

## DRAFT Minutes

**Tuesday, April 19, 2022**

**Electronic Meeting at 4:30 p.m.**

### **Attendance:**

Councillor Dawn Dodge, Chair  
Councillor Robin McPherson  
Brian York, Director of Economic Development and Government Relations  
Kristine Douglas, Director of Financial Management Services  
Diane Dupont, Chair of the Transportation Advisory Committee

### **Absent:**

Councillor Lori Littleton  
Kelly Burke, Chair of the Downtown Revitalization Advisory Committee  
Margaret Josipovic, Downtown Development Revitalization (staff liaison)  
Scott Richie, Downtown Development Revitalization (staff liaison)

### **Guests:**

Rob Belchoir, Small Business Consultant – EDTS ~ left at 5:00 p.m.  
Natalie Pagnotta, Main Street Ambassador - EDTS ~ left at 5:00 p.m.

### **Staff Liaison:**

Steve Bittner, Transportation ~ left at 4:53 p.m., rejoined at 5 p.m.  
Leanne Kurek (Pillar Committee)

---

#### **1. Call meeting to order (Chair, Councillor Dawn Dodge) at 4:35 p.m.**

#### **2. Recognition of Traditional Territories**

Councillor Dawn Dodge acknowledged that the land on which the Economic Sustainability Committee meets today is the traditional territory of the Haudenosaunee and Anishinaabe peoples, many of whom continue to live and work here today. This territory is covered by the Upper Canada Treaties and is within the land protected by the Dish with One Spoon Wampum agreement. Today this gathering place is home to many First Nations, Metis, and Inuit Peoples. Acknowledging this is a reminder that our great standard of living is directly related to the resources and friendship of Indigenous people.

**3. Amendments to the Agenda**

**4. Motion to approve the agenda**

That the Economic Sustainability Committee adopt the agenda as presented.

**Moved by:** B. York

**Carried**

**5. Motion to adopt the minutes of the previous meeting**

Motion to adopt the ESC minutes, Oct 14, 2021.

**Moved by:** D. Dupont

**Carried**

**6. Declarations of Interest**

**7. Presentations (invited guests)**

**8. Business arising from the minutes**

**9. Business**

**a. 9.1 Main Street Ambassador Program**

- i. Presentation attached

That the Economic Sustainability Committee accept the presentation on the Main Street Ambassador Program from the city's Economic Development department.

**Moved by:** R. McPhersdon

**Carried**

**b. 9.2 DDRAC Verbal Update**

- i. No update, no representative in attendance

**c. 9.3 Transportation Verbal Update**

- i. Priorities: sidewalk snow clearing and paved multi use paths

That the Economic Sustainability Committee receive the verbal update from the Transportation Advisory Committee.

**Moved by:** D. Dupont

**Carried**

**10. Date of next meeting**

Tuesday, July 19, 2022 at 4:30 p.m.

**11. Motion to Adjourn**

That the Economic Sustainability Committee be adjourned at 5:05 p.m.

**Moved by:** R. McPherson

**Carried**

**Attachments:**

- **My Main Street Overview presentation**



MY MAIN STREET  
MA RUE PRINCIPALE

# My Main Street

---

Local Business Accelerator Program Overview



Canadian  
Urban  
Institute

Institut  
Urbain du  
Canada



Economic  
Developers  
Council  
of Ontario



# Target Main Street Communities

- **Focused on a range of main street types** – traditional main streets, new downtowns, strip mall communities and rural commercial areas.
- **Target main streets that were struggling pre-COVID** – while things are tough for most main streets and recovery is still early, the goal of **My Main Street** is to focus in on the hardest hit main streets.
- **Focus on communities with equity-deserving populations** – **My Main Street** seeks to prioritize equity-deserving groups and historically marginalized communities through all aspects of program delivery to encourage local economic opportunities and diversify local main streets.



Photo credit: Hamilton, Ontario

# My Main Street Objectives

Utilize data to drive targeted investments in a diversity of main streets.

Revitalize main streets with a healthy mix of retail and activities that draw their local community.

Ensure residents benefit from the economic opportunities available along their main streets.

Identify the various pathways to revitalizing different main streets that can be copied by other communities.

**\$23.25 million** investment in local economic recovery  
from the **Federal Economic Development Agency for Southern Ontario.**



# Main Street Ambassadors

## Local Business Accelerator

Supporting the starting and growing of local businesses.

**Main Street Ambassadors** are focused on implementing the opportunities surfaced through the data and provide hands-on business advisory support to entrepreneurs along the participating main streets.

By participating in **My Main Street**, participating communities unlock resources for their Main Street neighbourhoods.



Photo credit: Downtown Kingston! BIA

# Local Business Accelerator

Supporting the starting and growing of local businesses.

## Deep Data Analysis

Each community receives the community market profile, business inventory and surveying in order to inform local investments.

## Local Business Market Research

New and existing businesses along the participating main street gain access to market research reports to help them focus their investments and marketing.

## Local Business Funding

Each community receives ten \$10K grants to help fund both new and existing business opportunities along the main street. Funding can be used to start or grow a business.

## Ambassador Delivery Support Funding

Each community receives funding to hire a Main Street Ambassador and support program delivery in their community.

## Main Street Ambassador Network

All participating communities can leverage the lessons learned from peer communities from across Ontario.



**Main Street Ambassador**





# Additional Information & Ambassador Contact

---



[www.investinstc.ca/site/mymainstreet](http://www.investinstc.ca/site/mymainstreet)



[npagnotta@stcatharines.ca](mailto:npagnotta@stcatharines.ca)



**(905) 359 - 0399**