

# MEETING MINUTES



**MEETING**      **Downtown Advisory Council Meeting**

**DATE**            April 3, 2014

**LOCATION**        Meeting Room A

**TIME**             3:00 – 5:00pm

**PRESENT**        Ken Hammill , Adrian Harding , Tom Lammer, Karol Murillo, Will MacTaggart , Doug Minnett , Don O’Leary, Ian Panabaker, David Pell , Kirk Roberts , Marty Williams

**REGRETS**        John Leacock , Lloyd Longfield , Dawn Owen, Barbara Turley-McIntyre

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
<b>1</b>	<p>David de Groot presented the “Downtown Streetscape Manual, St George’s Square Concept and Built Form Standards” draft which will be going to PBEE Committee on April 7, 2014.</p> <p>He indicated the public consultation process is currently in the development process. A public statement from the DAC was requested, however the timeline for April 7 was too limited. There will be other opportunities for the DAC to provide such a statement before the report is finalized in September 2014.</p> <p>Upon reviewing the St. George’s Concept the following suggestions were made by DAC members:</p> <ul style="list-style-type: none"> <li>• It would be helpful for the public to see the principles/objectives in Market Square and how they will be implemented (i.e. initial design did not reflect the final constructed design)</li> <li>• Ensure the public understands the new design is not a roundabout as it will not function as one. Consider using “one way traffic square” in all presentations</li> <li>• Revise technically preferred square diagram and present square from all 4 views with more options (e.g. pavilion with activities)</li> </ul> <p>It was suggested that a DAC sub committee be created to examine the whole report in detail.</p> <p>The Committee requested a list from David of the main issues within the report, including the principles, key issues and associated budgets.</p>
<b>2</b>	<p>Guelph Economic Investment Fund – May 28<sup>th</sup> Presentation</p> <p>Following the February 28<sup>th</sup> meeting, DRO will be presenting the GEIF at a special meeting on May 28<sup>th</sup>. Council also requested that a communications and engagement plan be presented at that time. Prior to the May 28 meeting, key messages were developed by DRO and the DAC. Corporate Communications has been working with DRO</p>

	<p>to assist with strategy and messaging. Additional resources have been consulted to discuss the complete implementation of the proposed communications/engagement plan.</p> <p>In addition, the level of municipal support needed to assist with the Conestoga College submission for the province's call for expansion proposals was discussed by DAC. Other communities such as Barrie, are writing LOI (letter of intents) demonstrating assets or land in the amount of \$14 million. Whether the City of Guelph providing the land is an appropriate level of commitment will be discussed at a later date.</p> <p>Agreement from the group that key messages need to be competitive and confident and stress that these are opportunities to be landed and require investment. It is important to be explicit about parking – the new development will satisfy current inventory, address new program and bring new supply to the Downtown core. Also important to be explicit with the return on investment for the entire development. Karol to distribute key messages to the group for review.</p>
<b>3</b>	<p>150-152 Wellington Street East – TIBG Request</p> <p>DRO have submitted a report for the Tricar 2 project (150-152 Wellington Street East). Staff are recommending the approval of a DGCIP Major Downtown Activation Grant at the April 7<sup>th</sup> CAFE meeting.</p>
<b>5</b>	<p>Parking</p> <p>Sustainable Parking Master Plan is a work in progress that requires further policy discussions and outreach to the public, although work to date has indicated that initial steps to build long term parking inventory require Council approval as soon as possible.</p>
<b>6</b>	<p>Next meeting – June 19, 2014 at 3:00pm</p>

## ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
<b>1</b>	DAC	TBD	Strike a DAC subcommittee to review Streetscape Report in more detail before they release a public endorsement of the project.
<b>2</b>	David de Groot	TBD	David to provide the issue list to DAC
<b>3</b>	Karol Murillo	TBD	Karol to send key messages to DAC for review