



Minutes

River District Board of Management

January 11, 2023, 5:30 p.m.

City Hall - 808 2nd Avenue East - Council Chambers

MEMBERS

PRESENT:

Chair Dave Parsons
Vice-Chair Matthew Quade
Member Ron Cole
Member Allegra Deen
Councillor Jon Farmer
Member Kathy Hannen
Councillor Marion Koepke
Member Denis Langlois
Member Winnifred Walcott

STAFF PRESENT:

Tim Simmonds, City Manager
Pam Coulter, Director of Community Services
Aidan Ware, Director and Chief Curator, TTAG
Paul McGrath, Manager of Community & Business Development
Adam Parsons, Manager of Parks and Open Space
Jeff Fluney, Owen Sound Police Services Police Inspector
Viveca Gravel, Community Development Coordinator
Staci Landry, Deputy Clerk

1. CALL TO ORDER

The Director of Community Services called the meeting to order at 5:30 p.m. for the purpose of conducting the election for the Board Chair.

Ms. Coulter welcomed Committee members and held introductions.

2. ELECTION OF THE CHAIR, VICE-CHAIR, AND TREASURER

The Director of Community Services opened the floor for nominations for the position of Chair for the River District Board of Management. Member Hannen nominated Member Parsons for the position of Chair. Member Parsons accepted the nomination.

The Director of Community Services asked for any further nominations. There being no further nominations, the Director of Community Services declared nominations closed. Member Parsons was acclaimed as Chair of the River District Board of Management and assumed the position of Chair.

Chair Parsons opened the floor for nominations for the position of Vice-Chair for the River District Board of Management.

Councillor Koepke nominated Member Quade for the position of Vice-Chair. Member Quade accepted the nomination.

Chair Parsons asked for any further nominations. There being no further nominations, Chair Parsons declared nominations closed. Member Quade was acclaimed as Vice-Chair of the River District Board of Management.

Chair Parsons opened the floor for nominations for the position of Treasurer.

Member Cole nominated Member Hannen for the position of Treasurer for the River District Board of Management. Member Hannen accepted the nomination.

Chair Parsons asked for any further nominations. There being no further nominations, Chair Parsons declared nominations closed. Member Hannen was acclaimed as Treasurer of the River District Board of Management.

3. CALL FOR ADDITIONAL BUSINESS

There was no additional business.

4. DECLARATIONS OF INTEREST

There were no declarations of interest.

5. CONFIRMATION OF MINUTES

5.a Minutes of the River District Board of Management meeting held on November 9, 2022

RD-230111-001

Moved by Member Hannen

"THAT the minutes of the River District Board of Management meeting held on November 9, 2022 be approved as printed."

Carried.

6. DEPUTATIONS AND PRESENTATIONS

6.a Presentation from the Deputy Clerk and the Director of Community Services Re: Board Orientation

The Deputy Clerk provided a PowerPoint presentation detailing Board meeting protocol, the River District Constitution, and the City's Procedural By-law, Code of Conduct, and Council-Staff Relations Policy.

The Director of Community Services provided a PowerPoint presentation respecting the City of Owen Sound Official Plan, City of Owen Sound Strategic Plan, 2019 agreement between the City of Owen Sound and River District, business programs and incentives, and the partnership with BC Hughes for the rebranding of the River District.

In response to a question of the Board, the Director of Community Services advised that as part of her 2023 work plan, she will be investigating the possibility of expanding the boundaries of the River District as outlined in the River District Action Plan. This will come forward to the Board at a future meeting in 2023.

The Manager of Parks and Open Space detailed the beautification and maintenance program within the River District. From April 1st to October 1st, this is completed by Parks and Open Space staff. From October 1st to March 31st, this is completed by Public Works staff.

Beautification includes 165 hanging baskets, 52 of the 33" sidewalk pots, 11 of the 27" sidewalk pots, and 98 bridge boxes divided amongst the bridges on 8th Street, 9th Street, and 10th Street. There are two (2) Parks staff who water all these plants daily. Staff install and remove 140 banners seasonally, as well as temporary promotional cross street banners for the Hottest Street Sale. There is one (1) dedicated Parks staff who looks after daily sidewalk maintenance. The City employs a horticulturist who maintains the sidewalk pots with annual planting and weeding. In November 2022, 13 stumps were removed from the 1000 block and new trees will be planted in the Spring. There are still 25 stumps remaining and these will be removed later this year. Parks and Public Works staff monitor and remove trash items that are found on the sidewalks to ensure the River District is clean and inviting.

In response to questions from the Board, the Manager of Parks and Open Space advised that the landscape design for the River District does not include hanging baskets on 8th Street East. If the Board would like to have additional hanging baskets located in this area on a permanent basis, this would come at an additional cost.

The Board noted that there are some areas where the pavers have lifted at the base of the light poles and this issue becomes worse in the winter when it gets very cold. The Manager of Parks and Open Space noted that Public Works staff will fix these hazards when they have been brought to staff's attention. The

Director of Community Services highlighted the [Report a Concern](#) page on the City's website where the public can submit these hazards or they can send an email or phone staff.

The Community Development Coordinator detailed the successes from 2022 which include a full rebrand, enhanced social media engagement, a low vacancy rate of 10.3% as of August 2022, enhanced beautification measures, a rebranded Hottest Street Sale event which saw a huge attendance, new events and initiatives (Holiday Magic, community playlist, and River District podcast) that have helped to make the River District a destination, a new website, more engaged business community, and the River District Review newsletter.

Ms. Gravel advised that in 2023, staff hope to provide a full roster of new and returning events, continue the positive and engaging communication with the Board and membership, develop and execute a business rewards program, continue to create engaging content for the River District's entire web presence, undertake a best practices mission to help determine what is being done well and what opportunities there are for further growth and development, and develop a Locals Love It Here Program to help foster positive community engagement.

In response to a question from the Board, the Community Development Coordinator advised that staff use Constant Contact for the distribution of the monthly newsletter which shows an open rate of 50%, where the industry average is 21%. Ms. Gravel also spends a lot of time interacting face to face with businesses on a regular basis through bringing them registration forms, answering questions, etc. The Director of Community Services noted that staff monitor the River District's social media followers as well as pedestrian counters within the River District. Ms. Coulter explained what a Block Captain is and indicated that these roles would be reassigned at the next meeting.

7. PUBLIC QUESTION PERIOD

There were no questions from the public.

8. CORRESPONDENCE RECEIVED FOR WHICH DIRECTION IS REQUIRED

There were no correspondence items presented for consideration.

9. REPORTS OF CITY STAFF

9.a Report CS-23-004 from the Community Development Coordinator Re: 2022 Events and Activations, Marketing and Promotion Wrap Up

The Community Development Coordinator provided an overview of the report.

In response to a question from the Board, the Community Development Coordinator advised that she could create flyers that can be provided to the businesses to hand out to their patrons respecting upcoming events. Ms. Gravel noted that in addition to social media promotion, staff have also promoted the events on the radio and in the newspaper; however, it is hard to report on

analytics on these forms of advertisement. Staff developed a brochure/rack card with a generic listing of events throughout the year for the upcoming Hockey Day in Canada event and Ms. Gravel can provide some of these rack cards to the businesses.

In response to questions from the Board, the Community Development Coordinator advised that staff have investigated the possibility of purchasing advertisements in locally run direct mail publications; however, their distribution dates have not lined up with event dates in the past. Ms. Gravel noted that the River District Review newsletter has been created for the membership and is not consumer-based. As new businesses come into the River District, Ms. Gravel adds them to the distribution list for the newsletter. Currently, there are approximately 320 subscribers.

RD-230111-002

Moved by Councillor Koepke

"THAT in consideration of Staff Report CS-23-004 respecting 2022 Events and Activations, Marketing and Promotion Wrap Up, the River District Board of Management receive the report for information purposes."

Carried.

9.b Report CS-23-005 from the Community Development Coordinator Re: 2023 Events, Activations & Promotions

The Community Development Coordinator provided an overview of the report.

In response to a question from the Board, the Community Development Coordinator advised that Cobble Beach is planning to host the Concours d'LeMon in the River District in 2023. This event requires no budget allocation from the River District.

The Board requested that staff investigate the possibility of bringing back the car show on 2nd Avenue East in August 2023 as it brought people to the River District core, and it seemed that people really enjoyed attending this event in the past.

The Board also noted that a lot of the membership have concerns regarding the Holiday Magic event because it is not a good shopping day for many businesses and would prefer to see less money spent on this event and more spent on the Moonlight Madness event. Another concern brought forward by the Board is that there are no events between December and June, and they suggested that some form of family event be planned for the springtime to bring people into the River District and help generate more business.

The Director and Chief Curator of the Tom Thomson Art Gallery left the meeting.

RD-230111-003

Moved by Member Hannen

"THAT in consideration of Staff Report CS-23-005 respecting 2023 Events, Activations & Promotions, the River District Board of Management approves the 2023 Events, Activations and Promotions as outlined in this report with the following modifications:

- 1. That a portion of the Holiday Magic budget be reallocated to a Car Show in August 2023; and**
- 2. That staff investigate the possibility of adding an additional event in February or March 2024."**

Carried.

- 9.c Report CS-23-006 from the Director of Community Services and the Director of Corporate Services Re: Draft 2023 River District Budget

The Director of Community Services provided an overview of the report.

In response to a question from the Board, the Director of Community Services advised that she will be bringing a report forward to the Board respecting a potential River District boundary expansion later in 2023. This is an action from the River District Action Plan.

RD-230111-004

Moved by Member Langlois

"THAT in consideration of Staff Report CS-23-006 respecting the Draft 2023 River District Budget, the River District Board of Management:

- 1. Approves a 2% budgetary increase for the draft 2023 operating budget; and**
- 2. Directs staff to provide notice of a public meeting to be held on March 8, 2023."**

Carried.

- 9.d Verbal Report from the Board Treasurer Re: Board Finances

The Board Treasurer advised that she needs to update the bank card as she currently does not have access to view the accounts. Member Hannen noted that for the reserve account, there is a high interest savings account and a gift certificate account. The gift certificate account has approximately \$6,000 and this is old gift certificates that have not yet been claimed.

RD-230111-005

Moved by Member Hannen

"THAT in consideration of the Verbal Report provided January 11, 2023, from the Board Treasurer respecting Board Finances, the River District Board of Management receives the Verbal Report for information purposes."

Carried.

9.e Verbal Report from the Police Inspector Re: Police Update

Inspector Fluney advised that the Owen Sound Police Services' (OSPS) first ever Citizen's Police Academy is starting in January 2023 with a full class of 24 people. Citizens from our community will be learning about policing services and how the OSPS does business. It is a 6-week course, and they will be learning about criminal investigations, forensics, technical surveillance, the 911 communications centre, general patrol, and community services. The OSPS is hoping to make this an annual event for community members who are interested.

During the first couple weeks of December, the OSPS conducted a street level drug enforcement trafficking project that resulted in five persons being arrested and charged with drug trafficking related charges.

Inspector Fluney advised that their auxiliary unit held their annual food drive in December in cooperation with some local grocery stores and the Salvation Army and collected 1,830 pounds of food and \$4,800 in cash for the Salvation Army Food Bank.

During the month of November, the OSPS conducted 128 hours of foot patrol in the River District. During the month of December, the OSPS conducted 111 hours of foot patrol in the River District.

Member Walcott left the Council Chambers at this time.

In response to a question of the Board, Inspector Fluney noted that registration for the Citizen's Police Academy was open to all citizens of the community and there was an application process. The OSPS is providing this opportunity in the hope that it will generate interest in their Citizens on Patrol, auxiliary unit, and to hire staff for their 911 communications centre which is a very difficult job.

RD-230111-006

Moved by Councillor Koepke

"THAT in consideration of the Verbal Report provided January 11, 2023, from Inspector Fluney respecting a Police Update, the River District Board of Management receives the Verbal Report for information purposes."

Carried.

10. MATTERS POSTPONED

There were no matters postponed.

11. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN

There were no motions for which notice was previously given.

12. CORRESPONDENCE PROVIDED FOR INFORMATION

12.a Final approvals issued for the following Business Licences:

- The Goods Kitchen and Fine Pastry, a fine food and pastry business and commissary kitchen located at 158 9th Street East
- Sunday Service, an event space located at 945 2nd Avenue East
- Greetings for All, a retail greeting card store located at 956 2nd Avenue East
- Club Vape, a retail specialty vape items store located at 937 2nd Avenue East

Member Walcott returned to her chair.

RD-230111-007

Moved by Councillor Farmer

"THAT in consideration of correspondence provided for information purposes listed on the January 11, 2023 River District Board of Management (RDBM) agenda, the RDBM receives Item 12.a for information purposes."

Carried.

13. DISCUSSION OF ADDITIONAL BUSINESS

There was no additional business.

14. NOTICES OF MOTION

There were no notices of motion.

15. ADJOURNMENT

The business contained on the agenda having been completed, Chair Parsons adjourned the meeting at 7:32 p.m.