



Palmerston Downtown Revitalization Committee

Thursday, September 6, 2018

6:30 p.m.

CNRA Clubhouse

Attendance: Councillor Ron Elliott, Lisa Shantz, Paul Brown, Connie Robinson, Ron McTaggart, Wayne Martin, Trish Norman, Scott Norman, Terry Cormack and Durgesh Upadhyaya

Staff Present: Belinda Wick-Graham and Taylor Keunen

Guest: Dave Wilson

Regrets: Angie Christensen, Susan Forbes, JoAnne Caughill, Bob McEachern and Brent Lavallee

1. **Call to Order by Belinda Wick-Graham at 6:33 pm**
2. **Minutes of Previous Meeting**
 - a. Minutes of June 20, 2018
3. **Roundtable Discussion**
 - a. Newcomers' Reception

Wick-Graham announced that the Newcomers' Welcome Reception would take place on Thursday September 13, 2018 at the Pavilion in the Lions Heritage Park. She shared that the planning committee had been connecting with businesses and new residents about the event. The Committee discussed potentially moving the rain location to the community centre in case of more people showing up than previously anticipated but found that it was booked, so they decided to carry on with their rain location of the clubhouse or under the pavilion. She highlighted that fruit trays and beverages were ordered, the bar would be open, and businesses and groups would set up display tables. Wick-Graham also shared that the Norgan Theatre planned to donate a free pass to each family.

- b. LED Sign Update

Wick-Graham updated the Committee that Raynbow Signs received the tender for the LED sign and that it was set to be completed by the end of September.

c. Light up the Park

Wick-Graham announced that the second annual Light up the Park would take place on Friday November 16, 2018. She noted that due to a large attendance, more venues would be included with activities on that night. Keunen suggested having hot chocolate in the CNRA Clubhouse, followed by carolling and opening remarks outside the clubhouse, photos with Santa in the museum and then activities in the Library to keep a flow of people moving throughout the park with minimal lines. Dave suggested investigating the possibility of having a flatbed trailer for the carollers so that everyone would be able to see them. Wayne noted that a better sound system would be needed for a large group of people and suggested using the Lions' sound system. He also agreed to notify the legion about the event. Keunen suggested making use of the six firepits from Fire and Ice and positioning them in the park. Councillor Elliott said that he would make sure the snow would be blown out of the pavilion for the fire pits. Dave shared that the lighting would be minimal, low technology compared to last year due to theft of the lighting systems.

d. Merchants' Open House

Wick-Graham announced that the Merchants' Christmas Open house would take place on Wednesday November 28, 2018. The Committee agreed to change the times of the event to 10:00 AM until 8:00 PM. Connie noted the importance of making the cover eye-catching and making it known that it is free. Trish shared that she would connect with the Kinettes about having their fry truck in front of their building for the event. Wick-graham shared that she would take care of getting the sound system and connect with Josh about being Santa again. Keunen reminded the Committee of the September 24, 2018 deadline to send in promotions for the events. The Committee decided to do the Bingo card again, but have it run from the Open House until December 24, 2018.

e. Business/Property Update

Wick-Graham updated the Committee regarding new businesses and industrial park news:

- Bombayhub Sports Bar and Tandoori Grill opening soon and a café opening in October, both downtown Palmerston in Gurmit Singh's building. It will be open from 10:00 AM – 10:00 PM and they are now hiring. Patio seating beside building with the sidewalk built out around it has been approved by Council and will be going to County Council
- Fitness centre survey received 500 responses within a week
 - Gurmit opening a fitness centre in his Norma Street building with a gym, a dance studio and Jeffrey Wagler (Osteopath) moving into the building
 - Joe Heenan opening a gym in the industrial park in Jeremey Metzger's building (5000 sqf)
 - Shawn Wells' building on William Street making good progress and still searching for potential businesses

- Brent Lavalee's building facing a complete renovation. Bricks deteriorating on side of building and he will be replacing. Will need to find a new location for the mural and will store in arena for the time being.
- Wraithaven Homes holding Grand Opening on September 21 at 4:00 PM. Eight home sold so far.
- TG Minto now has 1000 employees
- Any and Grant Habermehl adding two storage units
- Felix and Bernice Weber's industrial park building fully rented
- Ranjan Pradhan of Shrimp Canada waiting on a building permit and receiving mentoring from Joel Koops of MSW Plastics

Wick-Graham added that there was a Real Estate agent meeting at LaunchIt in June which resulted in a marketing campaign for "Come Home to Minto" and looking into setting up a the Home Show in Kitchener in the Spring of 2019.

f. Roger Brooks Lunch 'n Learn Series

Wick-Graham informed the Committee that there would be four Roger Brooks webinars held at LaunchIt in September. See poster attached as Schedule "A". Paul noted that it is crucial that Minto Council stands in support of downtown revitalization and what Roger Brooks stands for. He added that to have successful downtown, the streets need to be kept clean. The Committee agreed that a recommendation be made to Council to sweep the streets once a month and on an as needed basis. Photos of the streets included as Schedule "B".

RECOMMENDATION:

Moved By: Paul Brown; Seconded By: Terry Cormack

THAT the Town of Minto Public Works Department sweep downtown Palmerston on both sides from Jay's Variety to Norsco Sports, Norman Street to Main Street, and from Main Street to the Post Office on William Street.

Carried

4. Reports

Wick-Graham notified the Committee that the Town of Minto prepared a Palmerston Secondary Plan which she would send to the Committee. She informed them that an Open house would take place on Tuesday September 15, 2018 at 10:00 am to discuss the plan.

Councillor Elliott shared that the Norgan Theatre's Christmas Show would take place on Saturday December 5th, 2018 and that the Moore Family would be performing. He also added that the Lions' Golf Tournament was looking for hole sponsors.

Wick-Graham added that due to an injury, her colleague from St. Thomas would be unable to partake in the First Impressions Community Exchange in the Fall, and that it would be postponed until the Spring.

Wick-Graham also reminded the Committee of the previously discussed Fall businesses hours being open until 8:00 pm. She noted that the Minto Chamber of Commerce budgeted \$1,000.00 towards campaign promotions. Wick-Graham said that she would email the retailers to decide on a date, either Thursday or Friday evenings, to stay open until 8:00 pm.

Wick-Graham informed the Committee that the Minto Chamber of Commerce's All Candidates Meeting would take place on Tuesday September 25, 2018 at the Palmerston Community Centre.

5. Adjournment at 8:21 pm

Schedule "A"

**BACK BY
POPULAR DEMAND**



**BROWN BAG
WEBINAR
LUNCH &
LEARN SERIES**

ROGER BROOKS DESTINATION
DEVELOPMENT:
THE ULTIMATE MARKETING
SERIES FOR YOUR
COMMUNITY & BUSINESS



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.

1 ELORA ST. N HARRISTON
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Schedule "B"

