

Downtown Development and Revitalization Advisory Committee (DDRAC)

Minutes

Wednesday, February 17, 2016

Atrium, City Hall at 3:30pm

Attendance:

Robin Mcpherson
Daniel Romanko
Bernie Slepko
Mike Mazzolino

Tisha Polocko – BIA
Harald Ensslen
Brianne Hawley
Chris Lowes

Regrets:

David Vivian, Brock University

Staff Liaison:

Jim Riddell, Director of Planning and Building Services
Scott Ritchie, Urban Design Planner

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: Bernie Slepko

Seconded by: Chris Lowes

“That the agenda for the meeting of February 17, 2016, be approved.”

CARRIED

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

Minutes for the January 19th meeting were not available.

DEFERRED

5. **Presentations (invited guests)**

None.

6. **Business arising from the minutes**
None.

7. **Business**
Work Program

Dan Romanko provided an overview of previous Committee discussions regarding work program and Downtown revitalization performance metrics.

Tisha Polocko provided an update on the status of the Downtown Parking Strategy which will be commencing soon. Many parking facilities currently have waiting lists and there is concern that lack of parking is negatively impact business during events. The DDRAC will be consulted. Bernie Slepko noted that we should also evaluate the provision of bicycle parking Downtown.

The DDRAC discussed possible performance metrics to help measure downtown revitalization objectives. Potential performance metrics include the following:

- Tree planting and tree canopy coverage. This may already be tracked by PRCS.
- Methods to measure cleanliness, which may include tracking property standards complaints and uncollected garbage bags. Downtown merchants should be engages to promote streetscape stewardship. Possible partnership opportunity with Clean City Committee. Committee could also engage with City cleaning staff to discuss trends.
- Vacancy rates for office space and retail storefronts. Retail mix and business openings/closings. Coordinate with BIA and Economic Development.
- Number of special events and event attendance.
- Parking utilization rates, parking permits sold and parking permit wait list monitoring.
- Pedestrian foot traffic counts. There is an existing pedestrian counter at the corner of St Paul and James.
- Monitor public safety by tracking NRPS crime statistics. Tisha Polocko advised that the NRPS plans to shift foot patrol focus to east end of Downtown as that area is now seen as greater need.

Jim Riddell provided the Committee with an update on the status of the 2016 budget considerations with respect to DDRAC priorities. Jim advised that \$100,000 is recommend for inclusion for façade improvement grants and that a separate report on CIP funding for TIF and Brownfield programs will be considered by Council at their

meeting of February 22nd. Funding for civic square initiative was requested but is not expected to be included in final budget.

8. **Date of next meeting**

Tuesday, March 23, 2016, at 3:30 pm.

9. **Motion to Adjourn**

Moved by: Robin Mcpherson

Seconded by: Brianne Hawley

CARRIED

The meeting adjourned at 5:00pm.