



Staff Report

Report To: River District Board of Management
Report From: Viveca Gravel, River District Coordinator
Meeting Date: May 14, 2025
Report Code: CS-25-048
Subject: Poster Kiosk Evaluation and Replacement

Recommendations:

THAT in consideration of Staff Report CS-25-048 respecting Poster Kiosk Evaluation and Replacement, the River District Board of Management:

1. Provide direction to staff on the replacement of the poster kiosk; and
2. If direction is given to proceed, establish an upset budget limit to be taken from reserves.

Highlights:

- The River District poster kiosk has been in place since the Big Dig in the early 2000's;
- The poster kiosk is a well used means of communication with locals and visitors in the City;
- Replacing the poster kiosk will ensure safety for staff, locals and visitors.

River District Action Plan Alignment:

River District Experience Development

Strategic Objective: Create an engaging space.

Recommendation: Continue to invest in the animation and activation of the River District.

Tactic:

- a. Encourage animation of the River District;
- b. Encourage new and continued programming; and
- c. Encourage new activities and attractions to engage visitors and locals.

River District Promotion

Strategic Objective: Attract people to the River District.

Recommendation: Follow a strategic, multi-layered, collaborative, and bold promotions plan for the River District.

Tactic:

- a. Encourage animation of the River District;
- b. Brand RDBM Social Media accounts for alignment with the River District look and feel;
- c. Regularly schedule social media posts;
- d. Digital advertising. Deliver digital ad campaign to local and nearby residents in the target market;
- e. Leverage local social media influencers;
- f. Claim the River District Google business and Trip Advisor page.

River District Management

Strategic Objective: Create a visually appealing River District.

Recommendation: Continue beautification efforts

Tactic:

- a. Continue the current efforts to beautify the River District with flower baskets, bridge planters and flowerbeds, banners and Christmas decorations. Upgrade to River District branded elements and colours when replacing.

- b. Implement streetscaping upgrades such as benches, garbage receptacles, bike racks and lighting to align with the River District brand.
- c. In conjunction with local organizations, expand the community gardens initiative in the area to beautify undeveloped areas such as parking lots, alleyways and empty lots. Align locations to focus on first as recommended in the report entitled Beautification in the Downtown Improvement Area by the OSDIA Board of Management, tabled Oct 14 2020.

Climate and Environmental Implications:

There are no anticipated climate or environmental impacts.

Previous Report/Authority:

[CS-21-020](#) - Approval of BC Hughes Downtown Marketing Action Plan and Branding Strategy and Next Steps.pdf

Background:

As part of the streetscape upgrades during the initial phases of the “Big Dig” (in the early 2000’s), a kiosk was placed of-way in the municipal right-of-way adjacent to 849 2nd Ave East as a means to communicate upcoming events and other information to the public. Staff use the kiosk regularly to place posters and information primarily relating to the River District in this space.

The Manager of Parks and Open Space on a recent inspection of the area, looked at the structure. The fabricated metal poster kiosk has outlived its expectancy and has been removed to eliminate risk to the public.

The purpose of this report is to provide options regarding the kiosk for either replacement or discontinuation.

Analysis:

The Kiosk has been popular feature within the River District. Residents, visitors, downtown business people and tourists are often seen slowing down to take in the information on upcoming events.

Refurbishment of the current structure is not possible.

The Board may choose to:

- Not replace the kiosk and focus on social media and other methods of communication;
- Replace the kiosk with a similar structure that would be consistent with the design of the area as outlined in the Harbour & Downtown Urban Design Master Plan.

Financial Implications:

If the Board wants to replace the structure, staff recommend the River District Board of Management approve an allocation of up to \$15,000 from reserves to go toward the purchase and installation of a new poster kiosk.

Communication Strategy:

Staff will communicate any decision to the membership through the River District Newsletter. Should the Board move forward with replacement, once installed, a Media Release will be distributed. City communications will be shared departmentally based on the scope of the project.

Consultation:

Pamela Coulter, Director of Community Services
Eckhard Pastrik, Manager of Parks & Open Spaces

Attachments:

Information Centre Examples

Recommended by:

Viveca Gravel, River District Coordinator
Pamela Coulter, Director of Community Services

Submission approved by:

Tim Simmonds, City Manager

For more information on this report, please contact Viveca Gravel, River District Coordinator at vgravel@owensound.ca or 519-376-4440 Ext. 1209.