



Palmerston Downtown Revitalization Committee
Friday, June 20, 2018 at 6:30 pm
CNRA Clubhouse

Attendance: Councillor Ron Elliott, Buzz Beier, Susan Forbes, JoAnne Caughill, Lisa Shantz, Paul Brown, Connie Robinson, Brent Lavallee, Ron McTaggart and Heather McTaggart

Staff Present: Belinda Wick-Graham

Regrets: Angie Christensen and Wayne Martin

1. **Call to Order by Belinda Wick-Graham at 6:30 pm**
2. **Minutes of Previous Meeting**
 - a. Minutes of May 2, 2018

The Committee reviewed the previous meeting minutes. Wick-Graham thanked the CELP students for their work in assisting the businesses cleaning their windows and sweeping the storefronts. She also thanked Jean Anderson from the Harriston & District Horticultural Society and Paul Judge for assisting with the planter project. 7 planters were distributed in Palmerston at a cost of \$85 each. We hope to grow the program next year.

Wick-Graham noted that the Realtors/Developers Breakfast was scheduled for June 27th and the purpose of the meeting was to present the realtors and developers with the tools that the Town of Minto has that can assist them in selling their properties, as well as to gain feedback on the types of people moving to Minto and where they are from. This information will help us direct our 2019 marketing efforts.

The Committee discussed the Newcomer's Welcome Reception and determined the event would be held September 13, 2018 from 6:30 pm – 8:00 pm at the Palmerston Lions Park Pavilion with the rain location being the CNRA Clubhouse. JoAnne, Susan, Connie and Paul offered to assist with the event. Wick-Graham will have invites prepared and distributed to the realtors and Town office for new people moving to Palmerston. There will be a cash bar and we will need to hire a caterer for appetizers. Welcome bags will be provided at the

event. The Chamber summer student will approach the Palmerston businesses to contribute items to the bags.

3. Roundtable Discussion

a. Review of EDAC Year 1 Presentation

The Committee reviewed the First Impressions presentation provided by the Year 1 University of Waterloo Economic Development Program students. The key negative points in the presentation were the vacant buildings and the cleanliness of those buildings, poorly done hand written signs and window displays and lack of retail and restaurant establishments. The key positive points were the Lions Heritage Park, streetscape, and murals.

b. Review Feedback from Downtown Walk-About

The Committee reviewed the photos submitted by Susan Forbes highlighting the dirty vacant windows, peeling trim and the used-item donation bin in front of Foodland. Ron offered to look into having the used-item bin removed. Other concerns raised included stucco and litter being left on streets. Wick-Graham offered to follow up with the appropriate people.

c. Finalize Action Plan

The Committee reviewed the 2018 Action Plan. Attached as Schedule A.

The Committee discussed the possibility of a family-friendly railway festival. It was suggested we speak to other BIAs about the types of activities that they host as well as look at having sponsors pay for certain elements of the event (similar to Clifford Homecoming) so that it could be free to families. It was also suggested that we could bring in Food Trucks for the event considering we have a limited number of food establishments.

d. LED Sign Update

Councillor Elliott and Wick-Graham reported that the Request for Quotes for the LED sign was out and the deadline for submissions is Monday June 25th at noon. The Committee wants to ensure that we focus more on the LED component of the sign versus the overall structure and making sure that we get the best sign possible for an appropriate price.

5. Adjournment at 7:45 pm

Schedule "A"

ACTION	RESPONSIBLE	TIMELINE	NOTES
Cleaning Windows/Sweeping Streets	Belinda – CELP	Completed	
Planters	Belinda – Hort. Society/TLC	Urns - Completed – Tiny Tots, Blessings, Family Home Health Care, Home Hardware Window Boxes – Pending – Brown's Insurance	
Real Estate/Developers Meeting	Belinda	June 27 th	
Quarterly Welcome Event	Belinda Connie Susan JoAnne Paul	September December March June	
Fall Store Hour Extension (Thursdays till 8:00 pm)	Belinda	September	Chamber of Commerce is contributing \$1,000 towards promotion of this.
First Impressions Exchange to St. Thomas	Belinda	October Visit	
Thomas the Train Festival or Downtown Main Street Station Festival	Belinda	2019/2020	
Railway Ice Cream Cart	Belinda		Currently have the Mapleton's Ice Cream Cart for the summer at the station.
Incorporating Railway			

theme into signage			
Train Silhouette Public Art (similar to Cool Cones)	Cultural Roundtable DRC	Summer 2019	
Roger Brooks – Lunch N Learns		September	LaunchIt is coordinating brown bag lunch n learn sessions to be held every other week at CNRA Clubhouse
Blade Signs			By-law has been updated CIP to be re-opened with incentives included for blade signs