



## Harriston Downtown Revitalization Minutes

Monday, September 10, 2018

6:00 p.m.

LaunchIt Minto

**Attendance:** Councillor David Turton, Geoff Gunson, Jonathan Harvey, Randy Martin, John Mock and Jackie Harris

**Staff Present:** Belinda Wick-Graham and Taylor Keunen

**Regrets:** Glen Hall, Tony Tsotros

1. Call to Order by Belinda at 6:05 pm
2. Minutes of Previous Meeting
  - a. Minutes of June 11, 2018
3. Roundtable Discussion
  - a. Roger Brooks Lunch n Learn Series

Wick-Graham informed the Committee that there would be four Roger Brooks webinars focused on the ultimate marketing series for your community and business to held at LaunchIt in September with the first webinar starting the following day on Tuesday September 11, 2018. See poster attached as Schedule "A".

- b. Cool Cones Recap

Wick-Graham highlighted that the Cool Cones public art project was a great success with a lot of positive feedback from both the artists and the public. Keunen highlighted that the Cool Cones album was the best performing post that the Town of Minto social media had achieved reaching 6,900 thousand people with 4,000 people engaging in the posts by commenting or sharing, and 947 reactions to the album. She also announced that Andy Pridham was the winner of the People's Choice Award followed by tony hale and Peggy Raftis. Wick-Graham shared that the cones would be stores in the Agricultural Society barn at the arena and that they would be returned to the street in the spring.

c. Light up the Town

Wick-Graham reminded the Committee that the Light up the Town event was to take place on Friday November 17, 2018. She reminded the Committee that the change in date from previous years was to line up with the Harriston parade taking place at 7:00 pm that evening and due to Remembrance Day falling on a Sunday leaving minimal time to have the lights placed and checked. Wick-Graham invited the Committee to help place lights on the trees on Saturday November 10, 2018 at 8:00 am and shared that the lights would be placed on the poles on Monday November 12, 2018. She also shared that the Library may not be able to extend their hours for activities, but hot chocolate and hot apple cider would be served in Tannery Park prior to the parade.

d. Ladies Night

Wick-Graham informed the Committee that the date for Ladies' Night has been changed from November 24, 2018 to November 14, 2018 due to Black Friday falling on November 26, 2018. Keunen shared that there would be 8,000 copies of the Minto Holiday Shopping & Event Guide printed this year and that there would be opportunities for advertising this year. She reminded the Committee that the deadline to send in promotions by would be September 24, 2018.

e. Mens' Night

The Committee decided that Men's Night should take place on Thursday December 20, 2018. Geoff suggested a poker style activity rather than a passport program to engage the men. Keunen noted that she would contact the businesses to inform them of the event and collect event details.

f. Business/Property Update

Wick-Graham updated the Committee on the following businesses and properties:

- Don Hamilton – Royal Le Page office grand Opening on Tuesday September 11, 2018 at 11:30 am followed by a donation BBQ with proceeds going towards the Minto Youth Action Council and Minto Retiree Committee
- Quality Homes sales office opened at Launch It with seven home reservations made for far
- Old Miller Insurance/Sunny's on Main and South Street Café buildings still for sale
- Mailbox Coffee opened in the Old Post

Wick-Graham shared that a realtor's breakfast was held at Launch It in late August to discuss the demographics of people looking to move to Minto and what they are looking for in terms of homes. She shared that action items that came from the meetings were: to purchase a booth at the Kitchener Home & Garden Show in Spring 2019 to promote the move to Minto campaign, put up a billboard on Highway 9, purchase a spread in the Guelph

Real Estate Book for Minto and allow several listings for local realtors to sell the community rather than just homes, along with social media and Google AdWords campaigns.

#### **4. Reports**

Councillor Turton shared that the Canada Packers Reunion was very successful, and that the Committee was pleased with the collaboration with the Town of Minto's Street Party, the Minto Chamber of Commerce and Savour in the Street, along with the Mayor's Golf Tournament. He shared that there was discussion surrounding another reunion in potentially five years.

Councillor Turton informed the Committee of the Flooding Public Meeting scheduled for November 27, 2018. Wick-Graham added that CAO Bill White had completed the Clifford and Palmerston Secondary Plans and that the Harriston plan was in the works.

Wick-Graham noted that she would be meeting with the Committee to discuss the 2019 Planters for Minto and that if anyone had suggestions to forward them along to her.

#### **5. Adjournment at 6:53 pm**

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12:00-1:00PM

### SEPTEMBER

11TH - PLACE BRANDING, HOW TO  
IDENTIFY YOUR UNIQUE SELLING  
PROPOSITION.

18TH - LEVERAGING TRIP ADVISOR, HOW  
TO USE IT TO YOUR ADVANTAGE

25TH - INCREASE YOUR ONLINE  
EXPOSURE, SOCIAL MEDIA, SEO & WEB  
TOOLS FOR BEGINNERS

### OCTOBER

2ND - OVER VIEW, HOW TO IMPLEMENT &  
DEVELOP A PLAN TO MAKE YOUR  
COMMUNITY OR BUSINESS A  
DESTINATION.

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