

MEETING MINUTES



MEETING **Downtown Advisory Committee Meeting**

DATE October 19, 2017

LOCATION City Hall Meeting Room A

TIME 3:00 – 5:00pm

PRESENT Dan Atkins, Ken Hammill, Steve Kraft, Ian Panabaker, Tom Lammer John Leacock, Sarah Mau, Will MacTaggart, Don O’Leary, Paul Osborne, Kate Wagler (Recording), Doug Minett, Marty Williams, , Jane Wielhorski

REGRETS Dorothe Fair, Len Kahn, Alastair McCluskey

GUESTS Tyson McMann, Doug McMillian, Diane Cvetich, Jamie Zettle

DISCUSSION ITEMS

| ITEM # | DESCRIPTION |
|--------|---|
| 1 | <p>Welcome</p> <p>A welcome to the group.</p> |
| 2 | <p>Items of Pecuniary Interest</p> <p>No items of pecuniary interest.</p> |
| 3 | <p>Approval of Agenda</p> <p>Approval of October 16 agenda.</p> |
| 4 | <p>Discussion Items</p> <p>a) Introduction to updating ‘Downtown Now’ messaging and integrating into Business Development and Enterprise (BDE) messaging & website update project</p> <p>Doug MacMillan from The Letter M Marketing led the committee through a discussion about key messages and narratives to support the Economic Development department’s communications strategy and re-structured website content. Goals are to better align the Downtown ‘story’ with broader department messages, be less downtown-centric and more focused on the value of Downtown to the broader community.</p> <p>It was agreed that a more clear understanding of the target audiences would allow for more precision in the messages and what we’re trying to say.</p> <p>There was general consensus that moving forward, we are no longer “revitalizing” or “gentrifying” Downtown, but building a vibrant urban hub; and, that a strong</p> |

emphasis should be on the "crown jewel" of Downtown, the Baker District – the vision, process and community benefit. It was also agreed that with an upcoming election, candidates should be equipped with key messages and talking points about Downtown and, specifically, Baker District.

The Letter M will continue its research, including reviewing DAC's recent position paper on Baker District, and will report back through staff at a future meeting.

b) Downtown Community Improvement Plan Update – Status & Dates

- Targeting the December 11th Council Planning meeting to introduce program recommendations for the Downtown CIP in coordination with the Brownfield CIP update; decision to follow in February 2018
- Need to provide a 5 year review of what has happened with the CIP program and the recommendations for 2018-2022
- Significant performance change – downtown is trending higher than any other area in the City of Guelph leading to questions of the role of incentives going forward, at least for the residential market.
- Appreciate feedback from group of how we would position market housing given the price per foot is close to the market viability
- DAC to participate in 2 hour work session in early November

c) 2018 Capital Budget Update & Delegation Dates

- Proposed Capital budget available online
- Baker Street, 200 Beverley and Fountain Street all receiving funding in 2018 getting
- Dates
 - Capital: October 26th delegation; November 2nd approval
 - Operating: November 22nd delegation; December 5th approval
- Agreement for DAC not to delegate for capital budget; best play would be to support the Library Business Case

d) Parking Master Plan Update

Introduction of Program Manager, Parking

- Welcome to Jamie Zettle, Program Manager, Parking who joined the City in early September. Long term goals include new parking facilities, Wilson Street parkade and paid parking.

Wilson Parkade status

- Key dates: Site plan is currently in third review; shovels in ground February 2018; Wilson Street Reopening Ribbon cutting November 18; South end of Wilson will close again in January 2018

West Parkade Repairs

- First phase (levels 5 and 6) is almost complete and will re-open on December 1, 2017
- Construction on levels 2, 3 and 4 will begin in April 2018 and traffic will be redirected (parkade will not be closed)

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| | <ul style="list-style-type: none"> Repairs to be completed by end of July 2018 <p>East Parkade Repairs</p> <ul style="list-style-type: none"> No closures are expected through the repairs Some patching work to be completed, but not of the same magnitude as the West Parkade <p>e) Baker RFP Update</p> <ul style="list-style-type: none"> Direction to go to market was received from Council on July 17 Martin Jewitt, BDE Project Manager, has starting to draft the Tier 1 Project Structure Library went to council in September to communicate that the Business Case will be presented on February 13 November - round of pre-qualifications for Baker Street mixed use will go out Still discussing internally, but hopeful to have a RFQ by end of 2017 <p>f) Strategic Planning Retreat – Plans for off-site session (RiverRun?) to review strategic directions of DAC and Downtown Implementation</p> <ul style="list-style-type: none"> Opportunity to talk about core principles, engagement opportunities, brainstorm a strategic vision, assist with succession planning and knowledge transfer to new members Potential to have it structured as a facilitated session that includes other staff and Councillors Aim for 4 hours in January 2018 |
| 5 | <p>Adjournment.</p> <p>Meeting adjourned by consensus.</p> |
| | <p>Next meeting – Thursday, November 16</p> |

ACTION ITEMS

| ITEM # | ASSIGNED TO | DUE DATE | DESCRIPTION |
|----------|-------------|--------------|---|
| 1 | Kate | Immediate | Schedule a DAC CIP Working Session in early November |
| 2 | Kate | November 16 | Invite Martin Jewitt to November DAC meeting |
| 3 | Doug | Immediate | Draft a formal request to Jamie Zettle and Kealy Dedman requesting that Bylaw complete a one week full enforcement of parking in the downtown area. |
| 4 | Ian | January 2018 | Explore facilitator and location options for retreat |