

# Economic Sustainability Committee

## Minutes

**Tuesday, January 31, 2017**

**Ante Room at 4:30pm**

### **Attendance:**

Councillor Mike Britton, Chair

Mayor Walter Sendzik ~ arrived at 4:40

Councillor Mat Siscoe

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

Mike Sullivan (Chair, Parking Advisory Committee)

Jim Riddell (Director, Planning and Building Services)

Lisa Read (Manager of Billing, Financial Management Services)

Marco Marino, Economic Development Officer

### **Regrets:**

Judy Pihach – (staff liaison) DDRAC

### **Staff Liaisons:**

Steve Bittner – (staff liaison) Parking Advisory

Leanne Kurek – Recording Secretary, ESC

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**1. The Chair, Councillor Britton called the meeting to order at 4:30 p.m.**

**2. Motion to approve the agenda**

*That the Economic Sustainability Committee adopt the agenda as presented*

Moved by: Mat Siscoe

**Carried**

**3. Motion to approve the ESC minutes, October 6**

*That the minutes of the Oct 18<sup>th</sup> ESC meeting be approved as presented*

**Moved by:** D. Romanko

**Carried**

**4. Motion to approve presentations**

n/a

**5. Business arising from the ESC minutes, Oct 18<sup>th</sup>**

n/a

**6. Business**

**6.1 Parking Advisory update ~ Mike Sullivan**

- New Chair and Vice Chair of committee – Mike Sullivan and Vice Chair John Scott
  - Past Chair David Ringler stepped down as Chair but will still serve on committee.
- Update on Parking Study
  - Committee will review draft study in February and submit comments to council with report.
- Questions from Committee (reviewed at the Oct 18<sup>th</sup> Pillar meeting)
  - Advisory committee would like feedback from the Pillar committee
  - Displaced parking
    - Raymond St – no off-set
  - Parking removed from North St. Paul (public meeting took place).
    - Committee had comments included in the report that went to council.
- Committee received update on the Honk Mobile app
- Downtown Parking Town Hall taking place at Market Square on Feb 16<sup>th</sup>.

**Action:**

Mike to report to committee that questions will be answered in the Parking Study report.

**Motion to approve the presentation from PAC**

**Moved by:** Mat Siscoe

**Carried**

**6.2 DDRAC update ~ Dan Romanko**

- Committee received an update from Staff:
  - St. Paul reconstruction – the design, removal of parking and construction to start spring of 2017.

- Parking Open House
  - Determined there is sufficient parking downtown
  - Assessment of parking - downtown residential was not included in the assessment. Committee sees this being an issue in the future as the downtown grows.
- Brock University Representative:
  - The representative from Brock University shared frustrations by students in regards to purchasing monthly parking passes.
  - The monthly terms determined by the City does not coordinate with the academic year.
- Metrics on health of downtown
  - City staff are compiling – the committee will review at their Feb 3<sup>rd</sup> meeting and determine a baseline.
- Multi-agency coordination for downtown
  - The task force consisting of (Fire, NRP and AGCO) are educating businesses on fire and occupancy regulations.
- Downtown Association – draft Strategic plan – outlines 4 goals for the first year
  - Cleaning downtown
  - Member participation and engagement
  - Signage for our assets and attractions in the downtown.
  - Creating a vehicle-friendly core through collaborative initiatives
- Civic Square Project
  - Places to Grow – did not receive funding
- Streetscaping and design – involvement
  - Carlisle, James and St. Paul Streets.

***Action:***

Dan Romanko to follow up with the Brock University staff member to see if the parking pass is still an issue for the students.

Civic Square Project – budget committee to request 100k

- info item on budget agenda (report from last year).
- Leanne to have added to agenda

**Motion to receive the presentation from the DDRAC and refer the Civic Square Project (report from 2016) to Budget Committee**

**Moved by:** Dan Romanko

**Carried**

## **7. Economic Development Committee Update - Marco Marino**

- Concerns with creating a new committee for economic development :
  - Creating another committee does not fit with the City's Strategic Plan being a Sustainable City – we need to find efficiencies
  - City staff currently work with existing committees and make them more efficient
  - Integrate economic development into the Economic Pillar committee.
    - Have economic development rep sit on committee.
    - Business conversation and inclusion

**Motion to receive the presentation from Marco Marino, Economic Development**

**Moved by:** Mat Siscoe

**Carried**

## **8. Other Business**

- Mayor Sendzik: Economic Development Strategy
  - Draft strategy to come to Pillar committee for review
- Economic Development Strategy
  - Objectives
  - Action items
  - Identify gaps
  - Action items sent to Advisory committees
- Parking Revenue Generator for City
  - Look at areas in the City
  - Merritton - paid parking removed (feasibility on Hartzel and Merritt for paid parking.
  - Port Dalhousie

### ***Action:***

Mat Siscoe – next Pillar meeting to focus on Economic Development Strategy.  
Economic Pillar to have input prior to the Economic Development Strategy going to Council.  
Special meeting to be scheduled for the Strategy.

**Motion: That an Economic Development staff member representative be added to the Pillar Committee as a resource (not a voting member).**

**Moved by:** Mat Siscoe

**Carried**

**Motion: Committees to identify their top priorities**

**Moved by:** Mat Siscoe

**Carried**

9. **Date of next meeting:** Tuesday, April, 25, 2017.  
4:30 p.m. to 5:30 p.m. Ante Room

10. **Motion to adjourn**

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

Moved by: Dan Romanko

**Carried**

#### **Attachment**

- St. Catharines Downtown Association – DRAFT Strategic Plan 2017-2020