

# **Downtown Association Sault Ste Marie, ON**

## **Board Meeting**

496 Queen Street East, Sault Ste Marie  
Tuesday October 17th 2017 @ 5:30pm

**Attendance:** Bryan Hayes, Board Chair; Paul Scornaienchi, Vice Chair; Frank Giacconi, Treasurer; Joe Bisceglia, Director; Kristi Cistaro, Director; Angela Romano, Director, Grace Tridico,; Josh Ingram, Manager; Ashlyn Mcmillan, Admin. And Communication; Tom Vair, Deputy CAO City of Sault Ste. Marie, David Helwig, Media

**Regrets: Rory Ring; Director, Ozzie Grandinetti; Council Representative**

- 1. Call Meeting to Order: 5:34PM**
- 2. Approval of Agenda: Seconded:**
- 3. Motion to Approve Changes to Agenda:  
Addition: Move Item #10 to item #6**
- 4. Declaration of Conflicts of Interest:**  
None.
- 5. Approval of August MOU Minutes:**
  - Bryan Hayes would like the minutes to be completed in a week's time after the board meeting take place, so that if there is any action items discussed in the minutes they can be completed, actioned.
- 6. Community Adjustment Committee Report - Tom Vair**
  - Tom Vair informs the Board of Directors that the Community Adjustment Committee has worked for a year's time, to develop recommendations on how Sault Ste Marie can grow and prosper.
  - Tom Vair explains that the reorganization & restructure of City Hall to include the newly developed Community Development & Enterprise Services

- The Community Development & Enterprise Services Committee has members from numerous different sectors & also works with the EDC and The Innovation Centre
- Tom Vair mentions Sault Ste Marie has some difficult realities we need to face as a community, such as: Being largely dependant on a single employer- Essar Steel, Demographics of the Community as median age being 45.7 ( Provincial average age being 40.4)
- Tom Vair mentions the Committee has implemented a Four-Pillar Approach for Community Development -including - Economic Diversity & Growth, Social Equity, Cultural Vitality, Environmental Sustainability.
- Though the Committee's multiple online surveys and Community Impact Sessions they discovered Downtown Revitalization is important and viewed as a visual hallmark to The City of Sault Ste Marie.
- Grace Tridico states that as a landlord, she has noticed an increase of individuals on Social Assistance and ODSP, and wonders how Sault Ste. Marie rates compared to Provincial Averages.
- Bryan mentions that most low-income and people receiving assistance do live in Sault Ste Marie's downtown area, as mentioned previously in the Splash Pad presentation.
- Tom Vair states that the Committee has already presented this plan to City Council, they have received it, and approved allocation of funds.
- The Committee has applied to the Federal & Provincial Government for funds to leverage the City of Sault Ste Marie's investment, and increase the budget.
- The Committee is presenting to stakeholders and developing a Community Round Table.
- The Lead of each Sub-Committee will sit on this Community Development Round Table.
- The Committee will produce an annual report to ensure they are completing their recommendations as well as meeting expectations.
- The Sub-Committee's will be Health, Education & Workforce , Downtown Development , First Nations & Metis Communities , Economic Diversity & Growth ,Social Equity,Arts & Culture, Algoma Leadership Table (Pre-existing) Energy and Environment.
- The City of Sault Ste. Marie will provide support for this round table. **example:** organize minutes and agenda
- The mayor will be in charge in selecting the lead for the subcommittees
- Tom Vair asks of the Downtown Association that they pass a resolution in support The Community Development Initiative

- Joseph Bisceglia asks if the Downtown Sub-Committee is created would that be greater than, The Downtown Association, a duplication of the Downtown Association or would Downtown Association and the Downtown subcommittee co-exist and communicate
- Tom Vair believes that the downtown Association is a critical component of the Community Development Committee, but believed the Downtown Association has the limitations of its boundaries.
- A discussion is had on how to organize the Downtown Association's involvement with the new sub-committee, and how logistically that would look moving forward.
- Bryan Hayes believes the lead of the Downtown Sub-Committee should be a member of the Downtown Association, may it be a member or a director, Josh Ingram General Manager would be an ideal fit.
- Paul Scornaienchi would like to know if the city of Sault Ste. Marie will be reporting to the subcommittee or to the association
- Tom Vair explained that the city would be providing some support for the subcommittee
- The Board of Directors and Tom Vair discussed the potential Chain of Command for reporting between The Downtown Association, The Downtown Sub-Committee & The City of Sault Ste Marie
- Joseph Bisceglia believes that the downtown Association would be redundant if this sub-committee is successful
- Grace Tridico said, The Downtown Association has come up with multiple ideas and believes that our ideas just need to be placed into action, and we could use assistance with that.
- Bryan Hayes believes that the DTA has a critical role & mandate, and does not believe that this Sub-Committee will replace The Downtown Association, Bryan Hayes does not believe that this Sub-committee will be aimed at completing our Strategic Plan or ensuring that The Downtown Association Strategic Plan aligns with the city's Downtown Strategic Plan
- Joseph Bisceglia would like more information of whom would be on the committee before voting in favour of a resolution of support.
- Paul Scornaienchi believes that this is a benefit in regards of communication
- Paul Scornaienchi would like to see a focus for this Sub-Committee
- Tom Vair believes there are many things that the Sub-Committee could quickly complete.
- Tom Vair explains he would like to see these Sub-Committees formed before the end of 2017, implementation February 2018 depending on funding.
- Bryan Hayes would like to set up a meeting to discuss this more in-depth

- Joseph Bisceglia is concerned that the Downtown was never approached for their opinion.

**RESOLUTION:**

- The Downtown Association support the City of Sault Ste. Marie in its efforts in implementing a Community Development Initiative  
**Moved:** Joseph Bisceglia **Seconded:** Frank Giacone

**RESOLUTION:**

- Continue discussions with city staff and individuals at city hall - as to how the The Downtown Association can be involved in the committee in representing Downtown  
**Moved:** Joseph Bisceglia **Seconded:** Frank Giacone

**7. Clergue Park Update:**

- Bryan Hayes asked Tom Vair to provide clarification as to what new initiatives would be taking place at Clergue Park and would like to know if the Downtown Association would be allowed to participate in the process
- Bryan Hayes mentions that the last time there was developments for Clergue Park i.e. The Splash Pad the Downtown Association was not included in the discussion
- Tom Vair mentions conversation regarding changes to The millennium fountain as a capital priority, as well as other discussions regarding the Sculpture Garden
- Tom Vair mentions he would like City Council to have conversations with certain groups including The Downtown Association as to what the plan would look like for Clergue Park
- Tom Vair explains that some water fountain can double as a water feature
- Paul Scornaienchi believes multi-purpose items are the best value for dollars spent, and asks if there is any consideration of soft costs that may be a repercussion of this installation
- Tom Vair explains that seen in other communities, some investments do have a ripple effect on initial business
- **MOTION:**  
To ask that The Downtown Association is formulary invited to have membership of a committee created to discuss any Clergue Park initiatives.

**Moved:** Joe Bisceglia **Seconded :** Kristi Cistaro

## 8. Managers Report

**MOTION:** That the manager's report be approved as written.

**Moved:** Angela Romano **Seconded:** Frank Giaccone

- Josh Ingram asks of board of directors for volunteers for Moonlight Magic
- Kristi Cistaro informs the Board of Directors of the Events Committee Meeting, and a joint event with the Sault Community Career Centre on Succession Planning, Moonlight Magic as well as an additional Late Late night Shopping Event.
- Kristi Cistaro mentions that she created a list of ideas for service sector businesses and how they can participate in these events
- Kristi Cistaro mentions that Ashlyn McMillan conducted a survey of the membership to inquire about extended hours during the holiday season , Particularly for another late night shopping event, Ashlyn McMillan explains members would like to see another retail focused event
- Kristi Cistaro believes the Roger Brooks Webinar would be best for January
- Josh Ingram will approach The Mill Market to inquire about a collaboration for a last minute Late Night Event

## 9. Critical Path Update

- Bryan Hayes explains that Josh Ingram compiled the Prioritization of The Items listed in the Critical Path, he believes a round table discussion will be needed to move forward on implicating these items
- Bryan Hayes proposes that the board of directors meet again to discuss
- Paul Scornaienchi requests the list of what sub-committee each priority was assigned to be compiled for this meeting, as some may require reassignment

## MOU Update:

- Policy Document has returned from the City of Sault Ste Marie Clerk's Office,
- Bryan Hayes believes that by the next board meeting we should be able to pass a motion on this.
- Giorgan Zin from PUC agreed that we should continue to run at status quo until the MOU with The City of Sault Ste Marie is completed.
- Angela Romano requests volunteer members for the Communications Sub-Committee
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## 11. Proposed Art Space:

- Josh Ingram explains local artist has grant funding to create a 100ft piece that could be broken up throughout the community
- Josh Ingram believes this would create some synergy and collaboration with First Nations people as per The Downtown Association's Strategic Plan
- Josh Ingram suggests the 6 x 8 foot space within the entrance
- the Board of Directors would like Josh Ingram to explore the option of using a canvas instead of the actual structure of the building and report back at next board meeting
- Paul Scorniaenchi will donate the canvas.

**MOTION:** To Enter Closed Session  
**All In Favour, None Opposed.**

**Meeting Adjourned:**  
**All In Favour, None Opposed.**