

**Downtown Association
Sault Ste Marie, ON**

Board Meeting

496 Queen Street East, Sault Ste Marie
Tuesday, April 13th, 2018 @ 5:30pm

Attendance: Paul Scornaienchi, Interim-Board Chair; Frank Gaccione, Treasurer; Kristi Cistaro, Director; Angela Romano, Director; Rory Ring, Director; Ozzie Grandinetti, City Council Representative; Josh Ingram, Manager; Ashlyn Mcmillan, Admin. And Communication; Taylor Jaehrling, NOHFC Intern.

Regrets: Joe Bisceglia, Director; Grace Tridico, Director; Robert Gioia, Liaison Officer - Sault Ste. Marie Police Services

1. Call Meeting to Order: 5:30PM

2. Approval of Agenda:

- Item #6 and Item #5 to be switched.

Rory Ring **Seconded:** Kristi Cistaro

3. Declaration of Conflict of Interest:

N/A

4. Approval of the March 2018 Minutes:

- Angela Romano & Ozzie Grandinetti are missing in "Attendance".

Angela Romano **Seconded:** Rory Ring

5. Interim Board Discussion:

- Paul Scornaienchi would like to discuss his appointment from Vice-Chair to Interim Chair to ensure The Board of Directors is comfortable with the positions, and leave the decision to the vote of directors.
- Frank Gaccione asks that if any other directors have interested in the position.

Motion: Paul Scornaienchi Become Chair, of The Downtown Association Board of Directors.

Rory Ring **Seconded:**
All in Favor, None Opposed.

- Paul Scornaienchi explains that The Vice Chair position is a executive Position of The Downtown Association Board of Directors and would be a Signing Authority.
- Paul Scornaienchi would like to nominate Kristi Cistaro for the Position.

Motion: Kristo Cistaro Become Vice-Chair, of The Downtown Association Board of Directors

Rory Ring **Seconded:** Angela Romano
All In Favor, No Opposed.

- The Board of Directors decide to keep meetings, every second Tuesday of each month.
- Frank Gaccione suggests that before leaving the current meeting, we should set the next months meeting.
- Rory Ring suggests it become an Agenda Item
- Paul Scornaienchi mentions that due to Bryan Hayes leaving there is openings on a number of committees
- Frank Gaccione offers to chair the Finance Committee.

Motion: Frank Gaccione to become Chair, of The Downtown Association Finance Committee.

Kristi Cistaro **Seconded:** Rory Ring
All in Favor, No Opposed.

- Kristi Cistaro joins the Finance Committee.
- Paul Scornaienchi would like to step down from being Chair of The Beautification Committee.

Motion: Ozzie Grandinetti to become Chair, of The Downtown Association Beautification Committee.

Frank Gaccione **Seconded:** Angela Romano
All in Favor, No Opposed.

6. Operations, Motions, & Resolutions at a Glance:

Josh Ingram explains that this new document will be inside the Agenda, as well as his Manager's Report.

- Josh Ingram introduces the New NOHFC Digital Tourism & Special Projects Intern, Taylor Jaehrling, they will be the Digital Tourism & Special Projects intern.
- Josh Ingrams gives his update on the Queen Street Cruise.
- Josh Ingram explains that The Downtown Association and The Sault Greyhounds hope to host a Round 3 Playoff Party.

7. Sub-Committee Update:

Events:

- Kristi Cistaro mentions that the Planetary Pride Party, she is unsure of our level of involvement, as it is a parking lot party.
- Requests came into The Downtown Association Office to host a "Giant Garage Sale" similar to Sudbury, which is quite popular & Revenue Generating
- Kristi Cistaro mentions it could be a street party, with a closure or a licence to occupy of a space like March Street Stage, or Queen Street Commons.
- Frank Gaccione mentions that he has heard from members that are located on the furthest ends of the boundaries that people will not walk the distance, and suggests we have it somewhere centralized, like a parking lot.
- Kristi Cistaro would like to Publish 2 calendars, one that is Public Focused, and one that is Membership Focused.
- Josh Ingram mentions that it is staff goal to have 2 months of calendars completed for the membership at a time.
- Paul Mason, a member of the community joined the Events committee and came forth with many ideas.

- Cruise Ship activation will be done on a larger scale this year, last year staff handed out maps leading cruise ship riders to the downtown. For 2018, Josh Ingram has applied for a grant to run a welcome booth.
 - Approximately 27 Cruise Ships will be docking in Sault Ste. Marie this year.
 - Kristi Cistaro explains that the Event Sub Committee discussed improvement of wayfinding & signage downtown.
 - Kristi Cistaro discussed it would be important for improved communications to our membership as to when these cruise ships are docking.
 - Kristi Cistaro mentions there was a discussion on programing may it be couponing or walking-tour.
- Frank Gaccione suggests that Taylor Jaehling visit all The Downtown Association Membership and see if they could offer incentives, but worries about how they would track the return of investment.
- The Board of Directors discusses options as to what would be the best options to entice tourists to visit downtown
 - Josh Ingram mentions you need digital input & a physical idea.
 - Josh Ingram will reach out to OBIIA
 - Kristi Cistaro would like to reach out to Car Dealerships to inquire if they would donate a shuttle service for Saturdays.
 - Kristi Cistaro also mentions this is an opportunity to host a Carpool Karaoke, or a Cash Cab
 - Top of the Events Committee's list is to have a Food Festival
 - The Events Committee will reach out to The Marconi Society & Eat Algoma, to host their events downtown
 - Kristi Cistaro mentions The Downtown Association hosting "The Longest Table" event, Robby Burns Festival, & would like to see Dance troupe and Martial Arts Groups during street parties.
 - Kristi Cistaro believes that for the larger sale events, from a budgetary perspective would take place in 2019.

Communications Sub Committee:

- Angela Romano mention committee reviewed the Sponsorship Package and made some adjustments & it was released to the membership April 3rd.
- The majority of their meeting was to allocate funds from their budget on advertising.

- Rory Ring mentions from experience that tv has the least successful.
- Josh Ingram mentions he would like to make a promotional video for social media in lue of tv
- Paul Scornaienchi states that the membership would say they prefer print media, over tv.
- Angela Romano will be completing a list of other free advertising opportunities.
- Frank Gaccione reminds the sub committees that if there is an issue with the budget, not to hesitate coming to The Board of Directors to discuss adjustments.
- Angela Romano mentions an advertising opportunity at The Algoma Travel Centre. .
- April 10th will be a meeting with Geronimo Solutions regarding the promotional video

8. Roger Brooks- Destination Development Contract Review:

- Rory Ring explains the Roger Brooks - Destination Development Contract.
- The Contract has been made out to The Downtown Association,with a letter agreement stating the partnership with The City of Sault Ste. Marie, of what each organization is responsible for financially.
- This Contract reflects the assessment of not only The Downtown Association's Definition of Downtown, but The City of Sault Ste. Marie. Roger Brooks & his team will be staying on for an extended period of time, to present to City Council & The Downtown Association.
- Rory Ring believes Roger Brooks is beneficial, as he does assessments, secret shops & reviews, branding and marketing from an outside perspective.
- Kristi Cistaro mentions that this consultant has a built-in grass roots engagement.
- Kristi Cistaro believes all the stakeholders , community partners and members become an crucial part in implementing the recommendation.
- Kristi Cistaro inquires about the mention of a video, in the "responsibilities on the client" - and suggests we begin looking for quotes.
- Josh Ingram expresses how pleased he has been with the lead-up to this consultant, Webinars being viewed with the membership and stakeholders in the community.

- Josh Ingram mentions that there is PDF's offered though Destination Development Website, and will be looking into if they can be released to the membership if they are unable to attend the webinars.
- Josh Ingram mentions that The Community Adjustment Committee will be meeting in regards to Roger Brooks, Josh Ingram asks if it would be in best interest should the item go to City Council, for Paul Scornaienchi to speak on behalf of The Downtown Association, where Josh Ingram can speak as Chair of the Downtown Community Round Table.
- The Board of Directors approve of this.
- Frank Gaccione asks if there will be a contract between The City of Sault Ste. Marie regarding the Balance due to Roger Brooks- Destination Development
- Rory Ring believes that there will be an Memorandum of Understanding or a letter of Understanding from The City of Sault Ste. Marie
- Ozzie Grandinetti asks if there will be a presentation to the community?
- Rory Ring states an open form presentation will follow the assessment.
- Paul Scornaienchi asks what is the deliverable? The Membership would need to know what the \$15,000 is getting them.
- Rory Ring discusses the deliverables.
- Paul Scornaienchi believes the membership would like to see a single paged document explaining what it is they receive
- Josh Ingram mentions that that document was given at the AGM.
- Frank Gaccione would like to see our presentation be held at The Civic Centre so that all the members can attend
- Ozzie Grandinetti adds the general public could attend as well.
- Paul Scornaienchi asks if The Board of Directors have any apprehensions about working with an American Company, and if we have reviewed all the risk-factors.
- Rory Ring believes the only risk is the Foreign Exchange on Currency.

Motion: For a Board Executive to do final review of contract, and approve it.

Rory Ring **Seconded:** Kristi Cistato

All In Favor , No Opposed.

9. New Business:

- Rory Ring mentions a discussion with Donn Mcconnell regarding benches for Gore Street, The purchases seemed rushed as, these steel benches could have been made by local fabricators.
- Paul Scornaienchi believes that Roger Brooks will give us the know how in regards to what kind, and where these benches should be placed.
- Paul Scornaienchi would like to see all of the parties involved with Roger Brooks come together and do something dynamic vs doing individual things.
- Angela Romano asks if there is an availability for for the Cruise Ship tourist map to be augmented to suit other types of tourist.
- Josh Ingram explains that the map currently has a direct location point within it **example:** “you are here” & it would have to be replaced with a generic map.
- Frank Gaccione asks for a speaker update.
- Josh Ingram explains that the final block of speaker installs are to be done when PUC replaced the light poles in Heritage Square.
- Frank Gaccione would like them to move forward with the install and entrust PUC with reinstalling the speakers on The new poles.
- Josh Ingram would like a written letter of agreement with PUC before moving forward with the install, before the light poles has been changed, as he worries about installation and damage to the speakers.
- Frank Gaccione mentions it is possible The Downtown Association pay to have the company that installs the speakers- to remove them when the light poles are being changed, and reinstall.
- The Board of Directors would like to receive a phone call from PUC if poles are being taken down, or worked on.
- Josh Ingram explains that the main office system will be ready for install once a radio system is purchased. **Example:** siriusXM
- Frank Gaccione would like to to see these completed before the first street party.
- Paul Scornaienchi mentions that we need to welcome some new members, Angela Caputo is opening Golden Child Kitchen, and Sarjan Developments & Benjamin Moore Paints.
- Paul Scornaienchi asks if staff would like him to draft some a welcome letter & information package.

- Josh Ingram mentions we do in fact have a welcome letter & information package.
- Josh Ingram Informs The Board of Directors that Grace Tridico & Calabrians Multicultural Society is allowing The Downtown Association occupy there buildings windows, which are displaying Northern Heights School art-work
- Kristi Cistaro mentions that on her storage space located next door to her shop, Stork & Bundle, she is having the windows painted, and will be placing benches in entryway.
- Josh Ingram states that another window will be completed within our boundaries, as well as on Gore Street.
- Rory Ring asks if there is anything in which The Board of Directors would like Roger Brooks to touch on specifically, Rory Ring suggests having the boundaries of The Downtown Association discussed, and if they should be expanded.

Enter Closed Session.

Move Out of Closed Session

Rory Ring **Seconded:** Frank Gaccione

Motion: Enter into new employment contract with the existing General Manager of The Downtown Association, and conclude any previous contracts.

Rory Ring **Seconded:** Ozzie Grandinetti

All in Favor, No Opposed.

10. Adjournment: 7:33 PM

Motion to Adjourn:

Kristi Cistaro **Seconded:** Frank Gaccione