

Downtown Association Sault Ste Marie, ON

Board Meeting

496 Queen Street East, Sault Ste Marie
Tuesday November 14th 2017 @ 5:30pm

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

Regrets: Joe Bisceglia, Director; Grace Tridico, Director

1. **Call Meeting to Order:** 5:34PM

2. **Approval of Agenda:** Kristi Cistaro **Seconded:** Paul Scornaienchi

3. **Approval of the Oct, 2017, Minutes**

-Paul Scornaienchi request that we confirm whether or not he moved item #7 of the October, 17, 2017 board agenda which reads: "To ask that The Downtown Association is formulary invited to have membership of a committee created to discuss any Clergue Park initiatives."

-Upon staff review it's confirm that Joe Bisceglia moved this motion seconded by Kristi Cistaro.

-Digital October minutes have been updated

-Bryan Hayes confirms that the intent of the motion is still accurate

Moved: Kristi Cistaro **Seconded:** Paul Scornaienchi

4. **Declaration of Conflicts of Interest:**

None.

5. **Critical Path Discussion**

-Rory Ring guides the board through a decision criteria format to be applied to the creatEmpower strategic plan in order to create the organizational critical path.

-The board via discussion and exercise selected the criteria as well as assigned the degree of impact and effort allocated to the organization.

The following are the key inputs the board voted on (with a 1-5 priority scale)

1. Value to the Members
2. Community impact
3. Resources
4. Communications
5. Vision/Major purpose

-Rory Ring then handed out a metric sheet in which each board member ranked the importance of each strategic planning point. (from the creatEmpower document)

-The board then approved that Rory Ring tabulate the metrics of the exercise, gather feedback with staff of the board of directors who were absent.

-Rory Ring suggested that the results be brought to the strategic planning committee in an effort to bring a recommendation to the board at the December 2017, meeting.

6. Financials

-Revenues are projected to come in \$12,550 ahead due to no budget projections.

-Revenues are from: banner program, event sponsorships, boardroom rental, subtenants, moonlight magic photos, and partnerships for billboard advertising.

-Expenses, \$165,000, currently \$114,878. Projected savings of \$21,000 less the speaker replacement.

-\$15,000+ are projected for the rest of staff wages for the 2017 year.

7. New Business

-Josh Ingram provided an update regarding the Sault Ste. Marie Downtown Traffic Study. Report came to council with more public consults coming. Next phase hopes to have a completed study late March or early April.

-Paul Scornaienchi request to be part of the traffic study meetings if possible.

-Bryan Hayes asks that staff follow up on receiving the draft report.

-Speakers for the street have been purchased, the installation processes has been delayed due to engineering, shipping items on hold, and scheduling however we hope to have them up in the next few months.

-Paul Scornaienchi updates the board on the Walk of Fame monuments and placements, there are multiple boxes throughout the city's definition of

downtown.

-A selection of them can be found in the DTA's definition of downtown.

-Paul Scornaienchi also suggested that an application be made to access knowledge about the walk of fame winners, as well as bring more information and advertisements to the initiative

-Kristi Cistaro mentions that the lights are now running for Moonlight Magic

-Josh Ingram mentions that lights and banner should be up for the Nov 16 date

Meeting Adjourned:

All In Favour, None Opposed.