

Downtown Association Sault Ste Marie, ON

Board Meeting

496 Queen Street East, Sault Ste Marie
Tuesday June 11th 2018, 5:31PM

Attendance: Paul Scornaienchi, Chair; Kristi Cistaro, Vice-Chair; Frank Gaccione, Treasurer; Joseph Bisceglia, Director; Angela Romano, Director; Rory Ring, Director; Grace Tridico, Director; Josh Ingram, Manager; Ashlyn McMillan, Admin. & Communication Coordinator; Steve Turco, City of Sault Ste. Marie Planning Department, Patrick Lo, City of Sault Ste. Marie Planning Department Intern, Jonathan Kircal, Junior Planner, Constable Troy Miller, Neighbourhood Resource Center & Sault Ste. Marie City Police Department; Robert Gioia, Sault Ste. Marie City Police Department Liaison Officer, David Helwig, Media. Tamar Tucker, Tamar Trends - Local Business Owner.

Regrets:

Ozzie Grandinetti, City Council Representative, Samantha Charlebois, Canada Summer Jobs Student;

1. Call Meeting to Order: 5:31PM

2. Approval of Agenda:

Move item **#7** Police Liaison Communications to Item after item **#5** Shape The Sault, City of Sault Ste. Marie Planning Department.

3. Motion to Approve Changes to Agenda:

Rory Ring **Seconded:** Frank Gaccione
All In favor. None Opposed.

4. Declaration of Conflicts of Interest

None.

5. Approval of Minutes:

Paul Scornaienchi mentions that the minutes were not delivered to The Board of

Directors prior to this Board Meeting.
Joseph Bisceglia **Seconded:** Angela Romano

6. Shape The Sault, City of Sault Ste. Marie Planning Department:

- Steve Turco from the City of Sault Ste. Marie Planning Department presents information about “Shape The Sault”.
- Steve Turco explains the “Shape the Sault” program is in place to engage The City of Sault Ste. Marie’s residents, and stakeholders in the updated Efficient Plan & Urban Planning.
- Steve Turco and his team will be hosting a number of open houses to engage the community and stakeholders in what it takes to shape Sault Ste. Marie
- Steve Turco explains the technical and political processes in decision making that takes place in Urban Planning.
- The province requires municipalities to set in place particular policies and the Official Plan must reflect them. **EXAMPLE:** protecting wetlands and supporting downtowns.
- Official Plans also discuss dedicated land uses.
- There is a Policy that limits the creation of new office space outside of downtown.
- Official Plans can also depict Pedestrian and Active Transportation.
- Steve Turco mentions that the community they have been planning for, for the last 20 to 30 years, is not the same community that we have to plan for, for the next 20 to 30 years.
- Steve Turco encourages individuals to engage with The Mayor, City Council & Staff and be part of the decision making process.
- Steve Turco states that a municipality is judged on the health of its downtown.
- Steve Turco believes changing the approach in which City Planning engages with the community, will encourage interaction & more engagement.
- Patrick Lo discusses the focus areas for the Active Plan, and informs the Board of Directors that they will be hosting 16 open houses focused on each area.
- Paul Scornaienchi asks if there is an opportunity to write new policy if there was areas of concern **EXAMPLE:** amount of social services located downtown.
- Steve Turco, explains the legislation, applicable law & land use appeals.

7. Police Liaison Communications Update:

- Rob Gioia updated the Board of Directors on issues brought up at the May meeting
- The Issue of individuals consuming alcohol at The Boardwalk is being addressed.

- Sault Ste. Marie City Police plan on increasing visibility in the downtown core during the summer months, also the addition of bike and walking patrols.
- Rob Gioia mentions the recent news regarding the Traffic Enforcement Program: trucks and trailers, He mentioned that social media outlets have been misinformed regarding trailers & towing.
- Rob Gioia mentions that the Gore Street and Albert Street intersection was a high-risk area for vehicle accidents, 11-week enforcement program, there was no accidents reported.
- Constable Troy Miller presented information on the Neighbourhood Resource Centre, and the benefit it has on the community and downtown core at large.
- The Neighbourhood Resource Centre was formed in 2014 as an initiative put forth by Chief Davies.
- This was put into place to better address issues in small community areas, by targeting high risk individuals, rather than generally educating the public.
- This Neighbourhood Resource Centre was placed in the an area with the most calls for service, and the goal is to help to eliminate calls by instilling the assistance of roughly 30 social service providers, dental hygienist, mental health professionals, 15 social groups- such as Alcoholics Anonymous, Narcotics Anonymous and church groups, this aids in reducing social issues of the neighbourhood that may result in crimes to happen.
- Rory Ring asks if having Methadone Clinics located near the Neighbourhood Resource Centre would be beneficial?
- Constable Troy Miller mentions that he believes The Neighbourhood Resource Centre is bringing service to the doorstep of these individuals that utilize The Methadone Clinics
- Frank gaccione asks if there is other areas in which services like this would benefit?
- Tory Miller expresses that they have partnered with Social Services and created Social Community Hubs in social housing units with more than 60 units.
- Social Services operates those with two staff members,a Support Worker & an Ontario Works Worker. and they are open daily.
- Grace Tridico mentions that individuals like to see statistics,asks if there are available proving what The Neighbourhood Resource Centre is doing is working, and continues to work.
- Grace Tridico mentions she believes it would be beneficial that The Neighbourhood Resource Centre have the resources to track those statistics.
- Troy Miller expresses that giving a number to reflect the Centres success is next to impossible, but he can provide information on the long term gains in regards to Social Development and Wellbeing Domains.

- Tory Miller mentions that The Neighbourhood Resource Centre is funded provincially as well as donations.
- Joseph Bisceglia believes that success should be rated on each individual who receives service- where they were when they started to receive service until present day.

8. Sub-Committee Updates:

- Kristi Cistaro states that The Event Subcommittee has not met since the last update.
- Josh Ingram reminds The Board of Directors of The Queen Street Cruise, World Refugee Day and Walk of Fame.
- Angela Romano states the Event Subcommittee has not met since the last update.
- Josh Ingram updates The Board of Directors that Maps & Business Directories will be delivered to Cruise Ships soon, although they will not make the first two porting dates.
- Kristi Cistaro notes that there are dates in which the cruise ships arrive that do not fall within her regularly scheduled hours, and she plans on augmenting her hours to suit.
- Josh Ingram also mentions that Rick Boren also made it available for Members of The Downtown Association to vend under the Pavillion.

9. Operations, Motions & Resolutions at a Glance:

- Josh Ingram updates the Board of Directors on the Community Development Roundtable.
- Board of Directors Nominee information has been collected in preparations for Board Elections,, Josh Ingram reminds The Directors of an onboarding webinar tomorrow June, 14th at 11:30AM.
- Frank Gaccione asks how we could operate a system of transportation, from The Cruise Ships to Our Downtown Core such as a shuttle bus.
- Josh Ingram is unsure how to staff and execute this, in this year.
- Rory Ring states it is in our strategic plan to execute a trolley system.
- Josh Ingram has a meeting regarding The Trolley , July 19th.
- Tamar Tucker mentions that if it is lucrative, Businesses may be willing to cost-share.
- Paul Scornaienchi states that the passengers of these ships have a fixed schedule, in which some destinations are already on Queen Street.
- Joseph Bisgelia mentions that Hollywood Limousine has previously made a proposal to operate a shuttle under their licensing.

- Kristi Cistaro asks if the Roger Brooks Presentation video will be available to view again? Josh Ingram informs The Board of Directors, that as soon as the video is available the office will make it available to the membership, and there will be another viewing hosted.

10. Destination Development Association Debrief:

- Paul Scornaienchi directs the Board of Directors in a Debrief on The Destination Development Presentation with Roger Brooks. They discuss what direction to move so the suggestions & recommendations given align with the Strategic Plan.
- The Board of Directors have a round table discussion of their personal take-a-ways from this presentation.
- Signage, First Impressions, Beautification, Views through the eyes of a Tourist, Parking,
- Kristi Citaro believes having these discussions, and executing some of the smaller tasks will create momentum with larger stake holders to handle bigger issues like signage and two-way streets.
- Josh Ingram mentions Downtown Community Development Working Group, has its first meeting Wednesday Night- They will be reviewing our downtown top 5 recommendations, The Downtown Association Strategic Plan top 5 critical Path, & Roger Brooks top 5 recommendations, hoping to have projects aligned by October of this year.
- Rory Ring believes that this presentation will help to mobilize actions, and he is seeing actions.
- Rory Ring believes we should focus on the top 10% of our downtown, as they will help to influence the remaining percentile.
- Grace Tridico suggests purchasing blade sign hardware and flowerpots and foliage for all members as a small investment from The Downtown Association.
- Josh Ingram states that there will be a Beautification subcommittee meeting to come.
- Josh Ingram discussed with The City of Sault Ste. Marie that if it was noted that anyone being proactive after this presentation **EXAMPLE:** bladesigns, planters. To not discourage them from continuing, but to contact The Downtown Association Office to ensure procedure is followed.
- Josh Ingram mentions you require a licence to occupy to have a bench and flower pots outside of your business.
- Grace Tridico offers to use her property as a pilot project, willing to purchase her tenant the furnishings.
- Josh Ingram mentions the Licence to Occupy is too short of a time period 12 days.

- Josh Ingram says we require documentation augmented to extend the time period, and lower the required insurance from 5 million dollars to 2 million dollars.
- Paul Scornaienchi mentions one of the largest takeaways from this presentation was to “Be Nice” and eliminate negative signage, and perceptions in The Downtown
- Paul Scornaienchi believes that The City of Sault Ste. Marie Staff was engaged and the message was well received.
- Paul Scornaienchi mentions that Steve Turco has mentioned some of Roger Brooks suggestions previously.
- Paul Scornaienchi had reservations after the meeting regarding the membership moving forward with implementing beautification such as flowerpots & seating without prior City of Sault Ste. Marie Approval.
- Tamar Turner of Tamar’s Trends expresses that she received some pushback regarding the flowerpots outside of her flower business.
- Josh Ingram had many conversations with different departments of The City of Sault Ste. Marie after the Roger Brooks Presentation, and it was received mostly as positive.
- Paul Scornaienchi believes 5 million dollar insurance liability for blade signs,patios & beautification is too much, and not accessible to all.
- Paul Scornaienchi would like to see The Downtown Association Board of Directors
- The City of Sault Ste. Marie received funds to make improvements to downtown, Paul Scornaienchi believes it is time The Downtown Association ask for those funds.
- The Board of Directors discuss a downtown Plaza and potential location.
- Paul Scornaienchi believes we have to set the foundation for our downtown, before we can find “Our Brand”.
- A Trajectory Report from The City of Sault Ste. Marie, will also be released soon.
- Kristi Cistaro states that businesses in Heritage Square proposed a Pilot Program in which hours would be extended Thursdays until 8pm.
- Rory Ring suggests the formation of an Elections Advocacy Committee to develop a platform.
- Joseph Bisceglia expresses concerns of getting involved politically in this form, ad he would not want it to effect The Downtown Association negatively.

Motion: To establish an Advocacy Committee.

Rory Ring **Seconded:** Grace Tridico

All in Favor. None Opposed.

- Rory Ring & Grace Tridico volunteer to sit on the new Advocacy Committee.
- Grace Tridico believes The Board of Directors can begin to start advocacy for removing red tape by engaging Board of Director Ozzie Grandinetti to bring resolutions to City Council.
- Grace Tridico suggests a motion to release funds to purchase bracket sign hardware and flowerpots.
- Josh Ingram mentions that it would be the responsibility of the Beautification Subcommittee to put forth that motion, as well as the Subcommittee has been waiting to meet until after the Roger Brooks Presentation was completed.
- Frank gaccione expresses that research and quoting would be required before moving forward.
- Josh Ingram and the Community Development Round table will be prioritizing the top 5 items.
- The Committee will be reviewing items to propose for the 2019 budget, this must be completed by October.
- By the 1st Quarter of 2019, they hope to have established an plan for NOHFC

Motion to Adjourn:

Joseph Bisceglia **Seconded:** Rory Ring

All in Favor. None Opposed.