

Downtown Development and Revitalization Advisory Committee (DDRAC)

Minutes

Tuesday, December 15, 2015

Merritt Room at 3:30pm

Attendance:

Daniel Romanko
Bernie Slepko
Brianne Hawley
Mike Mazzolino
Tisha Polocko – BIA
Harald Ensslen
Chris Lowes

Regrets:

David Vivian-Brock
Robin McPherson

Staff Liaison:

Judy Pihach, Manager of Planning Services

1. Call meeting to order (Chair)

Daniel Romanko called the meeting to order at 3:30pm

2. Additions/Deletions to the Agenda

Judy Pihach added the following item:

Council Directed Metrics to Measure Health and Safety of Downtown.

3. Motion to approve the agenda

Moved by: Tisha Polocko

Seconded by: Bernie Slepko

“That the agenda for the meeting of December 15, 2015, be approved.”

CARRIED

4. Motion to approve the minutes of the previous meeting

Moved by: Tisha Polocko

Seconded by: Bernie Slepko

“That the minutes for the meeting of November 10, 2015, be approved.”

CARRIED

5. **Presentations (invited guests)**

There were no presentations.

6. **Business arising from the minutes**

Request to address Budget Committee on 2015 CIP and Civic Square

7. **Business**

Work Program

DDRAC discussed a number of potential initiatives but narrowed the scope to the following, which shall be included in the upcoming presentation to the Budget Committee for financial allocation in 2016:

Long Term Investment for a Civic Square

In the upcoming presentation to the Budget Committee, DDRAC will request \$100,000 be committed in the 2016 budget, the first of a multi- year financial commitment towards a study for a permanent civic square.

Pilot Civic Square

As an interim step towards a permanent civic square, DDRAC will request of the Budget Committee funding to continue the pilot civic square project, which was abandoned due to lack of funding in 2015.

Community Improvement 2016 Financial Commitment

The 2015CIP program puts emphasis on downtown as a community improvement project area. To build on the public investments already made (Meridian Centre, Brock Marilyn I. Walker School of Fine and Performing Arts and the First Ontario Performing Arts Centre), the DDRAC is to present to the Budget Committee a request for financial support for CIP projects. The actual dollar amount will be based on the number and nature of CIP applications submitted prior to the Dec 18 2015 deadline.

Metrics to Measure a Healthy, Safe, and Vibrant Downtown

In recent years, Council denied an application to create a Downtown Entertainment District. As part of that consideration, Council directed the former Downtown Development and Revitalization Committee, now the DDRAC, to consider establishing metrics to measure the health, safety, and vibrancy of downtown. The DDRAC discussed the following as metrics that would serve this purpose:

- i) The monitoring of new tree plantings downtown and their survival rate, as a measure of tree canopy.
- ii) Frequency and adequacy of waste collection, including recycling opportunities, and property standards enforcement, as a measure of cleanliness and aesthetics.
- iii) Vacancy rates for commercial gross leasable floor area as an economic indicator.
- iv) Number of special events hosted by the BIA, and others, and their attendance as a measure of community interest in events downtown
- v) Pedestrian counts via a third party monitoring camera

Other metrics from other communities to be investigated for additional measures.

GO Transit

DDRAC should be engaged in the Region's study re a GO hub in St Catharines and its implications for downtown.

Parking and Traffic

DDRAC should engage with the Parking Committee re the upcoming parking study for downtown

8. **Date of next meeting**
Tuesday, January 19, 2015, at 3:30 pm.

9. **Motion to Adjourn**
Moved by: Harald Ensslen
Seconded by: Chris Lowes

CARRIED

The meeting adjourned at 5:00pm.