

# Downtown Development and Revitalization Advisory Committee ( DDRAC)

## Minutes

**Tuesday, January 19, 2016**

**Atrium, City Hall at 3:30pm**

### **Attendance:**

Robin Mcpherson  
Daniel Romanko  
Bernie Slepko  
Mike Mazzolino  
Tisha Polocko – BIA  
Harald Ensslen

### **Regrets:**

Brianne Hawley

### **Staff Liaison:**

Judy Pihach, Manager of Planning Services  
Scott Ritchie, Urban Design Planner

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#### **1. Call meeting to order (Chair)**

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

#### **2. Additions/Deletions to the Agenda**

None.

#### **3. Motion to approve the agenda**

Moved by: Harald Ensslen

Seconded by: Robin Mcpherson

“That the agenda for the meeting of January 19, 2016, be approved.”

**CARRIED**

#### **4. Motion to approve the minutes of the previous meeting**

Moved by: Bernie Slepko

Seconded by: Mike Mazzolino

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

**CARRIED**

5. **Presentations (invited guests)**

Samir Husika, Downtown Development Officer, Economic Development and Tourism Services,

Re: Update on Downtown Initiatives

Samir Husika provided an update on economic development initiatives related to Downtown St Catharines, including: business retention, marketing, business recruitment, a hotel feasibility study, and wayfinding signage initiatives.

6. **Business arising from the minutes**

Dan Romanko provided an update on his presentation to Budget Committee on behalf of the DDRAC regarding funding for CIP and Civic Square.

7. **Business**

2016 DDRAC Work Program

The DDRAC discussed possible performance metrics which could be used to help track downtown revitalization objectives. The following metrics and issues were discussed:

- i) Business growth – yearly statistics on employment and business growth should be tracked.
- ii) Safety – street lighting should be improved in some locations to better illuminate dark spots.
- iii) Cleanliness – issues with dog walkers not cleaning up after their pets. Consider increased enforcement/fines as a deterrent.
- iv) Waste collection – improve image of street by promoting waste collection from rear laneways where possible.
- v) Security – continue to monitor NRPS crime statistics related to downtown. Tracking nuisance complaints may also be valuable.
- vi) Commercial vacancies – vacancies rates should be tracked yearly. If possible, break down between ground floor vacancies, upper floor vacancies and professional office space vacancies.
- vii) Pedestrian counts – BIA has arrangement with third party and will cover costs of pedestrian counts at corner of James and St Paul.
- viii) Licensed capacity – track total number of licensed seats and establishments. Coordinate with ACGO.
- ix) DDRAC should develop spreadsheet of desired tracking metrics and begin sourcing baseline information.

8. **Date of next meeting**

Wednesday, February 17, 2016, at 3:30 pm.

9. **Motion to Adjourn**

Moved by: Harald Ensslen

Seconded by: Tisha Polocko

**CARRIED**

The meeting adjourned at 5:00pm.