

# Meeting Agenda



## City of Guelph

### Downtown Advisory Committee (DAC)

February 21, 2019

City Hall, Meeting Room B

From 3:00 to 5:00 p.m.

Meeting Chair: Doug Minett

Garrett Duval, Paul G.R Smith, Paul Magahay, Jane Wielhorski, Alastair McCluskey, David Newcombe, David Durbin, Doug Minett, Dorothe Fair, Chuck Castillo, Alicia Karn, Rino Dal Bello

## Agenda Items

### Item 1, DGBA updates

- Changes occurring at the DGBA (Marty and Doug)

Aim to provide background information for further contributions from the DGBA and input on where the DAC committee should grow in order to best match the efforts of the DGBA

Appointed by Council after the DGBA membership (people who pay into the BIA levy), DGBA made decision to be more involved at the root planning level rather than responding at the end, forming four distinct groups in order to spread the load and have a larger voice, with a need to understand both the clients and service providers

**Parking committee;** working with Parking dept, Traffic services & Enforcement, Doug Minnet as Chair

**Infrastructure committee;** responsible for identifying things coming down the pipeline, and looking at the program for Baker or projects that aren't fully determined yet (eg. Conestoga, YMCA institutions), one DGBA member to sit on Baker district steering committee

**Safe Streets committee;** public safety, feeling & perception of safety (includes increased Police presence), DGBA rep from Cooperators as Chair

**Communications committee;** internal DGBA committee, working with Tourism and other City departments, Ian Panabaker as Chair

## **Item 2, Downtown Advisory Committee**

Purpose and function from the member's perspective

What made you want to join the group?

Dorothe; been in Guelph since '73, very comfortable downtown, president of 2,700 seniors aged 55+, interest has always been in the Safe Streets with a desire to get more senior participation in the DT

Paul Smith; concerned with the vitality of the DT, felt it was always in question in terms of an environmental and planning background, interested in Safe Streets, retail diversification and functionality, thinks that DAC should be the group to oversee the downtown plans/transformation, feels DAC is the outside body that provides the input, feels the consultants are a bit amateur, cause for concern

Paul M – confused as to the overlap of DAC and DGBA, interested in Guelph increasing tourist component, wants to work with business focused roadblocks, feels the business component downtown is lacking, interested in taking advantage of the DT art entertainment and family component

Alastair – focus on Marketing, Communications and Branding, specific interest in Guelph branding; what does the DT want to be? What does it stand for? Why do people come? What are the communication vehicles for information regarding the DT, feels there is no comprehensive guide for what's happening

David N – participating in hopes that this committee doesn't meet once to chat, wants to be part of something that has an immeasurable impact, feels DAC voices should be utilized to take action, thinks infrastructure is crumbling and there are many little things that could be easily cleaned up that aren't (eg. waste removal), feels everything moving forward consists of 'grand schemes' when much simpler, less time consuming, things could be executed in the meantime

David D – has issues with DT and passions for it, former resident of Toronto not concerned with safety of DT, feels committee members have different priorities and ideals for solving DT issues, focus on Old Quebec street mall retail

Garrett D – Reemphasis on the point of the voice of DAC and its weight and function

Chuck C – Feels the need to focus on individual topics in order to be most effective, feels opportunities to revitalize downtown arising with streetscape manuals, major concern with parking issues downtown

## **Item 3, Motion**

**MOTION** put forth by Paul S. that the chair of the DAC committee to discuss with the mayor DAC's involvement with the Baker Street process and that it becomes a regular item on the DAC agenda (Dorothe seconds the motion)

**DISCUSSION**; either have representation on steering committee or provide regular representations to the steering committee (make a report to the group about DAC feedback), proposal of a seat at the table of the steering committee, similar to that of the DGBA seat, Doug proposes that the spokesperson is someone other than him

**AMENDMENT:** Chair of DAC committee requests committee representation on the Baker District steering committee and that a report from the representative on the Baker district steering committee be a regular item on the DAC agenda (Dorothe Seconds amendment) **unanimous vote in favor**

#### **Item 4, Discussion of the Downtown Secondary Plan**

pushing to March meeting agenda as Item #1, Item #2 to be priorities for discussion

#### **Item 5, Downtown Wayfinding signs**

- Revised wayfinding signs being prepared for the Downtown
- DAC feedback

Poster in downtown for location guidance, marketing materials for places and things to do, 3 locations are market square, Civic Museum and St. George's square, put out last year for 1<sup>st</sup> time, looking for DAC feedback as to more details/information, possibility that stores be listed based on seniority

Suggestions; inclusion of parking lots, walking trails, needs to be enough on it to make it interesting, access to water, Heffernan street bridge, using word 'pavillion' not very informative, Guelph farmer's market hours to be indicated, basilica should be on the list, every retailer could hashtag and website to be updated with retailers, a lot of pictures and colors but little to no information, different retailer lists based on location of wayfinding sign, the barcode should be a directory, comparative to mall directory, entire sign could be a map (pictures take up too much space), cartoons to have more definition, could be located in St. George's square three sided display unit, wayfinding kiosks to be intermingled with safety issues (alike to UofG), possible dining guide

Rino trying to get electronic wayfinding; committee to help champion funds for electronic reference

Dorothe mentions lack of public washrooms

#### **Action Items,**

Doug Minnet to share DGBA Workplan with DAC members

Doug Minnet to proceed with Motion

Rino Dal Bello to make Downtown Secondary Plan Agenda Item #1 and Priorities for Discussion agenda item #2 for next DAC meeting

#### **Next Meeting:**

March 21, 2019

3:00 – 5:00 p.m.