st.
- Paul Scornaienchi inquires if they can be offset to capitalize on having a student during the september event
- Josh Ingram informs us that unfortunately not, and the timeline is set.
- Grace Tridico asks if the job posting will be posted at employment banks such as Employment Solutions
- Josh Ingram mentions the job descriptions will be posted at Sault Community Career Centre, Employment solutions and Algoma University Student Union.
- Frank Gaccione inquires if the funds are released beforehand or if it is reimbursement
- Josh Ingram clarifies that it is 100% reimbursement , and will likely take place the following month.
- Paul Scornaienchi inquires if the 100% reimbursement includes the WSIB costs
- Josh Ingram states he is almost certain that it includes WISB , but he will confirm and circulate to the board
- Josh Ingram would like to get recommendations for graffiti removal processes next month that has already been discussed with Ontario Labour
- Josh Ingram mentions that inside the board package there is example banners, it was discussed in the past that new banners could be acquired that would last The Downtown Association three quarters of the year.
- Josh Ingram would like to create maps for downtown to distributed to the 27 cruise ships that are porting in Sault Ste. Marie
- Josh Ingram suggests that each block would have the same designed banners but as a way-finder each block could have its own colour assigned to it.

- Frank Gaccione mentions that the colours may fade, and suggests a number instead
- Josh Ingram mentions that the vinyl he would be sourcing has a 5 year life span and are of less cost than the christmas banners.
- Paul Scornaienchi mentions that there are disabilities such as colour blindness, and that should be considered.
- Bryan Hayes asks what Josh is looking for from the board today.
- Josh Ingram says they have budgeted enough funds to take down the current banners and install new ones , as well as replacing with the holiday banners during that season. He would like to rectify what they are doing with the hardware and space , as the holiday snowflakes are still up.
- Kristi Cistaro would like to see the snowflakes replaced
- Grace Tridico inquires if the budget allows for purchase of new banners , and she believes that it was discussed to do seasonal banners
- Josh Ingram mentioned that in the last minutes they agreed to continue to purchase seasonal banners but would also purchase a more generic that could be serviced for a longer period of time.
- Paul Scornaienchi apologises to the entire board due to lack of a Beautification Subcommittee meeting , as he wanted to wait until after the strategic plan was presented at the AGM
- Paul Scornaienchi mentions that that these banners are really about brand, and The Downtown Association does not have a brand determined yet.
- Paul Scornaienchi understands the sense of urgency , but believes it should be a more temporary solution until a brand for The Downtown Association is determined.
- Paul Scornaienchi mentions that The City of Sault Ste. Marie & The Public Utilities Commission only allows us to place banners on one side, as the poles do not have the structural capabilities to support one on each side & believes we should look into fixing this issue.
- Josh Ingram asks that we could make the decision to take the Holiday Snowflake banners down
- Grace Tridico says that this is important but we should be putting something up to replace them and inquires if spring or flower banners could be ordered for the meantime
- Kristi Cistaro suggests doing something simple such as : Shop , Dine , Welcome , Explore, that is decorative but non-specific
- Josh Ingram mentions that the turnaround is 7-10 days and is sourced locally.
- Joseph Bisceglia mentions that The Board of Directors should be provided the Quote for review

- Paul Scornaienchi inquires that if a Beautification Subcommittee meeting and presented via E-mail to the Board, Could a Motion be held that Josh move forward with the Banners
- Joseph Bisceglia is concerned because he does not know how much is being spent.
- Josh Ingram informs the board that the quote was under \$4,000 and is a competitive quote.
- Bryan Hayes mentions that he does not believe that a decision can be made via E-mail, and a quick board meeting would be required.
- Frank Gaccione mentions that if the banners are already in the budget , then all Josh requires is approval to go foreword. Based on what the Beautification Subcommittee advises.
- Bryan Hayes inquires about a legal perspective from Joseph Bisceglia
- Joseph Bisceglia mentions that the public would like The Board of Directors to have copies of the quotes as well as who quoted on them , and comparisons to ensure that it is the best quote for the product desired.
- Bryan Hayes mentions that The board of Directors could meet again for quorum regarding this.

9. Financial Update

- Bryan Hayes said the budget was approved by the board
- Discussion of having a formal six month forecast where the Finance Committee will work closely with josh to create that forecast ,and list ant changes that need to be made to the budget to accommodate.
- Bryan Hayes mentions that they will have a more in depth financial update next meeting.
- Josh Ingram mentions that The Downtown Association Has requested the first two levy installments.

10. Speaker Replacement

- Josh Ingram mentioned that The Board requested quotes from companies to do a speaker replacement
- The discussion was tabled until after the AGM and the Strategic Plan as well as the budget.
- DC Communications and Ampersand Consulting are the two whom bid.
- Josh Ingram states that the Ampersand Consulting quote was updated because he had mentioned that The Downtown Association would be doing a hardware update in the office, Ampersand included the equipment in the Speaker Replacement quote because they could provide a savings of \$600.00

- Josh Ingram mentions that most of these quotes are completed orally on the telephone.
- Frank Gaccione mentions that the original quote should be included so that a comparison could be done on the original quote and the updated quote that includes the in office updates.
- Grace Tridico asks if the Speaker Replacement is restricted to East to Dennis .
- Josh Ingram explains on that The DC Communications Quote is from East Street to Dennis Street because they did not have a solution for Heritage Square
- Ampersand Consulting does Include Heritage Square.
- Joseph Bisceglia mentions that if a job of this magnitude is to be completed , the expectations would be required to be provided in writing as well as the terms of references.
- Joseph Bisceglia speaks to the issue that the Quotes should have been received in a sealed envelope and the parties involved with tending the quote are in attendance when they are opened.
- Frank Gaccione mentions that the tenders do not have to present if they are a private company.
- Joseph Bisceglia mentions that Malcom White, City Clerk; states that we are a board of Sault Ste Marie , and we need to abide by the regulations.
- Joe Bisceglia mentions that the way this is presented he would not approve this , due to the dollar amount associated with this job , he would like to make sure that everyone had a fair chance at quoting and the Board of Directors has all the information.
- Josh Ingram says that it has been on the agenda for four to five months, and believes if this was an issue with the interim-board or the new board, then the issue could have been brought to his attention and addressed quickly after the AGM on March 30th.
- Joseph Bisceglia mentions that he does not recall being present when the Speaker Replacement was being quoted.
- Josh Ingram mentions that the first set of quotes were on the November meeting ,so the discussion would have taken place in october.
- Joseph Bisceglia does not believe he was aware of how the quotes were acquired.
- Josh Ingram mentions that it was not a matter of discussion for the months following.
- Frank Gaccione agrees with Joseph Bisceglia That The City of Sault Ste Marie handles tenders differently than a private Business.
- Joseph Bisceglia mentions that Josh does have a relationship with one of these companies that gives Joe grave concern.

- Josh Ingram confirms.
- Grace Tridico mentions that we only have the two quotes to compare.
- Joseph Bisceglia mentions that the only information you are given is the information that you request in your tender form , it should include equipment and labour and other requests.
- Joseph Bisceglia mentions that one quote provides new wiring and the other is using the existing wiring.
- Joseph Bisceglia offers to lend a helping hand if a new tender request must be created.
- Josh Ingram apologizes for expressing his frustration , but this conversation has not been discussed as of yet.
- Bryan Hayes asks if the board approved the actual tender documentation that was sent out?
- Josh Ingram replies no.
- Bryan states that is an error on the boards behalf, but he is unsure as to when that documentation was distributed.
- Frank Gaccione mentions that if The Downtown Association would like to approach this like the City of Sault Ste Marie , then staff should approach the city and request a tender template.
- Paul Scornaienchi mentions that four to five months ago the city was posed with a Question as what was an RFP (Request for Proposal) or an RFT (Request for Tender)
- Paul Scornaienchi mentions that the board requested josh to get RFP (Request of Proposal), and now The Downtown Association has received the two proposals from DC Communications and Ampersand Consulting
- Paul Scornaienchi agrees that we should approach this properly.
- Paul Scornaienchi reminds that when Kay Matthews of OBBIA was in attendance they discussed that one of the most important thing that a BIA could do at this moment in time is to Write a Tender and Proposal Document.
- Paul Scornaienchi inquires as to what timeline Josh Ingram would like to have the Speaker Replacement completed
- Josh Ingram says Ideally before Queen Street Cruise or The Downtown Street Party
- Frank Gaccione agrees that a The Downtown Association should be requesting a proposal instead of a quote, as the BIA does not have the expertise to request exactly what is needed.
- Joseph Bisceglia said you can request the items you anticipate being there, such as equipment
- Frank Gaccione asks if we know the exact equipment required.

- Josh Ingram said he may have misspoke , as he did not ask for a specific piece of equipment
- Kristi Cistaro mentions that Josh Ingram may have meant the specific equipment for the office that was added onto the quote.
- Joseph Bisceglia mentions that the tenders would provide the models and serial numbers being used.
- Paul Scornaienchi explains how the RFP (Request for Proposal) should be worded.
- Frank Gaccione mentions that you could request from 7 tenders and only receive the two.
- Paul Scornaienchi asks if the products are readily available
- Josh Ingrams believes they must be ordered
- Bryan Hayes states that its 2 week turn around.
- Joseph Bisceglia asks if there is any warrantee
- Grace Tridico points out that it is a 1 year service contract on equipment provided (*parts and labour*) (*DC Communications Quote*)
- Josh Ingram will acquire The City Documentation
- Joseph Bisceglia reminds josh that any discussions would need to be placed in writing as to what your needs are in the city format.
- Frank Gaccione mentions that a notice would be required to be posted that you are requesting RFP (Request for Proposals) , Packages would need to be created for pick up from The Downtown Association Office.
- Bryan Hayes mentions that Josh can inform the two companies that quoted that The Downtown Association is re-issuing RFP's.
- Grace Tridico inquires as to the reasoning that DC Communications could not provide speakers for Heritage Square , but Ampersand Consulting Could.
- Josh Ingram states that in a verbal conversation, that DC Communications does not do wireless , and they did not want to drill into Heritage Squares power polls.
- Josh Ingram is unsure of the details of the wireless speaker option presented by Ampersand Consulting

11. New Business

- Frank Gaccione Mentions that the Walk of Fame has been present on the local news.
- Frank Gaccione is looking for clarification as to the request for a new Walk of Fame Committee, when the board is already part of a Walk of Fame Committee
- Josh Ingram mentions that the Committee that The Downtown Association sits on is a Selection Committee

- They would like a member of the downtown association to sit on the alternative Walk of Fame Committee.
- Josh Ingram asks if anyone of the Board of Directors would be interested in being part of this committee
- Frank Gaccione states he would like to participate, but Josh Ingram may be more available.
- Paul Scornaienchi mentions he would like to sit on that committee if there is no objections, is it has everything to do with Beautification.
- No objections
- Frank Gaccione mentions that it seems to be changing from a “ Walk of Fame” to a “Wall of Fame” and now it is proposed that it be moved again.
- Frank Gaccione mentions the 2017 Cruise Ships porting in Sault Ste Marie, Frank Gaccione would like to see our merchants participating and staying open to accommodate.
- Josh Ingram agrees and mentions that he would like to make newsletters or flyers and have a staff member meeting the ships to hand them out to entice tourists to visit our downtown.
- Joseph Bisceglia mentions that Ian McMillan of Tourism Sault Ste. Marie would like to have a shuttle service that would run along Bay St. Down Queen St.
- Joseph Bisceglia mentions that he has the pricing for that and it is available.
- Joseph Bisceglia mentions that it may be a good idea to work with Tourism Sault Ste. Marie & the EDC to have a shuttle on a trial bases.
- Josh Ingram mentions that Ian McMillan is butting heads as to that City Staff could not operate this shuttle and would need to be done through a private business
- Joseph Bisceglia suggests that we make a motion that The Downtown Association meet with Ian to discuss a Shuttle for the downtown when the cruise ships are at port here in Sault Ste. Marie.
- Grace Tridico also mentions that this would fulfil our mandate within our strategic plan to provide a downtown trolley
- Frank Gaccione mentions that a survey should be completed to inquire what members would be willing to stay open to accommodate these cruise ships

12. Banner Program Proposal

- Josh INgrammentions that this is an opportunity to rent the space of the banners to local businesses
- Rent is paid to The Downtown Association , and banners , hardware , and installation is all covered by the Business renting.

- Frank Gaccione mentions we need to distinguish between banners we would like to rent , and banners The Downtown Association would like to re install.
- Josh Ingram mentions that he agrees , that he would like to see banners purchased for way finding and seasonal decor.
- We have 58 banner supports.
- Josh Ingram mentions that the guidelines as to what can be rented needs to be discussed
- Joseph Bisceglia would like to know who does the sale of the banner space , and suggests that someone would have to be actively finding sales.
- Josh Ingram mentions that the sales could be done through the office or website
- Joseph Bisceglia mentions that Installation would have to managed
- Josh Ingram mentions that there is an application process , and stipulations regarding failure to remove the banners after allotted rental time.
- Frank Gaccione inquires about who exactly could be accepted into this program
- Josh Ingram states that there is an application process which is submitted through the Beautification Committee
- Grace Tridico asks if we are positive that renting this space is feasible , as the city owns the light posts , and The Downtown Association owns the hardware.
- Bryan Hayes states that inquiring with the City about this rental should be step one and bring it back to The Board of Directors.
- Paul Scornaienchi mentions that because of the recent change in signage by-laws the city may want to collect that revenue, as signage is hard to come by.

13. Motion to Adjourn:

All in favour , Not Opposed

Meeting Adjourned.