



Minutes

River District Board of Management

September 8, 2021, 5:30 p.m.

City Hall - 808 2nd Avenue East - Council Chambers

MEMBERS

PRESENT:

Chair Dave Parsons
Vice Chair Jacqueline Furtner
Member Waleed Aslam (via video)
Member Ron Cole
Member Kathy Hannen
Councillor Marion Koepke
Member Dianne Mattice
Deputy Mayor Brian O'Leary
Member Peter Reid

MEMBERS ABSENT: Member Lois Taylor
Member Winnifred Walcott

STAFF PRESENT: Tim Simmonds, City Manager
Pam Coulter, Director of Community Services
Adam Parsons, Manager of Parks and Open Space
Brent Fisher, Manager of Community Development and Marketing
Jamie Eckenswiller, Deputy Clerk
Viveca Gravel, Community Development Coordinator
Dave Bishop, Police Inspector

1. CALL TO ORDER

Chair Parsons called the meeting to order at 5:30 p.m.

2. CALL FOR ADDITIONAL BUSINESS

There was no additional business.

3. DECLARATIONS OF INTEREST

There were no declarations of interest.

4. CONFIRMATION OF MINUTES

- 4.a Minutes of the Owen Sound Downtown Improvement Area Board of Management meeting held on July 14, 2021

DIA-210908-001

Moved by Deputy Mayor O'Leary

"THAT the Owen Sound Downtown Improvement Area Board of Management approves the minutes of the meeting held on July 14, 2021."

Carried.

5. DEPUTATIONS AND PRESENTATIONS

- 5.a Deputation from Jennifer Cross, Manager of Marketing Communications, VS Marketing Group Re: River District Website

Jennifer Cross and Nicole Graham of VS Marketing provided a deputation on the Owen Sound Downtown Improvement Area's 'River District Website'.

Ms. Graham advised that VS Marketing is seeking to capture the story of the River District in the new website, as well as appealing to targeted audiences. VS Marketing works to create websites that can maintain themselves, so most of the website content is populated from the business directory so that all pages do not have to be uniquely populated.

Ms. Graham reviewed the website's main landing page features such as the search function, alerts, contact information, River District live, exploring, visiting, and about.

The explore, dine, shop, and play sections in the website banner are editable by the person who is controlling the site which eliminates the need to contact VS Marketing to make edits to this section.

The 'Coming Up' section displays events that are scheduled to take place in the River District. When events are added to the website, they are chronologically auto-populated into 'Coming Up' section, which eliminates the need to maintain separate events listings.

The 'Shops and Boutiques', 'Food and Drink', and 'Tours and Attractions' sections are generated from the website's business directory and are dynamically pulled into these areas and randomly generated so that the list is not stagnantly sitting in alphabetical order to ensure maximum exposure for all businesses.

Near the bottom of the page is 'News' and 'Find Free Parking' in the River District which allows visitors to see River District news, and find free parking by using an interactive River District parking map.

The 'Follow Us' section of the website shows the brand of the River District and provides quick access to the River District social media pages. Images on the website are pulled from the River District's Instagram as a way to visually highlight the River District.

At the bottom of the website, users can find a sorting bar and the option for visitors to join the River District emailing list to stay up-to-date on everything going on in the River District.

Respecting the business directory, businesses can submit their information online if they would like to join the directory and can edit their information at any time should it change. Additionally, there is a 'Reviews' section that is tied into Trip Advisor and Google Reviews for visitors to be able to see feedback on the website and businesses listed in the directory.

6. PUBLIC QUESTION PERIOD

There were no questions from the public.

7. CORRESPONDENCE RECEIVED FOR WHICH DIRECTION IS REQUIRED

- 7.a Correspondence from Dennis Kalichuk Re: Ontario Petition for Change - Homelessness, Mental Health, Addictions

DIA-210908-002

Moved by Deputy Mayor O'Leary

"THAT in consideration of correspondence received August 12, 2021 from Dennis Kalichuk respecting Ontario Petition for Change - Homelessness, Mental Health, Addiction, the Owen Sound Downtown Improvement Area Board of Management directs staff to forward the correspondence to City Council."

Carried.

8. REPORTS OF CITY STAFF

- 8.a Report CS-21-123 from the Manager of Community Development and Marketing and the Community Development Coordinator Re: River District Website and Communication Update

The Community Development Coordinator provided an overview of the report.

DIA-210908-003

Moved by Member Hannen

"THAT in consideration of Staff Report CS-21-123 respecting River District Website & Communication Update, the Owen Sound Downtown Improvement Area Board of Management (OSDIA Board):

- 1. Approves the prototype of the draft River District Website as presented by VS Marketing Group;**
- 2. Approves the River District website content development creation plan and allocates \$7,321.58 excluding HST to development of videos; and**
- 3. Approves the layout, content, and distribution schedule of the River District newsletter."**

Carried.

- 8.b Report CS-21-121 from the Manager of Community Development and Marketing and the Community Development Coordinator Re: 2021 Winter Events and Activations, Marketing and Promotion

The Community Development Coordinator provided an overview of the report.

Member Aslam left the meeting at this time.

The Owen Sound Downtown Improvement Area Board of Management (OSDIA Board) expressed concerns with the winter events as outlined, citing that the day of the Santa Claus Parade has historically been a poor retail day. The OSDIA Board advised that the Moonlight Madness event has historically been an excellent retail event, and expressed interest in keeping the event for 2021.

DIA-210908-004

Moved by Vice Chair Furtner

"THAT in consideration of Staff Report CS-21-121 respecting 2021 Winter Events and Activations, Marketing and Promotion, the Owen Sound Downtown Improvement Area Board of Management directs staff to:

- 1. Forgo the 'Festive First Friday' event in lieu of 'Moonlight Madness' on December 3, 2021;**
- 2. Reallocate \$1,000 from the 'Holiday Magic' budget to the 'Moonlight Madness' event; and**
- 3. Allocate the remaining \$994.25 in the 2021 Events and Promotion budget to the 'Moonlight Madness' event."**

Carried.

8.c Verbal Report from Vice Chair Furtner Re: 2022 Flower Basket Plan Material and River District Colour Palette

Vice Chair Furtner advised that with the rebranding of the Owen Sound Downtown Improvement Area (OSDIA) to the 'River District', the flower colours that have previously been used downtown no longer fit the brand. Vice Chair Furtner added that she has spoken with the Manager of Parks and Open Space and Vanvugt Greenhouses to enquire about ordering flowers in colours that align with the area's new branding. Vice Chair Furtner noted that flowers are available in in the 'River District' brand colours and can be used should that be the wish of the OSDIA Board.

DIA-210908-005

Moved by Vice Chair Furtner

"THAT in consideration of the Verbal Report provided September 8, 2021 from Vice Chair Furtner respecting 2022 Flower Basket Plan Material and River District Colour Palette, the Owen Sound Downtown Improvement Area Board of Management directs staff to work with Vanvugt Greenhouses to modify the plant order for the Downtown to be in line with the River District colour palette."

Carried.

8.d Verbal Report from Vice Chair Furtner Re: Opening Hours of River District Businesses

Vice Chair Furtner advised that she recently conducted research on business operating hours and found that businesses that are not open on Sundays can lose approximately 30% of their weekly sales, adding that one of the main reasons downtowns are failing is because businesses located there are not competing with malls and big box stores.

Vice Chair Furtner advised that downtown businesses should consider extending their business hours on Thursdays and Fridays and opening on Sunday from Spring to Fall when businesses are more likely to see increased leisurely foot traffic in the area. It is recommended that interested businesses try this pilot project for at least a year to allow for customers to become aware of the hours.

DIA-210908-006

Moved by Councillor Koepke

"THAT in consideration of the Verbal Report provided September 8, 2021 from Vice Chair Furtner respecting Opening Hours of River District Businesses, the Owen Sound Downtown Improvement Area Board of Management receives the Verbal Report for information purposes."

Carried.

8.e Verbal Report from the Board Treasurer Re: Board Finances

The Board Treasurer advised that the Board has approximately \$113,000 in the account, adding that she must contact the bank to have account fees reversed that were not supposed to be charged.

Ms. Hannen added that the Board's \$60,000 investment is nearing its maturity date, with approximately two months remaining before the funds will be made available.

DIA-210908-007

Moved by Member Hannen

"THAT in consideration of the Verbal Report provided September 8, 2021 from the Board Treasurer respecting Board Finances, the Owen Sound Downtown Improvement Area Board of Management receives the Verbal Report for information purposes."

Carried.

8.f Verbal Report from the Police Inspector Re: Police Update

Inspector Bishop advised that the Owen Sound Police Services (OSPS) Core Officer, Constable Martin, has been busy this summer and has so far visited over 40 businesses in Owen Sound. Constable Martin has been conducting some outreach activities recently that the OSPS has not been able to do recently, such as homeless outreach walks to offer services to those who may need them.

Inspector Bishop advised that the Citizens on Patrol (COPS) program that was on hiatus due to COVID-19 recently restarted, adding that recruitment will be taking place this Fall to find more volunteers to participate. The Auxiliary Police program that was shut down due to COVID-19 has also resumed.

Inspector Bishop noted that Community Resources Officer Jason Crannie will be certified in Crime Prevention Through Environmental Design (CPTED) in October and will be available to help businesses prevent crime by making recommendations that businesses changes things such as lighting, sign placement, planters, and other aspects of environmental design to help reduce the likelihood of crime.

The OSPS has two new recruits that are working their way through the system with one having recently returned from the Police College and the other attending the Police College in the coming weeks.

Inspector Bishop advised that throughout the summer, the OSPS has been operating its Youth in Policing Initiative (YIPI), noting that Owen Sound had four students working with the Community Resources Officer all summer conducting positive ticketing which rewards those following rules such as wearing helmets and following COVID-19 health guidelines.

Lastly, Inspector Bishop advised that the OSPS conducted 148 hours of foot patrol in the downtown core in July, and 120 in August.

DIA-210908-008

Moved by Councillor Koepke

"THAT in consideration of the Verbal Report provided September 8, 2021 from Inspector Bishop respecting a Police Update, the Owen Sound Downtown Improvement Area Board of Management receives the Verbal Report for information purposes."

Carried.

9. MATTERS POSTPONED

There were no matters postponed.

10. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN

There were no motions for which notice was previously given.

11. CORRESPONDENCE PROVIDED FOR INFORMATION

11.a Correspondence from Stephen Milardovic Re: Weekend Garbage Maintenance

11.b Correspondence from Ashley Stevens, Canadian Manufacturers and Exporters Re: Ontario Made - Learn More About Digital Marketing & E-commerce!

11.c Correspondence from Regional Tourism Organization 7 Re: Support for RTO7 Tourism Operators

11.d Correspondence from Ontario Business Improvement Area Association (OBIAA) Re: 2022 BIA Conference Call for Speakers/Workshops

11.e Correspondence from Wendy Tomlinson, YMCA of Owen Sound Grey Bruce Re: Owen Sound Job Developer

11.f Final Approvals issued for the following Business Licences in the Downtown Improvement Area:

DIA-210908-009

Moved by Deputy Mayor O'Leary

"THAT in consideration of correspondence provided for information purposes listed on the September 8, 2021 Owen Sound Downtown Improvement Area Board of Management (OSDIA Board) agenda, the OSDIA Board receives items 11.a to 11.f for information purposes."

Carried.

12. DISCUSSION OF ADDITIONAL BUSINESS

There was no additional business.

13. NOTICES OF MOTION

There were no notices of motion.

14. ADJOURNMENT

The business contained on the agenda having been completed, Chair Parsons adjourned the meeting at 7:18 p.m.