

Downtown Association Sault Ste Marie, ON

Board Meeting

496 Queen Street East, Sault Ste Marie
Tuesday, May 8th, 2018 @ 5:30pm

Attendance: Bryan Hayes, Board Chair; Paul Scornaienchi, Vice Chair; Frank Gaccione, Treasurer; Joe Bisceglia, Director; Kristi Cistaro, Director; Rory Ring, Director; Grace Tridico, Director; Josh Ingram, Manager; Ashlyn Mcmillan, Admin. And Communication; Gary Trembinski, Queen Street Cruise; Gary Trembinski Jr, Queen Street Cruise; Chris Pomeroy, KPMG; David Helwig, Media; Riley Smith, Media;

Regrets: Kristi Cistaro, Vice Chair, Ashlyn McMillan, Admin. And Communications Coordinator.

1. **Call Meeting to Order:** 5:45PM

2. **Approval of Agenda:**

Rory Ring **Seconded:** Angela Roman

3. **Declaration of Conflicts of Interest:**

4. **Approval of April 2018 Minutes**

5. -Correct new member 'sarjan' to 'saldan' on page 2.
-Correct Vice Chair's spelling within the second motion.
-Comms subcommittee update, 'Algoma Travel' to 'Ontario Travel Information Centre'

Motion: Approve April 2018 Minutes with the above corrections

Angela Romano **Seconded:** Ozzie Grandinette

6. **Operation, Motions, Resolutions at a glance**

- Paul Scornaienchi updates the board that an LOU has been received from the City of Sault Ste. Marie for their portion of the funds for the Destination Development Association. Frank Gaccione and Paul Scornaienchi signed the Destination Development Assoc. Contract on behalf of the board Executive.
- PUC Letter. Paul Scornaienchi wrote a letter to the org. Forwarded by the DTA office, Darren Seabrook, P.Eng. replied hoping to have an update soon. Frank Gaccione states we should have the operable speakers working.
- Employment contract - complete.
- Policy Update: all items requested from the board that were not flagged by the City of Sault Ste. Marie have been updated to our policy. Information from the Clerk's office were presented to the board. Reserve fund policy from the Ontario Business Improvement Area Assoc. Was reviewed as well as the comments from different City Departments. ***The finance committee to consider a budget for the DTA (capital) reserve funds over and above a three months operative reserve, and develop a more elaborate policy that will not contradict the Municipal Act.***
- Queen St. Cruise resources, there is now a sponsorship package, we should invite the committee to come and discuss.
- \$30,000 of reserve fund be put into a 30 day term deposit has been completed.

5. Report - Sergeant Rob Gioia

- Discusses crime prevention measures, staffing, a recent rash of break ins from sheds and vehicles. updates that perpetrators who were breaking into businesses have been apprehended.
- Grace Tridico requests better statistics for downtown crime, as she has had very little luck with City of Sault Ste. Marie Police staff being able to direct her accordingly. In addition, the most recent stats she's been able to research or be given are from 2015-2016, and is concerned that there may be clerical errors within these statistics.
- Joseph Bisceglia shares that there is a general sense among the community that we lack a police presence which would alleviate perception of downtown and a better sense of safety. Hoping Sergeant Gioia will be the voice for concerned community and merchants downtown.
- Resources and average dispatch call times are discussed, ***Sergeant Gioia will inquire re: freedom of information act in order to see how specific of geographically he can provide statistics.*** The Community Resource Centre is discussed and ***request to invite Officer Troy Miller to the June DTA board meeting.***

- Paul Scornaienchi iterates that collaboration and having a Police presence at the Board table is appreciated, and Frank Giaccone also states that the Board will continue to advocate for its membership regarding crime.

6. Managers Report

- Soo Greyhound Street Party came together in a phenomenal short amount of time and was a great success. Another Party is scheduled for May 11, 2018
- Programming implemented such as DTA discussions (approx 15-20 attendants each time) and the Webinars have been of great success.
- Staffing - a greater report will hopefully be coming in June. The DTA has triple the amount of events as last year, Manager to be looking at a more robust time sheet, as well as action the subcommittees more, and finally the fact that there are more events has not increased our 2018 events budget.
- Rory Ring would like to mention that the staffs hard word has not gone unrecognized.
- Manager wants the board to know staff is conscious of the fact that events are great but are not the only reason why the DTA exists.
- Frank Giaccone notes that with simple conversation between himself and staff has worked on changing complaints in a small amount of time. He notes that there may be potential to bring funds in from food/beverage sale.
- Josh Ingram mentions that there are other meetings to get more people all on board, AGCO meetings and APH with all members at large.
- Paul Scornaienchi asks for an update on Walk of Fame nominees.
- Josh Ingram answers 'no' due to privacy, however a mixer will be had in June
- Paul Scornaienchi mentions that Sault Ste. Marie Downtown Assoc. Has won a communication and marketing award at the OBIAA Conference this year, and is happy to see us being recognised on the Provincial level..

7. ROI Roundtables

- Josh Ingram explains the ROI Roundtable programming, and that these nine roundtable discussions were a success.
- A 1 page graphic report has been produced for each sector with a resolutions that Josh Ingram wishes the board to discuss/consider is found at the bottom.

MOTION: Defer Discussion of the three ROI Roundtable one sheets until the first meeting following the deliverable of the Destination Develop Report is recieved. Replace the monthly manager's report on the DTA board meeting agenda with one sector report.

Joseph Bisceglia **Seconded:** Rory Ring
All in favor, None Opposed.

8. Subcommittee Update

- Angela Romano (Communications Subcommittee) A list has been prepared for free opportunities to advertise our events, Thursday, May 10, a joint Events and Communication meeting will take place in anticipating designing our new Downtown map, advertising at the Ontario Tourism and Information Centre was purchased and is being split the DTA office and three other members.
- Josh Ingram (in lue of chair of Kristi Cistaro) shares events coming up: Soo Greyhound St. Party, Queen St. Cruise, Mixer for the Walk of Fame, Workshop with Roger Brooks, Three street parties before September is done, Moonlight Magic, potentially a Take 5, lots going on. PR student from the college is with us for a few months, and he's been great.

9. Destination Development Assoc. Update.

- Paul Scornaienchi , Rory Ring, Tom Vair and Josh Ingram met via teleconference with the Destination Development Assoc. And curated a short list of content for Roger Brooks and team to review.
- Paul Scornaienchi reviews the audio/visual components on the contract, Josh Ingram is sure he can secure free services.
- Grace Tridico and Joseph Bisceglia seek clarification on presentation.
- Josh Ingram clarifies 6 copies of the presentation will be given in hard copy to the DTA, June 4th a public workshop will be help and recorded, and an itinerary of other meetings are being set up where Roger Brooks will present an 'executive summary' of findings to invested stakeholders.
- Discussion was had regarding methodology of the DTA being the one to sign the contract. It was affirmed that the City of Sault Ste. Marie and the Downtown Association signed a separate LOU for the remainder of the funds which are to come from City Sault Ste. Marie.
- Rory Ring spoke to the desire and want of ownership over this process.
- Joseph Bisceglia spoke to the financial jurisdiction and whom had funds to action this recommendations, as well as the rationale as to why the contract was signed as it was.
- The Board of Directors touch on points from previous meetings re: Roger Brooks contract, AGM discussion revolving around partnership with the City of Sault Ste. Marie, as well as the funding agreements.
- Grace Tridico asked if the contract was brought to the Board of Directors.

- Paul Scornaienchi affirms that it was in April 2018's board package.
- Grace Tridico asks why the board executive reviewed and signed the final contract.
- Josh Ingram references page 6 of the April 2018 minutes, "For the Board Executive to do final review of contract, and approve it". All in favour.

10. New Business:

- Josh Ingram lists the new business in the DTA, Benjamin Moore, Healing Lodge, Superior Suds (Muios old convenience store) , Coach Katrina (Paul Mall), Ivory Lane Collective, Dr. Kutcher's - Superior Medial Centre, Green Party, Renamed: suzie yoo to Ever After, Golden Child Kitchen
- Grace Tridico brings about a derelict building and member concern in regards to it. Josh Ingram mentions that it's an actionable item staff is reviewing. Paul Scornaienchi suggests it be included in a future managers report.
- June 12,2018 is set for the next DTA board meeting.

Motion to Adjourn:

All In Favor, None Opposed.