

**Downtown Steering Committee
Minutes
Wednesday, October 7, 2015
Town Office – Downstairs
7PM**

Attendance:

Mayor Fred Nash
Shelly Sitala – Pebble Ridge Coffee House
Kayla Boyer – Copper Creek Café
Councillor Tammy Burke
Randy Moore – Royal Lepage
Lorna Moore – Royal Lepage
Crystal Mossing – Art on the Range
Valorie Murray – New Image Paint and Interiors
Courtney Murray – New Image Paint and Interiors
Lynn Dwyer – Rocky Lanes

Resource Staff:

Brad Dollevoet – Director, Planning and Community Development
Dean Schweder – Economic Development Officer

Introductions

- Introductions were made of all people in attendance and the businesses they represent.

Additions to the Agenda

- Agenda prepared by the Town was presented and the following additions were included:
 5. Heritage Program for Downtown
 6. Rear of Downtown Buildings – Potential Mural program?
 7. Main Street Conference

1. Election of a new Chairperson

- Brad Dollevoet recognized the passing of the Downtown Steering Committee's Chairperson, Al Bergsma in the summer. Brad asked if it

would be appropriate of the Downtown Steering Committee to recognize Al in some way for his contributions to the Committee.

- Committee members in attendance recommended placing a dedication plaque recognizing Al's contributions to Downtown and the Rotary at the Clock park located near Edgerton Drive, across the street from the post office. Brad said he would try to discuss this with the Rotary and then Town Council.
- Brad Dollevoet then led the committee for nominations of a new chairperson. Both Kayla Boyer (Copper Creek Café), and Shelly Sitala (Pebble Ridge Coffee House) volunteered to sit as Chair. Rather than having a vote, the Committee decided recognize both as Co-chairs of the committee. Thanks Kayla and Shelly for stepping forward!

2. Main Street Marketing Ideas

- Dean Schweder presented a draft concept for new banners to be placed on Main Street with the new poles being erected with construction. The banners would show historical photos of Downtown, with a different picture on each pole, with the wording "welcome to Main Street, Rocky Mountain House"
- Committee members discussed having advertising on the banners rather than a unified theme. Could have each business sponsor a banner on a pole close to their business. Brad Dollevoet mentioned that this could be logistically tough due to the banners having to be placed with a ladder truck rented from a private company. Brad said he would confirm if a ladder truck would be required or not.
- Committee members did like the concept in its form presented, with some recommended changes to make the font larger for visibility, and possibly adding the year or decade of the photo on the banner.
- Brad Dollevoet then asked Committee members if they had any other ideas for Marketing. A mural program was brought up, and discussion on this is described in item 6. Also discusses was the need for Downtown/Main Street to have a "tag line" possibly tied to the historical theme. Finally, recommended was having better signage of Downtown on Highway 11. Brad and Dean will come back to the committee with some more research on these ideas.
- Another idea was to have a special day for Downtown shopping similar to the grocery stores (10% Tuesday at the beginning of the month). The committee discussed actually having the same discount on the same day as

the grocery stores to target all shoppers coming into Town to do their grocery shopping.

3. Late Night Shopping

- Brad Dollevoet brought forward an email request from Heather Molchanko, owner of Art Scene, for the committee to consider organizing a Late Night Shopping Night.
- The Committee members discussed having a Late night shopping night titled “Moonlight Madness” the same night of the Parade of Lights, scheduled for Saturday, November 28. Kayla Boyer from Copper Creek Café agreed to lead the organization of the night. Brad said he would email out Kayla’s contact information to the Downtown email list to email her if interested in participating/organizing.

4. Downtown Storefront Grant Program

- Brad Dollevoet provided an update on the Downtown Storefront Grant program, and there were two successful grants provided since the last meeting (Mane Impressions, and Bruce Rudkin Chiropractor).
- The Town only has a remaining budget for three available grants. Brad asked the Committee if they thought the program has been successful, and should the Committee ask Town Council for additional funds for grants in the 2016 budget? Committee members agreed that the program should continue and the budget replenished.

5. Heritage Program for Main Street

- Crystal Mossing, from Art on the Range, asked if the Town has considered a Heritage building program before, as there are potential grant programs available from the federal and provincial government to restore/renovate historical buildings.
- Brad Dollevoet said that these grant programs have been previously explored in researching for the Town’s Downtown Storefront Grant Program, but that they were very restrictive as to how the buildings were required to be restored to look like it did at a time period before, and the use of materials (i.e. Hardi-board or Can-exel siding could not be used).

6. Rear of Downtown Buildings – Potential Mural program?

- Randy and Lorna Moore, from Royal LePage Tamarack Trail realty, shared their experience with getting a mural landscape painted on the rear of their new building on Main Street. They said they would like to encourage all Downtown building owners to do something similar to help spruce up blank walls on the sides and rears of buildings Downtown. They cited the communities of Moose Jaw, SK and Chemanious, BC doing this and having great Downtowns. All the Committee members agreed that the Moore's mural looks great, and that murals should be encouraged Downtown.
- Brad Dollevoet said maybe the Town could develop a Mural encouragement program, and require that the murals follow the Town's theme of fur trade history and David Thompson. Brad said the Town will look into these other communities to see if they have a mural program that we could consider.

7. Main Street Conference

- Crystal Mossing brought up that there is a Main Street seminar being held in Calgary on October 22 and suggested someone from the Town attend. Brad and Dean noted that this is the same date as the CABIC Innovation conference in Town of which they are both planning to attend.

Adjournment – 8:55 pm

Next meeting will be Wednesday, November 18, 2015 at 7:00 pm.