

Downtown Association Sault Ste Marie, ON

Board Meeting

496 Queen Street East, Sault Ste Marie
Tuesday, January 16th, 2018 @ 5:30pm

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

Regrets: Joe Bisceglia, Director; Rory Ring, Director; Ozzie Grandinetti, City Council Representative

Absent: Frank Gaccione, Treasurer

1. Call Meeting to Order: 5:47PM

2. Approval of Agenda:

Angela Romano **Seconded:** Paul Scorniaenchi

3. Declaration of Conflicts of Interest:

Ashlyn McMillan - Conflict with Speaker Update

4. Approval of December 2017 Minutes:

Paul Scornaienchi **Seconded:** Grace Tridico

- Check for spelling errors.

5. Moonlight Magic Update:

- Bryan Hayes & Josh Ingram Meet with Mayor Christian Provenzano, Lisa Bell, & Larry Girardi of Public Works & Transportation to discuss The Community Tree Lighting.
- The Budget in which The Downtown Association & The City of Sault Ste. Marie operates for the Community Tree Lighting & Moonlight Magic.

- Josh Ingram explains the of the amount of work that Public works & Transit , The City of Sault Ste. Marie, The Downtown Association, as well as many volunteers goes into these community events to make them successful.
- The Planning Department invited members of The Downtown Association Board to be apart of the Subcommittee, along with Manager, Josh Ingram
- Christian Provenzano is open to the idea of nominated an individual to light the tree, at The Community Tree Lighting for 2018.

6. Downtown Strategy Update:

- Josh Ingram discusses The Destination Development Initiative-Webinars by Roger Brooks explaining that Rory Ring has brought The Roger Brooks Webinars to the attention of the The Downtown Association as well as The City of Sault Ste. Marie Planning Department,appointed Community Adjustment Committee Sault Tourism,NOHFC,& The CDC.
- It is believed that Roger Brooks & his team would be a worthwhile Consultant to hire, to evaluate our downtown.
- Quotes from Roger Brooks and his team have been acquired, ranging in price point based on what action is taken.

Option 1: \$23,750 USD for Assessment and Travel to Sault Ste. Marie Ontario. Includes one(1) assessment & one(1) workshop.

Option 2: \$35,000 USD for Assessment of Sault Ste. Marie Ontario & Sault Ste. Marie Michigan provides one(1) assessment, and one(1) workshop for each community, cost split between both communities, totaling \$17,500 USD.

Resolution: Approval of a \$10,000 contribution to The City of Sault Ste. Marie NOHFC Application.

Moved: Grace Tridico **Seconded:** Paul Scornaienchi
All In Favor. No Opposed.

- Bryan Hayes and Josh Ingram had met with Donn Mcconnell, they believe it would be best to bring in this consultant prior to any of the new beautification pieces being installed **example:** wayfinding, benches.
- The CDC is willing to contribute funds potentially
- The Downtown Association has a scheduled meeting planning with The Sault Ste. Marie Michigan Chamber of Commerce.

- Josh Ingram asks for backing from the board of directors for approval for \$11,500 CAN to be used from reserved funds- to be placed in budget to bring Roger Brooks and his team here for his assessment of Sault Ste. Marie Downtown
- Bryan Hayes explains that The City of Sault Ste. Marie has a application pending with NOHFC for \$600,000. Bryan Hayes believes proving to The NOHFC that The Downtown Association is acting on The Downtown Strategic Plan, this would help move the NOHFC application to approval.
- Two(2) Roger Brooks Webinars will be shown February 1st 2018 at the Civic Centre, available for all members to view.
- If Approval of Roger Brooks & his Consultant team is approved, he will spend four(4) days in Sault Ste. Marie.
- The board of directors discuss the potential partnership between The Twin Saults.
- Grace Tridico worries that Sault Ste. Marie Michigan may benefit more from sharing a consultant with Sault Ste. Marie Ontario, because they are a smaller community.
- Josh Ingram and Bryan Hayes met with Don McConnell in regards to the Application Pending with NOHFC of \$600,000 to match their \$600,000 contribution - this funding would be used for The Downtown Strategy.
-In which the Downtown Association expresses that the replacement of The Queen Street Ash trees, installation of bicycle racks,benches & planter boxes,developing new signage and wayfinding, & the millennium fountain is viewed as the downtown highest importance in The City of Sault Ste. Marie's Downtown Strategy.
- The City of Sault Ste. Marie has asked The Downtown Association to contribute \$10,000-\$12,000 dollars.
- The Downtown Association is comfortable with a contribution of \$10,000 pending board & member approval.
- Bryan Hayes explains the total money available for downtown improvements is 1.8 million dollars \$600,000 contribution from The City of Sault Ste. Marie \$10,000 of which is a contribution from The Downtown Association.
- Paul Scornaienchi feels that it may be better to use this opportunity solely on Sault Ste. Marie Ontario
- Josh Ingram Suggests that policy regarding allocation of funding be reviewed.
- Bryan Hayes suggests that the NOHFC contribution & the Roger Brooks consultant be added to the budget for the membership to approve at the AGM in February.

- Paul Scornaienchi explains that the Board of Directors from the past stated that reserve funds must be spent on something suitable for all sectors of businesses on Queen Street
- Grace Tridico asks that specific discussion be had at the AGM about the NOHFC grant & Roger Brooks Consultant to properly inform membership.

Motion of approval in Principle : Approval of an upset limit of \$15,000 for Roger Brooks Consultant

7. Approval Of the 2018 Budget:

- Josh Ingram presents the potential 2018 budget as written, with the addition of line items:
- **Total Income:** \$171,575.00
- **NOHFC Intern:** \$19,600.00 1 time injection of \$1960
- **Grants & Other:** \$22,932.00

Motion: Approval of the 2018 Budget

Moved: Kristi Cistaro **Seconded:** Angela Romano

All in Favor. No Opposed.

8. Event SubCommittee Reports:

- Kristi Cistaro explains the past Event Subcommittee Meeting
- The membership was asked who would like to host the AGM, Stephen Alexander of Loplops
- Roger Brooks Webinar will take place February 1st 2018
- The Board of Directors discussed the option of having some refreshments at this event.
- Bryan Hayes suggest having a sponsorship for the food at this event.
- Kristi Cistaro discusses that The Event Subcommittee have a recommendation to split The Summer Downtown Street Party into Three(3) consecutive parties that aline with other community events, such as Rotaryfest, Fringe Festival and the Greyhound Season Opener, this allows for better use of funds, and resources.
- Josh Ingram believes that it will be easier to obtain title sponsorship for smaller blocks
- Kristi Cistaro explains the Subcommittee has decided to add a second Last Minute Late Night to the events Calendar.

Motion: To host Three(3) segmented pilot parties

Moved: Kristi Cistaro **Seconded:** Angela Romano

All in Favor , No Opposed.

9. Communications SubCommittee

- Communications Committee to meet on Thursday Jan 2018
- Angela Romano & Josh Ingram Discuss The Causality Grant that is available.

10. Update Governance Sub Committee Update:

- Bryan Hayes explains that The Board of Directors have been awaiting feedback from The City of Sault Ste. Marie on the Memorandum of Understanding
- Racheal Tyczinski (Dept. City Clerk) mentioned that The Downtown Association's Policy Document may affect the terms of The Memorandum of Understanding, and Bryan Hayes would like to formally accept the Policy Document, so they can move forward, with the MOU.
- Bryan Hayes mentions that he will have a follow up discussion with the Clerk's Office.

11. Beautification SubCommittee Update:

- Paul Scornaienchi would like to gather information from the members at the Roger Brooks Webinar.

12. Manager's Report:

- Sault Ste. Marie Police Services provided The Downtown Association and Downtown Core with a Liaison Officer, who would attend regular Board Meetings.
- The Downtown Association was approved for an NOHFC Digital Tourism & Special Projects Intern. NOHFC will be covering 90% of the wages, There is a requested contribution of \$2,548

Motion: Approve 10% of NOHFC contribution of \$2,548

Moved: Paul Scornaienchi **Seconded:** Angela Romano

All in favor, No Opposed.

- Bryan Hayes suggests releasing the Data from the Security Safety Meeting.
- Josh Ingram Discusses some next steps for keeping downtown safe as suggested by Chief of Police.

- Josh Ingram suggests having a Security SubCommittee
- Bryan Hayes asks that Josh Ingram include a reference to these security sessions and The Board of Directors next steps.

13. New Business

- Chamber of Commerce Awards February 20th 2018
- Paul Scornaienchi contacted the CRA for Source Deductions
- Paul Scornaienchi reminds the board of directors of the Smart City Challenge Wednesday, February 7th 2018 1-3PM, he believes the membership would like us to have input on the focus.
- Bryan Hayes asks Josh Ingram send out an invitation with more information.

Motion to Adjourn:

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

All in Favor, No Opposed.