

# MEETING MINUTES



**MEETING**      **Downtown Advisory Council Meeting**

**DATE**            June 18, 2015

**LOCATION**        Meeting Room A

**TIME**             3:00 – 5:00pm

**PRESENT**        Dan Atkins, Henrietta Coole, Emily Ferguson, Ken Hammill, Amy Kendall, Steve Kraft, Tom Lammer, John Leacock, Will MacTaggart, Courtney Miller, Doug Minett, Dawn Owen, Ian Panabaker, Marty Williams

**REGRETS**        Len Kahn, Kristel Manes, Kithio Mwanzia, Don O’Leary

## DISCUSSION ITEMS

<b>ITEM #</b>	<b>DESCRIPTION</b>
<b>1</b>	<b>Welcome</b> New members were welcomed to the Committee. Amy Kendall will be taking place of Barbara Kelly for the duration of the current term.
<b>2</b>	<b>Items of Pecuniary Interest</b> No items of pecuniary interest
<b>3</b>	<b>Approval of Agenda &amp; Minutes</b> Moved by Ken Hammill Seconded by Will MacTaggart
<b>4.1</b>	<b>Reviving the overall Downtown Investment/Implementation Strategy</b> In light of the beginning discussions on structure of 2016 operating budget, the Executive Team has asked how we bring investment back to Council and start to talk about the economic benefits of these investments. There is a lot of work that DAC did last year that can be elaborate on the economic focus of downtown investment and can brought back for discussion in the fall. Along with a higher-level view of funding infrastructure gaps, DAC agreed it would be useful to provide a breakdown of public and private investments, as well as a reminder of the municipality’s success in delivering intensification. Ian gave an example of a municipal investment document which summarized end results of a 10 year investment strategy. DAC members agreed it would be useful to circulate this summary to the Committee.  Throughout the summer, Conestoga will be discussing expansion options in light of their current capacity for programs that are demonstrating need. Marty noted that Guelph is an underserviced

	<p>area for college offerings, and this should be communicated. DAC discussed that it would be interesting to see how a mixed-use facility would fair within the downtown Guelph environment, as well as the potential to build grass roots constituency around the value of downtown.</p> <p>Will highlighted the contract in type of investment between downtown and Yorklands. DAC members discussed the potential for creative interactions between school boards and post-secondary institutions to attract partnering interests. All agreed that next steps include a way to re-package this intent in tangible way for Council and the community.</p>
4.2	<p><b>Parking Update</b></p> <p>The agenda is being drafted for the July 14 Council Workshop including a discussion on why parking is foundational for downtown/city development, city engagement, and a workshop to create a city engagement survey. The information session is to be educational, to discuss economic development implications of the parking master plan, and to allow Council to have a working discussion prior to receiving the report in the fall. The workshop is to grow the understanding of questions to be asked to sectors; all DAC members agreed that behavioural questions will be an important aspect to the survey. Henrietta will finalize and distribute a 2-page parking brief to be used as information for Council and to include in an information package for distribution to the press in the event media are present at the workshop.</p>
4.3	<p><b>Tactical/Wayfinding Update</b></p> <p>Updated DAC members that wayfinding signage will be live on June 24, the day before unveiling of John McCrae memorial, and will be accessible for visual impaired population. Updated DAC on the Macdonell island, which is generating attraction by pedestrians and social media.</p>
4.4	<p><b>Communications Update</b></p> <p>The July 14 Council Workshop will be announced on the city website. In the event that media representatives attend, they will be integrated in the workshop along with other members of the public. DAC will have an information package to distribute.</p> <p>All agreed that given the positive response to the 1-page parking brief, a brief on Baker Street will be created.</p> <p>The Committee previewed the Enterprise Framework microsite, which can be used as a base platform for DAC. The microsite will be linked from Guelph.ca as an updated DRO site, and have capability to build in updatable components for news and events with a link to social media; DAC will be able to establish a social media presence. The Committee discussed the possibilities of building momentum on pilot/experiment projects happening and redirection from existing space. This will be supported by DAC members. Once the microsite content is updated, Courtney will meet with Communications Committee for an update on timing of the site going live. For each meeting going forward, an agenda item will be added to deal with communications matters and social media updates.</p> <p>Updated on the minor activation grant and the strong pool of applicants this year. DAC members discussed sources of funding and leverage opportunities with proposed applications.</p>

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	<b>Next meeting – Thursday, July 16, 2015 at 3:00pm</b>
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**ACTION ITEMS**

<b>ITEM #</b>	<b>ASSIGNED TO</b>	<b>DUE DATE</b>	<b>DESCRIPTION</b>
<b>1</b>	Emily		Identify and circulate key links as suggested background reading for new Committee members

DRAFT