



**Clifford Downtown Revitalization Committee  
Monday, June 25, 2018 9:00 a.m.  
Gramma Jo's, Clifford**

**Attendance:** Isabel Senek, Don Senek, Karen Dowler, Wendy Albrecht, Craig Thompson, Harsimran Rajput and Councillor Jean Anderson

**Staff Present:** Belinda Wick-Graham

- 1. Call to Order by Belinda Wick-Graham at 9:05 am**
- 2. Roundtable Discussion**
  - a. Construction Update

Wick-Graham provided an update on the construction project.

The Storm Main Line has been completed in the south block (Section 2A). Catch basins begin this week. A second crew is coming in June 26<sup>th</sup> to begin road work in the south block (Section 2A). The first crew will move to Section 2B at the lights. TM3 (Electrical) will move in on Tuesday July 3<sup>rd</sup> and begin work on the hydro ducts. Section 3 of the project is scheduled to begin late July/early August.

Wick-Graham reported that the first month of construction has been a struggle for businesses and it is not a surprise as a lot of the merchants depend on through traffic. In terms of the marketing program, radio ads, newspaper stories, social media, videos and web are in full effect. The first draw for the passport prizing will be held on July 3<sup>rd</sup>. Committee members were concerned that merchants were not promoting the passport program to their customers so it was suggested we provide merchants with little signs to post on the till asking "Do you have your Diggin'it passport?". \$225 in gift certificates was purchased from each of the retail merchants to use as prizing for the program. Additional signage is constantly being added at the request of the businesses to help drive traffic.

The Committee will consider ideas for the public space at the corner of Allan and Elora at a future meeting.

The Committee will also need to think about ideas for a street re-opening celebration. It is difficult to plan an event like this as we don't know until late when it will be ready to open.

For this reason it might be best to have our planned Holiday event and then host an official street opening event in the spring when we have more time to book and promote events.

b. Capital Budget

At the meeting the Committee discussed ways they would like to spend the \$1,000 donated by the Clifford Homecoming and also how they would want to spend the \$5,000 capital fund in 2019. The 2018 capital fund is all going towards the streetscape renewal project. Ideas suggested included banners and lights for the trees.

c. Holiday Event

Plans should begin to be developed for a holiday event in downtown Clifford. Wick-Graham will reach out to the Rotary to start the planning.

**3. Adjournment at 9:45 am**