

**THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH  
DOWNTOWN REVITALIZATION COMMITTEE MEETING AGENDA  
WEDNESDAY, JANUARY 23RD, 2019 @ 7:00 PM  
ARTHUR COMMUNITY CENTRE – LOWER HALL**

**ARTHUR DOWNTOWN REVITALIZATION COMMITTEE ADVISORY COMMITTEE AGENDA**

	<b>PAGE NUMBER</b>
<b>CALLING TO ORDER</b>	
<b>ADOPTION OF AGENDA</b>	
<b>DISCLOSURE OF PECUNIARY INTEREST</b>	
<b>MINUTES OF PREVIOUS MEETING</b>	
• August 28, 2018 – received by Council September 24, 2018	001
<b>ITEMS FOR CONSIDERATION</b>	
1. Terms of Reference for discussion and approval	005
2. 20 Ingredients of an outstanding downtown	008
3. Top five priorities for our downtown	009
4. Next Steps	
<b>OTHER BUSINESS</b>	
<b>NEXT MEETING</b>	
<b>ADJOURNMENT</b>	

**MEETING MINUTES DOWNTOWN REVITALIZATION TUESDAY AUGUST 28<sup>TH</sup>**

<b><u>ATTENDEES:</u></b>	David Sharpe James Coffey Steven Kozinets Bill Clarke Mayor Lennox	David Ford Caroline Paquet James Craig Councilor Hern CAO Mike Givens	Tish Green Peter Mohr Dan McCallum Councilor Yake EDO Dale Small	Bill Nelson Brian Plume Jamie McKinnon Councilor McCabe
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<b><u>REGRETS:</u></b>	Paula Coffey Murray Townsend	Corey Bilton John Schmidt	Alicia Frey Councillor Burke	Laurie Morris Gord Blyth
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<b><u>ABSENT:</u></b>	Fran Turnbull Ruth MacDonald	Joe Walsh	Mitch Keirstead	Sharon Wenger
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**6:00 – 6:10 Light Dinner, Mayor Lennox welcome and set the stage/focus on partnership**

- Business Owner, Building Owner, Chamber and Municipal Government all in this together
- Emphasize how important our Downtown's are and the need for us all to make them a priority

**6:10 – 6:20 Councilor Hern stress the importance of our Downtowns and intro to Roger Brooks**

- Roger Brooks December secret shopping visit and report
- Fergus event of August 31<sup>st</sup> & "20 Ingredients of an Outstanding Downtown"

**6:20 – 7:00 EDO Dale Small**

- OMAFRA provided \$48,185.29 in Main Street Revitalization funding and this was topped up to \$60,000 by Wellington North. Funding to be invested in revitalization activities that will support small businesses through activities undertaken to revitalize main streets and funds must be spent by March 31<sup>st</sup>, 2020
- 20 Ingredients of an Outstanding Downtown requires a strong partnership between property owners, business owners and the Township/Chamber. Successful Downtowns score well in at least 70% of these ingredients. How many do we score well in Arthur and Mount Forest? Due to time constraints we were only able to watch the first video however the others are available upon request.

- **Property Owner Focus (Ingredients 1 – 8)**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>▪ Razor Sharp Focus:</li> <li>▪ The Action Plan:</li> <li>▪ Critical Mass:</li> <li>▪ Anchor Tenants:</li> <li>▪ Consistent Hours:</li> <li>▪ Living downtown:</li> <li>▪ Pioneers with vision:</li> <li>▪ Just one block:</li> </ul> | <ul style="list-style-type: none"> <li>Nearly all began with a Plan</li> <li>Have a plan &amp; Have buy-in</li> <li>Orchestrated recruitment</li> <li>Focus on and promote</li> <li>Same times for all businesses</li> <li>Promote &amp; encourage downtown housing</li> <li>Pioneers with Patient Money!!</li> <li>Start with one block/demonstration project</li> </ul> |
|--|---|

- **Public Sector Focus (Ingredients 9 – 15)**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>▪ Parking:</li> <li>▪ Public Restrooms:</li> <li>▪ Programmed Plaza's:</li> <li>▪ Community Gateways:</li> <li>▪ Wayfinding System:</li> <li>▪ Downtown Gateways:</li> <li>▪ An intimate setting:</li> </ul> | <ul style="list-style-type: none"> <li>Solve the parking dilemma</li> <li>Need them in your downtown</li> <li>Development of a programmed gathering place</li> <li>Create a good first impression</li> <li>Design &amp; install a wayfinding system</li> <li>District gateways for good impressions</li> <li>A two lane Main Street</li> </ul> |
|---|--|

- **Business Focus (Ingredients 16 – 20)**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>▪ Blade Signs:</li> <li>▪ Sidewalk café dining:</li> <li>▪ Curb appeal:</li> </ul> | <ul style="list-style-type: none"> <li>20/20 signage equals \$\$\$</li> <li>Outdoor dining &amp; potential in parking spaces</li> <li>Invest in retail beautification</li> </ul> |
|---|--|

- Constant Activity: No down time/always something planned going on
- Give Downtown a Name: Create a slogan

## 7:00 – 7:45 BREAKOUT GROUPS

The participants were then designated to either an Arthur or Mount Forest breakout group to discuss and report back on the following

- WHAT SHOULD THE PRIORITIES BE FOR OUR DOWNTOWNS?
- IN THE SHORT TERM HOW CAN WE BEST UTILIZE OUR \$60,000?
- SHOULD WE ESTABLISH DOWNTOWN REVITALIZATION COMMITTEE(S)

The groups then spent the next 45 minutes discussing opportunities and provided their input as follows:

### NOTES FROM ARTHUR DOWNTOWN TEAM

**Arthur Team overview provided by Jamie McKinnon.** Other team members included, Tish Green, James Coffey, Caroline Paquet, Steve Kozinets, James Craig, Councillor Hern, councillor McCabe

*Branding - Though we have a strong start with being Canada's Most Patriotic Village - there was concern over this becoming static*

- We need a brand that instills growth and a progressive future
- Patriotic is an experience
- Rich is history .....
- Want a brand that means a place to stay and participate
  - To promote growth all around

*In order to do this - we need to make ppl want to come down town*

- To feel secure and improve the image of downtown
- Want families to walk and bike downtown
- Need to feel sense of security

Need to improve lighting  
Add vegetation

*Have Patriotic Visual themes*

Such as the Banners they hung for Remembrance day

*Consistent hours*

Potential to use \$ to offset expense of later hours

**Can we use incentives to help owners participate in the esthetics of the store fronts**

Add a consistent look with Blade signs

**Need events small events to bring ppl downtown**

- Is the opportunities with POP UP shops to bring ppl downtown
  - Pop up concerts or activities
  - Potential to use vacant lots (also a way to advertise the space)

**Ideas for Growth**

A professional video of what Arthur has to offer with the potential for Business owners to tag on the end and use to Promote the town and their business

Mount Forest has Firework Festival, Fergus has Scottish Festival, Elora now has Riverfest, Arthur needs an event?

**Concerns**

Concerns with Free Wi-Fi is the cost worth the issues that may occur  
Changing parking doesn't seem to be a current constraint for Arthur downtown

### **NOTES FROM MOUNT FOREST DOWNTOWN REVITALIZATION TEAM**

**Mount Forest Team overview provided by Peter Mohr Shoetopia.** Other team members included, David Sharpe, David Ford, Bill Nelson, Brian Plume, Dan McCallum, Bill Clarke, Councillor Yake

**Happy High and Healthy** is an issue – particularly the word **High**. It starts from there – we need to get our slogan right and what we want the town to be known as. People make fun of the slogan, it is outdated – particularly now that certain drug will be legal soon – is this what we want to promote as we drive into our town? The idea that Healthy and Happy were still ok was brought up – some felt it too vague. Discussion on the Healthy part ensued – promoting the trails, healthy lifestyle, good living etc.

Tourism – Pike lake, campgrounds, Fresh water....Make them think about the place to stop on your journey – we are a natural stopping point for people that are travelling up and down Highway 6 – let's build on that

Pay to paint buildings that look ragged – come up with a colour scheme that coincides with our new slogan and plan Create a block that is catering to fashion and like-minded retailers, create a block that is more food oriented, create a block that is more housewares etc. – the 10-10-10 idea is important of bunching like businesses

Healthy community – retail, retreat, good hospital

Promote the experience of downtown – Advertising paid for by the fund to be open on the off hours – highlighting that we are open nights and Sundays – maybe a billboard highlighting the business open during these hours

Pay to have the windows covered in opaque film with the idea of branding to our new slogan – tie in the facts – when people are walking downtown they are looking at the windows that tell the story of our town (not the empty paint cans, dirty messes etc. that are inside) – even if we can get a few building owners on board, we felt that the rest would want to do it once a few of them did. We would need to have the ability for the potential renters to see out (perforated film) – maybe even have one of the windows outline the details of the space for lease (could be cosponsored by the realtor – space is 1000 sq. ft., 9-foot ceilings, etc.

Information Tourism – use the empty spaces as advertising for our community and the benefits of living and owning a business here.

Idea of adding extra seating (benches) was talked about, and the worry of vagrants occupying them was an issue. Out of time....

#### **7:45 – 8:00 WRAP-UP AND NEXT STEPS**

- Each team took some time and reported back to the larger group and there was general consensus that this was a very good first step and that we all, Building Owners, Business Owners, BIA, Chambers and Municipal Government need to work together and prioritize Downtown Revitalization as a key priority for the coming years.
- General consensus to establish two Downtown Revitalization Committees to guide the spending and to focus on the key priorities moving forward with a Report and recommendations to go to Wellington North council on September 24<sup>th</sup>
- Mayor Lennox thanked everyone for coming, once again talked about the importance of our Downtowns and the need for us to all make them a priority. He also stressed the need for us all to work together with our revitalization efforts over the coming years.
- The meeting ended at 8:00pm

## **Terms of Reference : Arthur Downtown Revitalization Committee & Mount Forest Downtown Revitalization Committee**

### **Downtown Vision Statement:**

The heart and soul of our community – besides our people – is our downtowns. As a community our downtowns are critical to our overall success and we believe that the health of our downtown shows the health of our overall community.

**Role/Purpose:** The Arthur and Mount Forest Downtown Revitalization Committees will serve as an advisory body to Council:

- Providing advice, information and recommendations on matters related to our Downtowns, including policy development, community partnerships, programming, and capital matters referred to the Committee by Council from time to time;
- In partnership with our local Chambers of Commerce actively promote, encourage and support the use of our downtowns and provide recommendations to council for the effective use of the Main Street Revitalization Funding received from the Ministry of Agriculture Food and Rural Affairs.
- Provide a forum for downtown businesses to raise concerns or ideas regarding our downtowns, as well as actively engage community groups in advocacy, coordination and collaborations;
- Advise the Council of issues/concerns raised by the community, business leaders or staff that may affect the overall success of our downtowns.
- Work collaboratively with the other Downtown Revitalization Committee and establish sub-committees where necessary to address project-specific items; and
- Report annually to Council on their accomplishments and future work plans.

**Term:** This Terms of Reference is effective for the duration of the term of Council, from December 2018 to December 2022.

**Committee composition:** On December 3rd, 2018 Wellington North council approved the following representation on the committees:

- Three (3) Township of Wellington North Council representatives
- Twelve (12) public representatives (appointed by Council):
  - 3 representing community members
  - 3 representing business owners
  - 3 representing building owners
  - 3 representing the local chamber of commerce
- Three (3) municipal staff representatives (non-voting)

Other Township staff may be asked to attend meetings as needed to support discussion/decision making.

Additional representatives may be invited to join the Downtown Revitalization Committee or attend specific meetings as an expert resource. The Downtown Revitalization Committee may establish other sub-groups as necessary.

The Committee will appoint from its members a chair person to chair the meetings of the Committee and a secretary to record the actions of the Committee.

Quorum for meetings is 50% of the membership plus one.

**Duration of Service:** The members of the Downtown Revitalization Committee will serve for an initial term of two years and, before that term is over, the Committee will review and propose any appropriate amendments in its mandate and membership. Committee membership terms may be extended by an additional two-years. Efforts will be made to ensure ongoing continuity of Committee membership into the future.

**Individual Roles of Committee Members:** Committee members will represent the greater community, as opposed to representing their respective businesses, organizations or interests. Individual Committee members will:

- Regularly attend Downtown Revitalization Committee meetings
- Participate fully in the exchange of information and identification of issues of relevance to participants
- Consider ideas and issues raised and provide strategic guidance and input
- Consider organizational implications and impacts of issues under consideration
- Understand the strategic implications and outcomes of initiatives being pursued
- Provide resources to the work of the group as necessary and appropriate (i.e., time, expertise, and information)
- Seek input from, and relay information to respective partners
- Be genuinely interested in the initiatives and the outcomes being pursued

The success of the Downtown Revitalization Committee in achieving the noted objectives will be through partnership and collaboration.

**Authority:** The Committee shall serve as an advisory body to Council, making recommendations to the Council of the Township of Wellington North on options regarding Downtown Revitalization and the utilization of Main Street Revitalization funding.

**Budget:** \$58,185.29 in funding has been allocated for 2019 to support Downtown revitalization initiatives. All Committee members are volunteer and will receive no remuneration for their time, outside of municipal employees.

**Reporting:** The Committee shall report directly to Council under the signature of the Chair or designate and reports and communications are directed to Council through the Economic Development Officer (EDO) or designate. The Committee may appear before Council as a delegation to present their final recommendation.

**Meetings:** The Downtown Revitalization Committee will meet bi monthly, on the 4<sup>th</sup> Wednesday/Thursday from 7:00pm – 9:00pm as follows:

<b>Arthur Meeting Dates</b>	<b>Mount Forest Meeting Dates</b>
Wednesday January 23 <sup>rd</sup>	Thursday January 24 <sup>th</sup>
Wednesday March 27 <sup>th</sup>	Thursday March 28 <sup>th</sup>
Wednesday May 22 <sup>nd</sup>	Thursday May 23 <sup>rd</sup>
Wednesday July 24 <sup>th</sup>	Thursday July 25 <sup>th</sup>
Wednesday Sept 25 <sup>th</sup>	Thursday Sept 26 <sup>th</sup>
Wednesday Nov 27 <sup>th</sup>	Thursday Nov 28 <sup>th</sup>

Agendas will be posted online and sent to all committee members at least one week prior to the meeting date

Minutes will be posted online and will be sent to all committee members

**Guiding Principles:** These guiding principles have been established by the Downtown Revitalization Committees to articulate the core beliefs, values and overall direction that the community and Township of Wellington North should strive to achieve over time.

1. ***Downtowns are the future*** – they are one of the most important considerations for the success of our community and we need to plan for the long term as success doesn't happen overnight, but rather as a result of a variety of projects and initiatives over time.
2. ***Working Together to Achieve Shared Goals*** – Downtown Revitalization must be community driven and to be successful we must engage and support our building owners, business owners and the community in the coordinated delivery of initiatives that will enhance our downtowns.
3. ***Be strategic to avoid projects that take a lot of energy but have limited impact*** – It takes a whole community to win and in order to begin we must start with a short-term and long-term plan.
4. ***Beautification is important*** – and curb appeal may generate some first-time sales, but it will not “fix” our downtowns. It's what's inside the building that is the most important.
5. ***Business Mix is important*** - A critical mass of like businesses will help our downtowns be more successful. At the same time, we need to promote our anchor tenants and strive towards consistent business hours.
6. ***Downtown should be a place to go after work and on weekends.*** We need to create constant activity in our downtowns in order to bring our downtowns to life. We need places for people to go and we need to be open for business after work and on weekends.

# The 20 Ingredients of an Outstanding Downtown



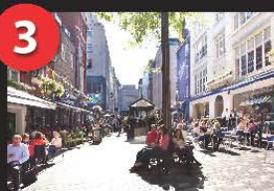
1

**Razor sharp focus**  
 Food, art, entertainment, antiques, wine, nightlife...



2

**The Action Plan**  
 Your to-do list from A to Z. It takes a whole community to win.



3

**Critical mass**  
 10 eateries, 10 retail shops, 10 open after 6, in three blocks.



4

**Anchor tenants**  
 Shops, restaurants, activities people will travel for.



5

**Consistent hours**  
 Businesses open common days and hours.



6

**Living, staying downtown**  
 Condos, loft apartments, hotels, and inns.



7

**Pioneers with vision**  
 And patient money, who take the chance and make the investment.



8

**Just one block**  
 Concentrate on creating one awesome block. Your demonstration project.



9

**Four hour parking**  
 Better yet, all-day parking within two blocks.



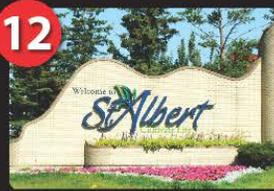
10

**Public restrooms**  
 Relieved shoppers and visitors spend more. Open after 5:00!



11

**A Programmed Plaza**  
 250 days of activity a year. Retailers will follow - in droves.



12

**Community gateways**  
 First impressions are critical. Add directions to downtown.



13

**Wayfinding system**  
 Vehicular & pedestrian wayfinding, pole banners, visitor info kiosks.



14

**Downtown gateways**  
 Create a sense of place and sense of arrival. You're here!



15

**An Intimate setting**  
 Just one traffic lane each direction and crosswalks every half block.



16

**Blade signs**  
 Retail signs perpendicular to traffic. Consistent height and width.



17

**Sidewalk cafe dining**  
 Beautification, umbrellas, lighting = incredible ambiance.



18

**Curb appeal**  
 70% of first-time sales come from curb appeal. Beautification pays!



19

**Constant activity**  
 Activities and entertainment. Bring downtown to life!



20

**Give downtown a name**  
 A name makes it a destination, not a geographic designation.



### Top 5 Priorities for our Downtowns

- At our committee meeting the primary focus will be trying to come to consensus on next steps in terms of the top 5 priorities for our Downtowns. To start the discussion, based on the minutes from the August 28<sup>th</sup> meeting and utilizing the 20 Ingredients of an outstanding Downtown the following suggestions are put forward for discussion.

# 2 The Action Plan:           We need to put together our to do list  
  We need to define our brand

# 5 Consistent Hours:       Businesses need to be open common days and hours  
  We need to promote we are open for business

# 16 Blade Signs:            Add a consistent look with Blade signs  
  May want to look at Wayfinding system and Community Gateway

# 18 Curb Appeal:            Use incentives to support; Beautification matter's  
  Focus on front windows of vacant buildings

# 19 Constant Activity:     Promote our downtowns  
  Look for constant activity

- Based on our discussion in order to have the biggest impact on our Downtowns where should we allocate the \$60,000 in funding?