

MEETING MINUTES



MEETING **Downtown Advisory Council Meeting**

DATE September 17, 2015

LOCATION Meeting Room A

TIME 3:00 – 5:00pm

PRESENT Henrietta Coole, Ken Hammill, Len Kahn, Amy Kendall, Tom Lammer, John Leacock, Will MacTaggart, Kristel Manes, Courtney Miller, Doug Minett, Kithio Mwanzia, Don O’Leary, Ian Panabaker, Cameron Walsh, Marty Williams

REGRETS Emily Ferguson, Steve Kraft, Dawn Owen

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	Welcome The Committee members discussed potentially changing the Committee meeting time from Thursday afternoon.
2	Items of Pecuniary Interest No items of pecuniary interest
3	Approval of Agenda & Minutes Moved by Len Kahn Seconded by Will MacTaggart
4.1	Downtown Parking Master Plan Engagement Activities Cameron Walsh presented the content of the community engagement initiative for the Parking Master Plan. The target number of responses is 400 people. He will present the results of the survey at the next DAC meeting. The Committee members discussed the 2016 capital budget to be allocated for projects. Also discussed was the staff report for the Parking Master Plan and importance of highlighting the role of investment to maintain a trajectory for growth in the downtown.
4.2	Wayfinding/Island Survey Update The Committee reviewed the survey results, which indicated overall support to have the island return. A future review of public support for pilot projects in the downtown would be of use to the Downtown Renewal Office and DAC. Also discussed was the costing of having the island on a seasonal/annual basis and other permanent features that would need to be considered with that, including pedestrian crosswalk.

	The wayfinding signs were a good pilot in line with the regional and municipal tourism strategies. Next steps include integrating electronic initiatives (e.g. smartphone apps) to enhance wayfinding downtown.
4.3	Communications Update Henrietta presented a draft media paper on parking. The Committee discussed the intended audience and most suitable timeline for this to go live. Also discussed was regular DAC media presence, and how to tie that in with the new website. Courtney noted the website domain names, social media content, and current status regarding programming and layout design.
4.4	Committee Meeting Times This item was discussed at beginning of meeting.
	Adjournment. The Committee adjourned by consensus.
	Next meeting – Thursday, October 15, 2015 at 3:00pm

ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
1	Emily	ASAP	Circulate Doodle poll to survey preferences for meeting times.
2	Don O'Leary		Will connect University's wayfinding staff with Ian.