

Economic Sustainability Committee

DRAFT Minutes

Tuesday, April 25, 2017

Ante Room at 4:30pm

Attendance:

Councillor Mike Britton, Chair

Mayor Walter Sendzik

Dan Romanko (Chair, Downtown Development Revitalization Advisory Committee - DDRAC)

Mike Sullivan (Chair, Parking Advisory Committee)

Jim Riddell (Director, Planning and Building Services)

Kristine Douglas (Director of Financial Management Services)

Guests:

Brian York, Director of Economic Development and Government Relations

Marco Marino, Economic Development Officer

Regrets:

Councillor Mat Siscoe

Judy Pihach – (staff liaison) DDRAC

Staff Liaisons:

Steve Bittner – (staff liaison) Parking Advisory

Leanne Kurek – Recording Secretary, ESC

1. The Chair, Councillor Britton called the meeting to order at 4:36 p.m.

2. Motion to approve the agenda

That the Economic Sustainability Committee adopt the agenda as presented

Moved by: Kristine Douglas

Carried

3. Motion to approve the ESC minutes, January 31

Amendment to the minutes of January 31st

- *Representative from Economic Development is a resource as an advisory role not a voting committee member.*

Moved by: Mike Sullivan
Carried

4. Motion to approve presentations

n/a

5. Business arising from the ESC minutes, Jan 31st

n/a

6. Business

6.1 Parking Advisory update ~ Mike Sullivan & Steve Bittner

i) Downtown Parking Study update ~ Steve Bittner

- The study is being updated with updated growth numbers.
- Study to go to staff on May 19th
- Public meeting to be held regarding the growth numbers. (The meeting will strictly be to discuss the growth numbers.)
- Strategy of releasing report:
 - Release report to the public and Mayor and Council at the same time.
 - Staff report to include comments from DDRAC and the Parking Advisory Committee in the Final Draft Report.

Motion:

That the Downtown Parking Study be referred to the Parking Advisory Committee and the Downtown Development Revitalization Advisory Committee for comment to be included in the staff report.

Moved by: Walter Sendzik
Carried

ii) Parking Advisory Committee update ~ Mike Sullivan

- Race Street parking lot is being reconstructed.
- Committee received an update on Honk Mobile
- Committee requests that the Pillar committee approve the minutes of the Parking Advisory Committee.

Action:

Leanne to send out the Parking Advisory and DDRAC minutes when sending out the Social Pillar agenda and minutes.
Add approval of minutes to future agendas.

Motion to approve the presentation and draft minutes from PAC

Moved by: Walter Sendzik

Carried

6.2 DDRAC update ~ Dan Romanko

- A draft report from staff is forthcoming regarding the Downtown metrics. Eight metrics were determined by staff for the health of the downtown:
 - Façade improvement (value of those completed).
 - Value of construction (downtown)
 - Frequency of attendance at FirstOntario Performing Arts Centre and the Meridian Centre.
 - Operation hours of businesses
 - Number of cars parked in lots and garages.
 - CMHC vacancy rates
 - Pedestrian camera
 - Total tree coverage
- Boundary Map – defining areas for metrics
 - The St. Catharines Downtown Association to expand what they consider the downtown area to be.
 - Metrics and evaluation
- Open Streets Project
 - Active transportation, opportunity for closing city streets (businesses would be open during event – not a sidewalk sale event).
 - Local organizations to promote ‘local products’, public health in attendance.
 - James St and St. Paul
 - Impact – perception of downtown and social community development.
- Oakhill Park:
 - This coincides with the Burgoyne Bridge gateway.
 - Heritage Committee to provide guidance (Shickluna Shipyard).
 - Landscaping to still be completed for Burgoyne Bridge.
 - Committee is following up with Parks and Recreation.
- Streetscaping Design:
 - Geneva Street and St. Paul (Regional Road improvement).
 - Future: develop a plan for St. Paul St (tree coverage).
- Digital signage:
 - Placed in parking garages for parking status
 - Modern age signage

- Civic Square Project
 - Strategize on next steps forward.

Action:

Economic Development to bring the infographics and marketing information on downtown metrics through the Downtown Development Officer (Samir Husika) to our next meeting.

Motion to receive the presentation from the DDRAC

Moved by: Kristine Douglas

Carried

7. Economic Development Committee Update – Brian York and Marco Marino

- Economic Development Strategy
 - Incomplete
 - No executive summary
 - Internal working group and consultant are working together to complete the report.
 - Once complete report will come to committee then City Council for further comment.
 - Committee's input will be included in the staff report.
 - Special meeting to be scheduled to review and offer comment.
 - Committee will receive the report ten days prior to the meeting, to have adequate time to review.

Action:

Special meeting to be scheduled to review and comment on the Economic Development Strategy prior to it going to City Council.

Motion to receive the presentation from Brian York and Marco Marino, Economic Development

Moved by: Dan Romanko

Carried

8. Date of next meeting: TBD – to be scheduled once the Economic Development Strategy is complete

10. Motion to adjourn

That the Economic Sustainability Committee be adjourned at 5:15 p.m.

Moved by: Walter Sendzik

Carried