

- ADDENDUM -

**- Corporate Administration, Finance
& Emergency Services Committee -**

Council Chambers

- July 11, 2011 -

Items for Direction of Committee

CAFES-2011 B.1 Councillor Furfaro's Notice of Motion

July 11, 2011

Mr. Ian Panabaker
Corporate Manager
Downtown Renewal

Dear Mr. Panabaker:

At a meeting of Guelph City Council held July 4, 2011, the following resolution was adopted:

“WHEREAS Market Square is nearing completion and the area is starting to look ahead at promotional and marketing opportunities;

AND WHEREAS City Hall would like to recognise and thank our neighbours on Carden, Wilson and Wyndham (between Carden and MacDonnell) for their patience through this unprecedented period of construction;

BE IT RESOLVED THAT Staff develop and provide options to Council for promoting the Market Square area, the options to include potential programs, initiatives and partnerships with our neighbours, and that the program use \$175,000 as a guideline budget limit.

AND THAT this request be referred to the CAFES Committee with a direction that Staff bring these options back for review by Council in September 2011 taking into consideration:

- differentiation and weighting of businesses
- if the funding can be found in the current budget
- highlighting if any of the delays were beyond the City’s control.”

Yours truly,



Tina Agnello
Acting City Clerk

*js
c. Ms. S. Aram

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