

Downtown Association Sault Ste Marie, ON

Board Meeting

496 Queen Street East, Sault Ste Marie
Tuesday September 12th 2017 @ 5:30pm

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

Regrets: Frank Gaccione, Ozzie Grandinetti

1. **Call Meeting to Order:** 5:30PM
2. **Approval of Agenda:** Rory Ring **Seconded:** Paul Scornaienchi
3. **Motion to Approve Changes to Agenda:**
Addition: Board Members on Additional Committees
Community Identity Workshop
Discussion of Roger Brooks Webinar

Approval of Agenda Additions: Rory Ring **Seconded:** Paul Scornaienchi

4. **Declaration of Conflicts of Interest:**
None.
5. **Approval of August MOU Minutes:**
Angela Romano **Seconded:** Paul Scornianci
6. **Bryan Hayes Board of Director's Chair Update:**
 - Bryan Hayes gives update on Policy Procedural Manual Update, Rory Ring, Paul Scorniaenchi , Joseph Bisceglia,Josh Ingram and himself; Bryan Hayes, have been revising this manual.
 - This Policy & Procedural Manual has been delivered to The City of Sault Ste. Marie Clerk's Office for review.

- Bryan Hayes believes this document is complete, and does not see many changes from The City of Sault Ste Marie, and would like to present it to the Board of Directors once confirmation has been made.
- Bryan Hayes mentions The Operations Manual will be completed next by the informal Governance Committee, Consisting of Bryan Hayes, Paul Scornianci, Rory Ring & Josh Ingram, they will call upon other board members when needed.
- Bryan Hayes hopes the Board will have General Manager Josh Ingram's Performance Appraisal Completed by end of this week.
- MOU- Memorandum of Understanding with The City Of Sault Ste. Marie is Being Completed
- A Second MOU-Memorandum of Understanding with PUC will be completed, Josh Ingram & Bryan Hayes will be meeting with them tomorrow to discuss a Draft MOU- Bryan Hayes would like to have this prepared for the next Board of Directors Meeting.
- Finance Committee met to discuss a new Financial Forecast, ask board for a formal resolution for bringing current Bookkeeping to RFP & explore in house booking as well as discussing software costs & training.
- The City of Sault Ste. Marie has Decided to Keep the Splash Pad at Belview Park, Bryan Hayes believes the presentation presented at council was very well done & well received.

7. Managers Report:

- Josh Ingram mentions that the Fringe North Sublease is no longer continuing, thanks to some in-kind free space thanks to the Arts Council- the space has been posted on Kijiji.
- Josh Ingram mentions that there is a considerable amount of funds remaining in the training line of the budget and he would like to see this put forward to the OBIAA Professional Development Conference, this conference will discuss Governance, Membership Engagement, Best Practises and Board Engagement.
- Bryan Hayes suggests other training may be more advantageous.
- . Josh Ingram suggest that staff come to the Board of Directors meeting next month with suggestions on how to spend the surplus in the training budget line
- Bryan Hayes and Josh Ingram agree that they do not want to see the funds go to waste, as they may not be available next year.
- Bryan Hayes mentions that training is critical, and would be a good use of reserve funds if a training session became available that would benefit The Downtown Association's Members.
- Bryan Hayes is not comfortable committing the funds just yet but would like to hear staffs ideas

- Josh Ingram & Ashlyn McMillan will come back with some proposed Training ideas.
- Josh Ingram explains the NOHFC Intern Program, This individual would monitor the forum and keep it up to date- schedule interactive events, shop local initiatives, to free up more time for regular staff.
- Josh Ingram explains that 90%-95% of the wages would be covered by NOHFC and The Downtown Association top up remainder, if The Downtown Association is successful in receiving this intern, The Board of Directors would be required to outline an official Job Description.
- Joseph Bisceglia asks Josh Ingram if he would be providing the board with the general job description that the Board of Directors could revise to suit A Communications role, Josh Ingram Agrees this would be best.

8. Manager's Report - Critical Path

- The Board of Directors Discussed the Critical Path & Priority Initiatives,
- The Board of Directors Assigned each point to a Sub Committee for completion, but subsequently decided to prioritize each Initiative, Ranking from #1 being the most important to number #27, In addition the Board of Directors was asked to also indicate which Initiatives could be considered “quick hits” or tasks that could be completed quickly.

9. Street Closure Discussion:

- Josh Ingram reads the Proposed Street Closure Resolution that was presented by Matthew Shoemaker
- There is no date set for when this will appear on Council.
- The proposed Street Closure Resolution mentions that Queen Street East would remain closed from Victoria day to Labour Day Fridays and Saturday evenings, East Street until Gore Street intersect
- Bryan Hayes mentions that the downtown Association is being asked to provide input on whether we believe that this is suitable for the downtown core and its members.
- Kristi Cistaro, makes note that The Downtown Association’s definition of downtown does not begin at East Street but begins at Pim Street.
- Grace Tridico asks if we, The Downtown Association, were the one to create this resolution or if it was city Council and the board confirms that it was in fact city Council.

- The planning department of Sault Ste. Marie brought this proposed resolution to the attention of Josh Ingram before city Council meeting last month it asks for the opinion of the Board of Directors of the downtown Association on the matter.
- Josh Ingram informs the Board of Directors that within 10 days of the city Council meeting Victoria Prouce contacted Josh and requested a meeting in regards to this Proposed Street Closure Resolution.
- Downtown Association staff has canvassed the membership for their opinion on the proposed street closure
- Kristi Cistaro, believes that with overall this is excellent idea to engage the public in coming downtown but she believes that the street closure must start at Pim Street Intersect to include all of the membership.
- Rory Ring States that the current resolution does not fit into either the city of Sault Ste. Marie's or The Downtown Association's definition of what downtown is.
- Angela Romano stated extending the boundaries of this resolution to Pim Street will include The Old Stone House as well as The Bush Plane Museum who hosts quite a few events throughout the year.
- Joseph Bisceglia says The Downtown Association Board of Directors needs clarification as to who is planning and funding these events.
- Rory Ring states that East Street to Gore Street is outside of our geography for the members that in which we responsible for, if we are to be responsible for beyond our bounds, we would not have the funding to do so, this would need to be decided in the MOU with The City of Sault Ste Marie.
- Paul Scornaienchi states that we will likely only be receiving recommendations from the city of Sault Ste. Marie based on the wording of the resolution.
- Joseph Bisceglia mentions that the wording of this resolution does not state that the city of Sault Ste. Marie would be providing funding to these new events, but only closing the street to encourage new activities
- Angela Romano asks during the survey of to the membership, did they show any interest in staying open later during these events Josh Ingram mentioned that during his time at The Downtown Association .
- The discussion of seasonal hours has come up a few times but has shown very little interest
- Josh Ingram mentions that the membership would like to see this happen but they believe two days is too much of an undertaking and when they would rather see one day.
- Rory ring mentions that if patrons are downtown willing to spend money the stores will open- or new retailers will come.
- Rory Ring believes that the traffic study will also reveal if this is a suitable idea for our downtown.

- Grace Tridico suggests a pilot program selecting one month to assess the success.
- **MOTION:**
Joseph Bisceglia moves that the downtown Association work with the city of Sault Ste. Marie and Counsellor Shoemaker cooperative manner to devise a plan to increase the activity on Queen St., East Downtown Sault Ste. Marie with the potential of street closures in the summer months.

Seconded: Grace Tridico

All in favour, none opposed.

Carried unanimously.

- Grace Tridico mentions that the NOHFC intern - as an event planner - would be the perfect fit if this.
- Bryan Hayes would like to invite the city of Sault Ste. Marie's Planning Department and counsellor Matthew Shoemaker to a board meeting for roundtable discussion.
- Brian mentions he would like Angela Romano, Grace Tridico & Kristi Cistaro attend the meeting with counsellor Shoemaker & City of Sault Ste. Marie Planning Department.

10. Financial Update

- Bryan Hayes explains the new format for the financial forecast.
- Josh Ingram explains that The Downtown Association is in the surplus of nearly \$40,000
- Consisting of a combination of expenses which is projected to be \$29,650 less than budgeted.
- Ingram states that the expected rebates is on track to match budget
- The city tax office will give The Downtown Association figures on rebates in mid-November
- The majority of expense saving comes from streetscaping and beautification
- As there is \$5090.00 to not being aware if we would half to privatize our banners that Line Queen St,
- Josh Ingram explains Advertising is at a surplus of \$1700, but may factor in less if we plan on advertising for more sub committee members.
- Office expenses is in surplus of \$2250

- Josh Ingram explains Salaries & Benefits is a significant surplus of \$14,000, because the new hire is part time.
- Excess expresses over budget of \$3388 spent on the street party, but the board of directors was aware of this as we sought out sponsorship for this event , \$5000 gained through the sponsorship would go directly into this line item to offset those additional costs
- Banner program projects \$1412 in revenue.
- Billboard promotion - downtown Association received \$1800
- Josh Ingram stated that The Downtown Association had our first boardroom rental to a member, for \$135
- Josh Ingram projects that moonlight magic's photos with Santa will create \$350 in revenue.
- The downtown Association office had a sublease tenant from April until September for a total of \$750
- Bryan Hayes reiterates that we are projecting an overall surplus of \$39,350
- Brian Hayes hopes to have a projection done for each board meeting.

11. New Business

- Josh Ingram Believes there is Benefit of Having Downtown Association Board of Directors sit as members of other committees & boards
- Rory Ring believes Tourism would be beneficial.
- Kristi Cistaro suggests the Board of Directors submit a list of boards they currently sit on, to take inventory, The Board of Directors will submit this list to staff.
- Paul Scorniaenchi discussed importance the Community Identity Workshop, Paul Scorniaenchi & Josh Ingram met with Mayor Provenzano, Donn Mcconnell during the strategic planning process and Paul looks forward to new information arising.
- Mayor Provenzano & Tom Vair will be attending the next Board Meeting
- The Board of Directors discussed The Roger Brooks Webinar
- Rory Ring mentions he has proposed to The City of Sault Ste Marie to partner in the purchasing of the Webinar Memberships
- Bryan Hayes mentions he would like to host a small event for the membership of the Downtown Association, to view one of the Webinars , and have a round table discussion, The Event Committee can aid in planning the event.
- Paul Scornaienchi believes that there is a project being adapted for Clurge Park that is not being discussed publicly, but internally.

Motion to Adjourn:

Rory Ring **Seconded:** Angela Romano