

**Downtown Steering Committee
Minutes
Thursday, March 21, 2013
Town Office – Downstairs
7PM**

Attendance:

Ross Draginda
Mayor Fred Nash
Shauna Hulberg-Stewart
George Lumb
Al Bergsma
Co Stiganduhr

Resource Staff:

Brad Dollevoet– Planning and Community Development
Lynette Birg – Community Events Coordinator

The committee reviewed minutes from the February 21, 2013 meeting.

1. Introduction of Lynette Birg – Community Events Coordinator

- Brad Dollevoet introduced Lynette Birg to the committee and mentioned that she is tasked to help coordinate Marketplace on Main, as well as other events for the Downtown community.

2. Marketplace on Main

- Brad brought up the reason for charging Downtown owners. The intent is to gain commitment from the owners that sign up for stalls on the street. For this reason, Town recommending charging Downtown business owners, but refunding their fees if they show up. Shauna and Ross agree with the concept and feel that Town should have flexibility in this decision.
- Brad suggested also increasing the fee to \$20 per night (up from \$15) per vendor stall for this year. Ross feels that it might not be the right year to increase fees as construction is set to occur the following year (2015) and there is no plan for the Marketplace on this year. Chairperson Bergsma recommended continuing to charge the same rate and hope for a growth in revenues from increased vendors.

- **Registration Dates:** Town proposed that Downtown business owners have a period from April 17 to May 3 to have first dibs on vendor stalls. Then open up registration to all vendors May 8. Committee agreed.
- Mayor Nash and Al Bergsma will do a walk around of the Downtown business community starting April 15 to communicate that registration for business owners that registration starts April 17. Lynette Birg offered to join them on their walk around to meet the business community. Shauna suggested for them to be positive in their approach to include Downtown business owners and indicate that we are willing to refund the registration fees if they book their stall before May 3. The committee agreed with Shauna's suggestion.
- Al Bergsma mentioned that the event needs more kid friendly entertainment. The committee gave ideas for this:
 - Al – Can we give more visibility to the All Age Jam Session?
 - Ross – Rosco the Clown?
 - Shauna – Contact Kerry Ringness and ask if she knows someone from the clown community that wants to participate.
 - Al – Contact companies and ask if their willing to bring their mascots to the street (ie Credit Union, Co-op, A&W)
 - Co – Maybe we can advertise ahead of the event for kid friendly entertainment?
- Al asked if the Pow Wow committee will be coming to the event the first week, similar to last year. Mayor Fred Nash said they are thinking of doing one or two nights.

3. Downtown Update

- Brad said that there has been two more Downtown Storefront applications, both for buildings owned by Norman and Henry Kwan. Mentioned that PeaveyMart is expected to go into the Zellers building. Also, the Main Street Infrastructure project is proceeding to the next phase – Detailed Engineering – should be completed September, 2013.
- Brad mentioned that the RABC Opportunities Centre, located in the old Meyers Norris Penny building on Main Street, had its Grand Opening the day before. The Opportunities Centre is a business incubator that has 8 businesses located in separate office spaces to encourage Downtown business growth.

- Ross Draginda suggested the Town should look to buy up derelict downtown properties and turn them into parking, or park space.

Adjournment – 8:45 pm

Next meeting will be Thursday, April 18 at 7:00pm.