

**The Corporation of the City of Kawartha Lakes**  
**Minutes**  
**Downtown Revitalization Advisory Committee Meeting**

**DRAC2019-01**  
**Tuesday, January 8, 2019**  
**5:00 P.M.**  
**Omemee Arena Community Room**  
**212 Sturgeon Road**  
**Omemee, Ontario K0L 2W0**

**Members:**  
**Chris Handley**  
**Matthew Hutchison**  
**Julie Kellett**  
**Lynne Manning**  
**Stephen Podolsky**  
**Dinah Wilson**  
**Mayor A. Letham**

**Accessible formats and communication supports are available upon request.**

## 1. **Call to Order**

M. Hutchison called the meeting to order at 5:17 p.m.

The following members were in attendance: Matthew Hutchison, Mayor Letham, Lynne Manning, Chris Handley, Julie Kellett, Stephen Podolsky, Dinah Wilson.

Absent: none

Also in attendance: Judy Coward (OMAFRA), Doug Elmslie (Deputy Mayor), Rebecca Mustard (Manager - Economic Development), Leisha Newton (Economic Development Officer - Downtown), Carlie Arbour (Economic Development Officer - Community), E. W. Hilton, Mary Ann Martin, Simon Wickens, and Jim Garbutt.

## 2. **Administrative Business**

### 2.1 Adoption of Agenda

**Moved By** C. Handley

**Seconded By** S. Podolsky

**That** the agenda be adopted as circulated.

**Carried**

### 2.2 Declaration of Pecuniary Interest

There were no declarations of pecuniary interest noted.

### 2.3 Adoption of Minutes

#### 2.3.1 Adoption of October 3, 2018 DRAC 2018-05 Downtown Revitalization Advisory Committee Meeting Minutes

**Moved By** L. Manning

**Seconded By** S. Podolsky

**That** the Minutes of the October 3, 2018 Downtown Revitalization Advisory Committee meeting, be adopted as circulated.

**Carried**

### **3. Deputations/Presentations**

#### **3.1 Downtown Reconstruction Update**

Carlie Arbour, Economic Development Officer - Community

Carlie Arbour shared the following for Lindsay's downtown reconstruction project:

- The timeline is the Peel & Russell Streets will be completed in 2019, and Kent Street West along with the cross streets will be completed in 2020 and beyond.
- communications and supporting businesses throughout the process will be essential
- At the OMAFRA DR training in November (hosted in Lindsay), there were communities that had done big digs. We have reached out and asked for "lessons learned".
- Owen Sound is an example that has created a video on what worked and didn't work throughout their process. They found that through positive engagement, and open communication they were able to change the momentum and manage the message.
- The Lindsay DR working group, Heritage Committee, and BIA were asked to provide feedback on brick colour, lamp standards, and landscaping in December ahead of a public meeting. This information was fed back to Engineering.
- There is a second public meeting to be scheduled soon. The date and time have not yet been determined.

Chris Handley shared the following about the downtown Fenelon Falls reconstruction projects:

- Community members recently met with the engineering department to discuss the downtown projects for Fenelon Falls. There are three downtown projects: the bridge rehabilitation, Colborne St reconstruction and the second crossing.
- Engineering has advised that they will need to determine the status of the bridge and advise when the bridge will need to be fixed. Work may need to be completed on the bridge prior to the reconstruction of Colborne St.
- The Fenelon Falls DR has shared that their priority is to have the Colborne Street reconstruction project completed first.

- Proposals will be received soon for the design work for Colborne St. and a consultant should be awarded in Q1.
- The Fenelon Falls DR steering committee has committed to host a public meeting for Engineering in the spring.

**Moved By** S. Podolsky

**Seconded By** Mayor A. Letham

**That** the Downtown Reconstruction Update be received.

**Carried**

### 3.2 Million Dollar Makeover Update

Carlie Arbour, Economic Officer - Community

- Marketing materials have been developed and the Million Dollar Makeover program was launched in November 2018.
- Office hours were held in 7 communities throughout November and December to meet with interested property owners about the program.
- In addition, Carlie was invited to speak at community meetings about the program.
- Webinars have started last week and will continue over the next week. They are going well. Sessions are being recorded, and sent out at attendees
- To date, we have received 70 expressions of interest. These people have discussed their plans with staff and then need to fill out an application. Some have indicated that they will wait until there is grant money available in their area.
- Deadline for applications is Thursday January 17, 2019, successful applicants will be notified in February.
- Chris Handley complimented Carlie Arbour on her hard work on the project.

**Moved By** L. Manning

**Seconded By** C. Handley

**That** the Million Dollar Makeover be received.

**Carried**

### 3.3 Economic Development Update

Rebecca Mustard, Manager - Economic Development

#### a) Downtown Retail Training

- We are working together within our department to launch a retail training program that will be available across the city for businesses
- This is a program that will include training, mentoring, resources and support through our KLSBEC and Economic Development department
- We are working collaboratively with the BIA and the four Chambers to apply for funding that is available through the Digital Main Street program (through OBIAA). There is potential to get up to \$10,000 per community, up to \$50,000 within the City of Kawartha Lakes.
- We are expecting the launch the Retail Training program soon, we just need to determine what it will look like.
- DRAC has offered to help as needed

#### b) Tourism Update

- Trail Towns: RTO8 is working on a new initiative called Trail Towns that we are very excited about. There is potential for each of the Kawartha Lakes communities along the TSW to be designated as a Trail Town and receive funding for signage and promotional recognition. There will be more information provided soon.
- Tourism is working in a new Tourism Strategy this year

#### c) Agriculture

- Spotlight on Agriculture is being held on March 22, 2019 at the LEX. This is a gala awards night to showcase agriculture in Kawartha Lakes.
- Leisha will distribute additional information about the event after this meeting.

**Moved By** L. Manning  
**Seconded By** J. Kellett

That DRAC recommends to support the Digital Main Street program

**Carried**

**Moved By** C. Handley  
**Seconded By** L. Manning

**That** the Economic Development Update be received.

**Carried**

### 3.4 2019 DRAC Work Plan

Leisha Newton, Economic Development Officer - Downtown

Leisha provided a draft 2019 work plan with suggested items based on the current DR action plans and the DRAC terms of reference. At the next DRAC meeting, the 2019 DRAC work plan will need to be finalized.

Each member of the committee was asked to bring their ideas or changes to the next meeting for discussion.

**Moved By** Mayor A. Letham  
**Seconded By** J. Kellett

**That** the 2019 DRAC Work Plan be received.

**Carried**

### 3.5 Working Group Updates

The Chair read the following statement prior to the start of the working group updates:

The working group updates are an opportunity to provide updates related to your action plans and details about the activities within your community, but also to bring motions and priorities forward. Please present any motions or concerns that have been presented at your working group meetings so that they can be carried forward to the relevant City department or to Council.

### 3.5.1 Omemee Working Group

Matthew Hutchison & Julie Kellett

New Year's Event

- There were 75 people at the Legion
- The Legion donated, and the Church helped
- It was a very family friendly event, and was very well received

Omemee Unites

- This group is doing very well, coordinating dates and working very well together

Other Items

- Neil Young mural has been installed, and the community would like to do an unveiling
- Is there anything that can be done to get the murals lit?
- There was a bridge reconstruction completed by the Lions Club in the fall.

### 3.5.2 Coboconk & Norland Working Group

Dinah Wilson

- A group of volunteers are working on the parking lot in Norland, trying to dress it up and get it looking more inviting
- Lion's Park in Coboconk is looking a lot better: There is a goose problem, so they have been encouraging community members to walk their dogs in the area to scare the geese away so they won't nest in the spring.
- Frostival is coming up - January 26-27, skating Trail at Balsam Lake Provincial Lake Park

### 3.5.3 Fenelon Falls Working Group

Chris Handley, Lynne Manning

- The committee was busy with door to door promotion for the Million Dollar Makeover program over the last few months, stirring up lots of interest. Fenelon Forward also hosted an information night for local businesses to learn more about the program.
- Creation of a one piece report card that was distributed throughout the community to share all of the successes from the past year. This has helped to share all of the great work that the community has completed.
- There is a big focus on arts, culture and roads moving forward.

### 3.5.4 Lindsay Working Group

Stephen Podolsky

- The BIA ran a Holiday passport promotion that went very well, and got most of the businesses engaged.
- Fun Four Hours has been a great event for downtown Lindsay, so we have decided to host 3 more in 2019.
- BIA will continue to expand it's boundaries with an associate membership program
- The Beautification committee of the BIA is saving money because they don't know who will have to pay for street furniture, garbage receptacles, banners etc. with the reconstruction.

**Moved By** C. Handley

**Seconded By** S. Podolsky

**That** all of the Working Group updates be received.

**Carried**

## 4. Correspondence

## 5. New or Other Business

### 5.1 DRAC Meeting schedule for 2019

Leisha Newton, Economic Development Officer - Downtown

Adjustments were made to the suggested schedule to accommodate conflicts and requests from committee members.

**Moved By** L. Manning

**Seconded By** J. Kellett

**That** the DRAC Meeting schedule for 2019 be received as amended.

**Carried**

## 6. Closed Session

## 7. Next Meeting

The next meeting will be Tuesday, February 26, 2019 at 5:00 p.m. in the Fenelon Falls Arena Conference Room, Fenelon Falls.



**8. Adjournment**

**Moved By** L. Manning

**Seconded By** J. Kellett

**That** the Downtown Revitalization Advisory Committee Meeting adjourn at 6:37 p.m.

**Carried**