

Downtown Association

Sault Ste Marie, ON

Board Meeting

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

Attendance: Bryan Hayes, Board Chair; Paul Scornaienchi, Vice Chair; Frank Gaccione, Treasurer; Kristi Cistaro, Director; Rory Ring, Director; Angela Romano, Director; Grace Tridico, Director; Ozzie Grandinetti, City Council Representative; Josh Ingram, Manager; Ashlyn Mcmillan, Admin. And Communication; David Helwig, Media

Regrets: Joseph Bisceglia

1. **Call Meeting to Order:** 5:30PM
2. **Approval of Agenda:** Frank Giaccone **Seconded:** Paul Scornaienchi
3. **Declaration of Conflicts of Interest:**
None.
4. **Approval of November 2017 Minutes:**
Paul Scornaienchi **Seconded:** Angela Romano
5. **Downtown Strategy Update**
 - Bryan Hayes Reviews The Report from Don McConnell, Don McConnell asked that the board of directors to review and discuss, and if any comments or concerns are noted, to contact him, and it can be discussed further.
 - Bryan Hayes believes that there is a lot of synergy between this report and The Downtown Association's Critical Path.
 - Bryan Hayes would like to see The Downtown Association be the lead on The Community Adjustment Committee- Downtown Task Force if it materializes.
 - Bryan Hayes Discusses **Item Number 6:** Fund a Downtown Development Events Coordinator, It stated that, Don McConnell & The Downtown Association had preliminary discussions about jointly funding a Downtown Development Event Coordinator which Bryan Hayes & Paul Scornaienchi do not recall agreeing to

fund this individual, but allowing this person to work from The Downtown Association Office, The Board of Directors will address this with Donn Mcconnell.

- Paul Scornaienchi states that at the previous city council meeting Susan Myers didn't agree with an individual solely dedicated to downtown event planning when Josh Ingram is already doing so.
- Rory Ring Inquires into if there is any funds allocated to The Downtown Strategy within The City of Sault Ste. Marie's Budget
- Bryan Hayes states that The City of Sault Ste Marie turned down an additional \$150,000 at the December 4th City Council Meeting, There is still \$600,000 that is available.
- Josh Ingram spoke to Donn Mcconnell and they believe that NOHFC will Match the \$600,000, and divide & allocate that into the following items of the strategy:
 - Item#4:** Replacing Queen Street Ash Trees
 - Item#6:** Funding of a Downtown Development Events Coordinator
 - Item#8:** Install Benches , Bicycle racks and Planter Boxes
 - Item#9:** Assist new businesses
 - Item#10:** New Signage and Wayfinding.
- Ozzie Grandinetti mentions that at the December 4th City Council meeting they approved an extension to the hub trail.
- Bryan Hayes mentions that it is possible for The Downtown Association to take the lead on some of these items from a financial standpoint if it suits our members.
- Rory Ring believes that some of the beautification should be completed after a brand has been decided upon so that the visual created meets that branding
- Josh Ingram believes that some of these downtown additions such as a water feature or welcome feature could be created piece-meal if the end result is well blended.
- Bran Hayes asks Josh Ingram to set up a meeting with Don Mcconnell
- Paul Scornaienchi mentions that our members would like to see The City of Sault Ste. Marie doing more than small fixes, and believes it is time to become more process driven- thinking about how these decisions are being made.
- Josh Ingram mentions that in this report there is no mention of security, lighting, accessibility & police presence which were all ranked with importance by the membership at open houses.
- Bryan Hayes mentions that Councilor Hollingsworth mentioned this at a previous City Council meeting, and it will be discussed further at the December 11th meeting, he would Like the Board of Directors to attend.
- Bryan Hayes states we need to be involved in decision making for Downtown

- Paul Scornaienchi informs the Board of Directors that a previous Board had the former Deputy Chief of Police in to speak about safety in the downtown core. There is a disconnect of what the definition of crime is between the community and what City Police define as crime.
- Frank Giaccone requests that staff review the repost the Deputy Chief of Police gave to The Downtown Association.

6. Critical Path Update

- Rory Ring explained the process of forced decision making in which the priority order was reached for The Downtown Association's Critical Path.
- The Strategic Planning Committee reviewed data and assigned a High, Low & Medium Priority ranking as well as Quick-wins
- Josh explains that the next-steps is to contact the sub-committee's to ensure they understand and are fulfilling these priorities
- Josh Ingram would like to see this started in the next month.
- Paul Scornaienchi stresses that the priority ranking number 1 (R2) should be given full attention on a full committee point of view.
- Bryan Hayes requests that the Board of Directors take tonight to overview all points to ensure we are on track.

6.1 Critical Path Priority (R2) - Graffiti

- Graffiti Removal Equipment has been purchased titled "Ecoblaster" it is environmentally friendly, compact and a pressurized water system.
- The Board of Directors discuss the possibility of Graffiti removal being available to side streets, as revenue generating service, but to be offered at a premium for businesses and building owners outside the membership
- Paul Scornaienchi states that when speaking to the Deputy Chief of Police he believes that with The City Polices definition of crime it is up to the building owner to remove graffiti asap, as to not promote the creation of more.
- Bryan Hayes asks if City Council has any graffiti removal program in place.
- Ozzie Grandinetti mentions that some communities do not allow the sale of spray paint to anyone under the age of 18.
- Bryan Hayes requests that Ozzie Grandinetti to look into the status of the Graffiti Removal Program at the City, and staff to look into anything The Association has in writing.
- The content for the system was assembled for this from other BIA's who are currently running this program.
- Paul Scornaienchi offers to create a package to discuss policies and action plan for this program to present at the first Board Meeting in January.

6.2 Critical Path Priority (R2)- Safety

- Josh Ingram discusses a member concerns with safety issues, as well as perception of safety such as lighting & vandalism.
- Josh Ingram discusses that last December four(4) members brought concerns up to downtown staff of vandalism done to the business as well as staff's vehicles in parking lots.
- The downtown Association staff was trained in discarded needle pickup.
- Grace Tridico would like to see a partnership with The City of Sault Ste. Maire in which the Downtown Association could partner financially to have cameras facing buildings.
- Frank Gaccione suggests we do a Request for Quote to security companies to inquire about cost of adding cameras to queen.
- Paul Scornaienchi mentions that Police Foundations Students would patrol Queen Street in previous years.
- Paul Scornaienchi mentions that the return of investment on a small camera system is greater than the potential cost of insurance.
- Rory Ring & Frank Gaccione discuss the possibility of a group-buy member discount with the possibility of giving some money back to members.
- Bryan Hayes would like to meet with the current Chief of Police to discuss the stats of crime downtown in the last year, the current patrol schedule.
- Rory Ring would like to see a open house with the Chief of Police and our membership.
- Bryan Hayes asks Josh Ingram to contact the current Deputy Chief of Police and ask for a meeting.
- Bryan Hayes would like to see this event set up for early January.

6.3 Critical Path Priority (R2)- Beautification

- Paul Scornaienchi believes Beautification could be the most expensive priority item, but has the option of being completed on a smaller scale with hanging plants, benches, planter boxes etc.
- Paul Scornaienchi would like to see The Board of Directors and The City of Sault Ste Marie to complete The Roger Brooks Webinar Series in hopes of ending up on the same page
- Paul Scornaienchi believes we are on track with Beautification, and keeping members informed on the importance of Beautification
- Bryan Hayes & Paul Scornaienchi would like to see all of Roger Brooks Webinar Series be offered to the entire membership.

- Bryan Hayes would like Critical Path Update to be a regular item on Board Agenda.
- Josh Ingram updates The Board of Directors on where staff is on a Communication Portal for members, as it was put on hold until The Critical Path was completed.
- Bryan Hayes advises that The Event Committee and The Strategic Planning Committee must meet over the holidays to be prepared for January.

MOTION: To accept Critical Path as presented.

Grace Tradico **Seconded:** Angela Romano

7. Managers Report

- Josh Ingram Informs Board of Directors of Two (2) upcoming events
- The Board of Directors discuss their interest in the upcoming traffic study open house
- Josh discusses Moonlight Magic, The Board of Directors discuss some improvements that could be made in regards to Music, Lumineers and Fire-Burn Barrels & Volunteers
- Frank Giaccone believes we should have had more recognition at the Community Tree Lighting, also a representative from the Downtown Association should speak.
- Ozzie Grandinetti likes the idea of having a Scavenger Hunt ,as they do in other cities in a Christmas or Holiday Village.
- Bryan Hayes recognizes that The City of Sault Ste Marie decorated and lit the tree and that requires a lot of work, but it is a partnership between The City and The Downtown Association and he would like to talk to Mayor Christian Provenzano about our recognition.
- Paul Scornaienchi suggests we have all our information of the BIA's History with Lighting the Tree and when the tree changed ownership
- Frank Giaccone suggests that a child in need could do the tree lighting in the future.
- Angela Romano suggests we have photo's of our successful events during AGM
- Bryan Hayes suggests that the document delivered to our members be more formalized in a presentation.
- Josh Ingram discusses Last Minute Late Night, a new event.
- The format in which we select where we host the DTA AGM is had, it's decided that the events subcommittee will review the process and make a decision on how we will host, and potentially serve food and beverage for the 2018 event.

- Rory Ring would like to add Business Milestones, New Members & Good of the Community, be added to a regular agenda item

8. New Business

- Frank Giaccone wanted information on Snow Removal for this winter season,
- Josh Ingram informs the Board of Directors that Matt McMinn of Beautification would continue to shovel and offer that service to the members.
- Grace Tridico would like to see a program that allows us to search previous board minutes for information quickly and easily.

Motion to Adjourn:

Grace Tradico **Seconded:** Ozzie Grandinetti

All In favour, No Opposed