

Downtown Coordinating Committee

Reconvening Meeting -- January 26, 2011

Downtown Renewal, Office of the CAO

Agenda:

Introductions

Where we've been

What's ahead for Downtown?

Committee Options

Draft Direction

Discussion

Next Steps

Introductions:

Roundtable Introductions

Today's Meeting Purpose:

To formally start to address the Council Governance Committee direction to review the DCC and report back.

Where We've Been:

2004-6

- Downtown Advisory Group (DAG)
- Municipal Incentives Study & Management Plan (Urban Metrics)

2007

- Downtown Investment Action Plan 2007-11
- Mgr of Downtown Economic Development
- Downtown Coordinating Committee (DCC)

2009

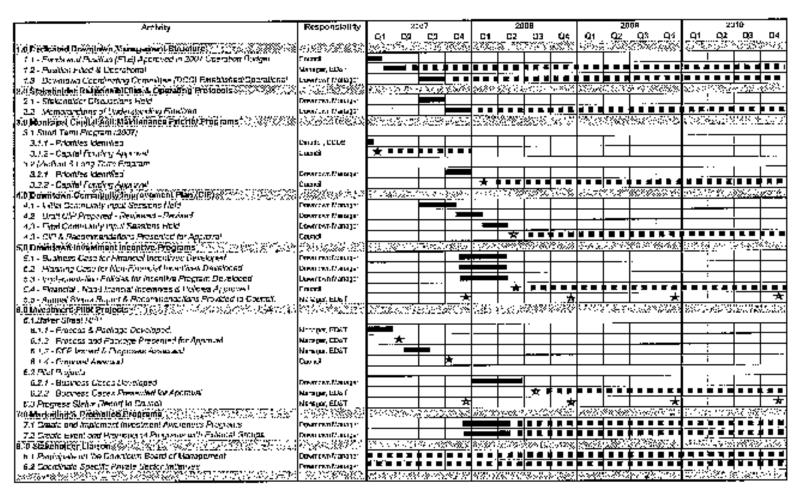
New Council policy for Advisory Committees

2010

- Last DCC meeting February 17, 2010
- City Hall Corporate Restructuring
- CAO Downtown Renewal Office
 - Corporate Manager
 - Downtown Renewal Officer
- Governance Committee report on Advisory Committees

Investment Action Plan Schedule 2007:

Appendix "F" Recommended Program Astonia, Oaliversides and Implementation Schedule



LEGENO

Planning Davelopment Timeline Implementation Timeline Milutions of Doctator Making Holdi



Advisory Committee Policy:

September 2009

Policy sets out:

- Purposes for creating advisory committees
- Policies for creation, amendment, dissolution
- Guidelines for administration and roles

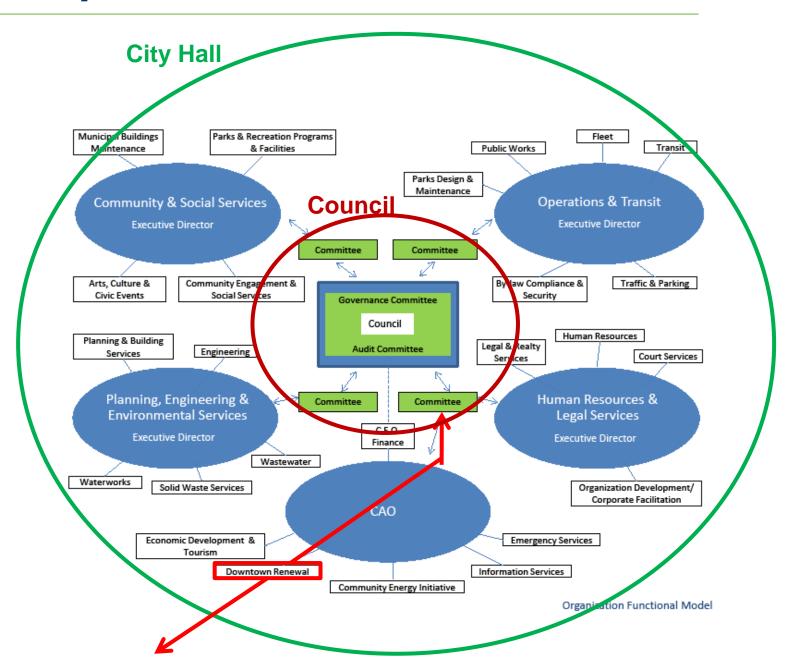
Key Directions: No Councillor participation

Formal administration framework

Examples:

Environmental Advisory Committee
River Run Board (in transition to Cultural Advisory Committee)
Museum Board (in transition to Guelph Museums Advisory
Committee)

New City Structure:



Governance Committee:

September 13, 2010

'Advisory Committees Review of Mandates' Report, Clerks Office

AND THAT staff not proceed with recruitment for the Downtown Coordinating Committee at this time, and that staff undertake a further review and consultation process with the Downtown stakeholders regarding Downtown Co-ordinating Committee and report back with recommendations;

What's Ahead?

- Downtown Secondary Plan: Implementation Strategy
- Updating the Downtown Investment Plan 2011-15

- Other ongoing / upcoming issues: (What do people think of these types of issues at this level...)
 - Parking
 - Late Night
 - Downtown Washroom
 - Solid Waste Bins Introduction

Key Objectives (Draft)

To create a public venue for strategic discussions that can address critical downtown issues

To assist other downtown organizations (DGBA, DNA ...) to focus on their core mandates

To elevate and champion downtown investment (community, private, public ...)

Draft Direction:

That the DCC be renewed as the following:

Downtown Advisory Committee:

Citizen / stakeholder appointments

4 year terms

Chair/Vice-Chair selected by committee

No Councillors

Staff are resources, not voting members

Committee cannot commit resources or direct Staff

The committee should be empowered to:

- Take ownership over its workplan
- To set and achieve goals & timelines (short and long)

Discussion:

Next Steps:

Additional discussion and feedback from stakeholder groups.

Report Process:

- Need to report to Council on recommended changes & renewed mandate
- New appointments triggered

Next Meeting: **February 23, 2011**



Downtown Coordinating Committee

Reconvening Meeting II – February 23, 2011

Downtown Renewal, Office of the CAO

Agenda

What should the DCC do?

Downtown Investment Action Plan

Terms of Reference

Review DCC Mandate

Exercise

Who should be on the DCC?

Committee Composition

Next Steps

Activity	Resp	onsibility
	LEAD	Team
.0 Dedicated Downtown Management Structure		
1.1 Downtown Renewal Office Established and Budget Approved	CAO	Council
1.2 Downtown Renewal Office Postions Filled and Operational	DRO	CAO
1.3 Downtown Coordinating Committee (DCC) Reestablished and Mandate under Review	DRO	Council
.0 Stakeholder Responsibilities & Operating Protocols		
2.1 In Conjunction with neview of DCC mandate	DRO	DCC, O&T
O Downtown Implementation Strategy (DIS)		
3.1 Prioritizing Projects & Programs	DRO	DCC, PEES, OPS
3.2 Financial/Budget Implications	DRO	DCC, PEES, OPS
3.3 Setting Action Plan	DRO	DCC, PEES, OPS
3.4 DIS - Report forwarded with OP and Secondary Plan acknowledged by Council	DRO	Ping
3.5 DIS - updated and forwarded with OP and Secondary Plan Second Release to	000	
Council	DRO	Ping
3.6 DIS - updated and forwarded with OP and Secondary Plan Approval to Council	DRO	Plng
.0 Downtown Community Improvement Plan (CIP) Programs		
4.1 CIP Amendment for Additional Programs	DRO	CAO, PEES, Council, Communication
4.2 Façade Improvement Grant Program Launch	DRO	
4.3 Feasibility Study Grant Program Launch	DRO	
		PEES, Legal,
4.5 Preparation for New CIP programs	DRO	Finance
4.6 Downtown Activation Cront (DAC)	DRO	PEES, Legal, Finance
4.6 Downtown Activation Grant (DAG)		Finance
4.7 Annual Status Report & Recommendations Provided to Council	DRO	
.0 Special Projects		
5.1 Baker Street Redevelopment	DRO	PEES, Real Estat
5.1.1 Library Programme Development	Library	DRO, CSS
5.1.2 Interim 2011 Treatment	DRO	PEES, DGBA
5.1.3 Demolition	PEES	
5.2 Other Upcoming 2012 Projects	DRO	
.0 Marketing & Promotion Programs		
6.1 Downtown Communications Plan - Development Stage	Comm,DRO	DGBA, Edev, CS
6.2 Downtown Communications Plan - Launch & Implementation	DRO	
6.3 CIP Marketing 2011 Plan - Development Stage	DRO	
6.4 CIP Marketing 2011 Plan - Launch & Implementation	DRO	
.0 Downtown Development Facilitation		
7.1 Ongoing Status for Public & Private Interests for Downtown	DRO	

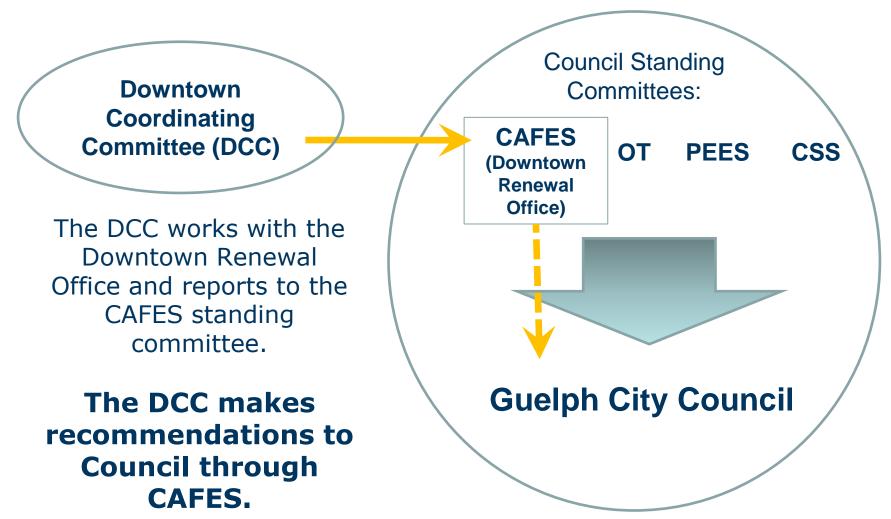
DRAFT Downtown Investment Action Plan 2011-15

- Needs to be updated
- Alignment with Secondary Plan
- DIS informs DCC road map



Advisory Committees to Council:

Advisory Committees:



^{*}No Council Representation on any City of Guelph advisory committee

Terms of Reference - Waterloo

The Uptown Vision Committee will:

- Act as a strategic planning advisor on matters related to the Uptown consistent with the Council
 adopted Uptown Vision.
- Provide input and advice on project/issues related to the Uptown Vision, budget requirements for Uptown projects, and communications of Uptown initiatives.
- Review any matter or issue related to the Uptown referred to the Committee by Council or Staff that
 requires review, evaluation or input from the public as whole, in keeping with the Council adopted
 Uptown Vision.
- Advise in the preparation, maintenance and updating of the overall vision of the Uptown, which
 includes continuously assessing the present situation and identifying emerging conditions
- Provide input to Council on matters related to land use, transportation, developments and beautification etc. in a manner consistent with the Council adopted Uptown Vision.
- Form a subcommittee(s) of its members and/or including members of other interest groups to deal
 with any specific issues/events that have been assigned to it by Council and/or staff. Such
 subcommittees shall deal only with the matter or question referred to it for consideration, and shall
 be disbanded upon completion of the assignment.

Terms of Reference - Kitchener

As such the Committee mandate will cover all matters that impact on the Downtown including: environment and physical image; arts, culture, heritage and entertainment; marketing and business development; media and community relations; safety; housing; neighbourhood and community development; and transportation and parking.

- a) Hear delegations, review reports on any subject falling within the Committee's mandate and, where appropriate, to advise Council.
- b) Annually review downtown issues, propose committee priorities and develop workplans based upon the identified priorities of the Committee. In some cases, it may be appropriate to refer to other standing and advisory committees, community groups or staff for action or to establish working groups/sub-committees to address specific issues.
- c) Oversee and administer the Downtown Kitchener Community Strategic Plan including its implementation and long term maintenance and review.
- d) Provide liaison between the City and the Community concerning all matters relating to the Downtown Community.
- e) Promote and initiate short-term, intermediate and long-term proposals, programs and projects for the strengthening and enhancement of the Downtown.
- f) Prepare and present, in co-operation with staff, bi-annual updates to the Development & Technical Services Committee and Council, including recommendations on priority issues identified by the Committee and/or community concerns brought to the Committee by Council, community members or groups.

Summary

Each group works with an adopted vision and implementing plan

Role identified as strategic and valued by Staff and Council

Ability to form subcommittees when required

Mandate is broad but managed by short and long term framework

DCC Terms of Reference

2007 Terms of Reference		2011 Terms of Reference DRAFT
the development and implementation to programs designed to address ongoing issues of operation/design/safety/maintenance/ use of downtown area;		Act as a strategic advisor providing input and advice on projects/issues/plans as they relate to land use, transportation, developments and beautification etc. within Downtown Guelph,
 the development, implementation to plans and programs for improvements in the downtown area; 		Advise in the preparation, maintenance, and updating of the Downtown Investment Strategy
to improve the scheduling and operating of events and programs in the downtown area between stakeholders; and	*Scheduling not a part of the mandate	Act as an advocate/champion for downtown stakeholders and issues
 to coordinate communications amongst the municipal and stakeholders groups. 		 Form subcommittee(s) of its members and/or including other interest groups to deal with specific issues/events.
 to monitor the results of the Action plan and to provide recommendations for any required amendments to the plan. 		5) Promote and communicate the downtown vision

Test

Example 1:

Downtown Businesses issued summons due to Garbage Dumping on Holidays

Currently:

- frustrated businesses
- individual lobbying to have issue before Council

DCC Role

- Ensure Council is aware of issue
- Recommend Council review by-law policies

Test

Example 2:

Parking Capacity/Management in the Downtown

Currently:

- frustrated businesses
- individual lobbying to have issue resolved

DCC Role

- Advise Council of urgency
- Support Staff in budget and implementation recommendations to Council

Exercise – DCC Mandate What would the DCC like to work on?

List Projects

Add Missing

Individually Prioritize

BREAK

Exercise - DCC Mandate What would the DCC like to work on? Parking Study Wilson Street Parking Structure New Downtown Library Baker Street Parking Structure Residential Development St. George's Square

Committee Composition

2007	2011
City of Guelph City Council (2)	No Council Representation
DGBA (2)	
Guelph Police Services(1)	
Guelph Development Association (1)	
Citizen Appointments (2)	
Guelph Chamber of Commerce (1)	
UofG (1)	
City of Guelph Staff (1-4)	
13 Members	



Next steps

Next Meeting - March 23, 2011

Downtown Renewal, Office of the CAO

MEETING MINUTES



MEETING Downtown Coordinating Committee

DATE February 23, 2011

LOCATION City Hall, Room C TIME 1:00 pm to 3:00 pm

PRESENT Ian Panabaker, Karol Murillo, Tom Lammer, Doug Minnett, Mark Rodford, Zam

Hexamer, Ken Hammill, Paul Ross, Ian Findlay, Jim Stokes, Jim Riddell, David

deGroot

REGRETS Peter Cartwright

DISCUSSION ITEMS

ITEM # DESCRIPTION

Downtown Investment Action Plan - 2007 - 2011

Ian Panabaker welcomed all to the meeting and initiated introductions. Ian discussed the key document – The Downtown Implementation Strategy (DIS) that will prioritize projects and programs, financial implications, and set the action plan for the DCC. He also reported the DIS would be forwarded to Council in coordination with the Downtown Secondary Plan and Official Plan Release/s in June, September and December. The group would be reviewing projects and programs that could form the basis for the DIS later in the meeting.

1

Various members of the group asked for clarification on the structure of the DCC, Downtown Renewal Office and its role with the Standing Committees. D. Minnett noted Economic Development appeared to be missing from these conversations and within the Downtown Investment Plan. I. Panabaker confirmed the DCC works with the Downtown Renewal Office and reports to the CAFES standing committee. The DCC makes recommendations to Council through CAFES. The policy adopted in 2009 is based on not having council representation on any City of Guelph advisory committee. In addition, while the Downtown Renewal Office is the primary contact for economic development within Downtown Guelph, there is internal coordination between the EcDev department and Downtown Renewal.

2007 Terms of Reference

2

At the last meeting, the group wanted to review the Terms of Reference from the neighbouring municipalities of Kitchener and Waterloo. For many, these two cities have been quite proactive developing their downtowns. I. Panabaker presented a revised draft of the DCC Terms of Reference and asked for comments from the group.

K. Hammill felt the vision piece should be the first item on the list. D. Minnett did not agree with the removal of the 'scheduling' word within the redrafted document. He

added prioritization should be strongly emphasized in the second point. The Downtown Implementation Strategy should have some language focused on timelines with deliverables.

The entire group felt the budget component of the DCC should be given more emphasis within the Terms of Reference. M. Rodford suggested there a piece that speaks to "How to make things happen?" Overall, it was felt the terms of reference should be more 'nuts and bolts.'

There was some discussion on whether there were other downtown models with structures that enabled action or fast tracked projects.

EXERCISE

I. Panabaker went through various examples illustrating how a variety of downtown issues of different scales could be addressed by the DCC.

The group was provided with an exercise that listed 15 projects within the downtown that are either planned, upcoming, or have some relevance to the renewal of downtown Guelph. A number of the groupings were added and included: Residential Development, Brownfield Strategy, Financial Incentives, Heritage Study, Zoning By-law Update, Neeve Street Parking, and Joint GO Station Venture.

The group was asked to rank the list by priority and the results were as follows:

Top Items

Parking Study Wilson Street Parking Structure New Downtown Library Baker Street Parking Structure Residential Development St. George's Square

The group did acknowledge the large price tags associated with these top priority projects. Moving forward, the group asked for the top items to be broken down into a more 'realistic' breakdown with actionable items. It was noted the 2011 Budget was about to be approved. Many commented the DCC has an opportunity to prepare budget recommendations in time for the internal/Council 2012 budget deliberations in early summer/late fall.

The group also went into great detail about the lack of funds for these and other planned projects for the Downtown. IP brought up municipalities (e.g. Kitchener) who have created reserve funds to fund downtown capital projects. Many felt there might be a case for developing a similar strategy in Guelph.

Committee Composition

The Committee felt the following groups/persons should be invited to attend the next meeting – Library, IT sector, Conestoga College, Social Services, Real Estate (Murray Taylor), and banking community. The goal is for each member to invite a new community member to the next meeting. It was also noted there should be more female representation on the DCC.

4

3

Next Steps – Meeting in March 23, 2011

ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
1	I.Panabaker	Next meeting	I. Panabaker will provide the group with tentative dates for the reestablishment of the DCC by City Council
2	Downtown Renewal Office	Next meeting	DRO will redraft Terms of Reference and circulate to committee. DRO would scan other downtown governance structure that could be useful to the DCC.
3	Downtown Renewal Office	Next meeting	DRO will develop and present a list of priority items to the group with a short term and long term framework. DRO will look closely at other municipalities who have developed downtown development funds and assess if similar strategy could be possible in Guelph.
4	Every member	Next meeting	To invite a new community stakeholder / potential new member to the meeting.



Downtown Coordinating Committee

Reconvening Meeting III - March 23, 2011

Downtown Renewal, Office of the CAO

Agenda

General

Welcome

DCC minutes online

Follow-ups from last meeting Upcoming Council Workshop

Mandate

Terms of Reference and Structure

Committee Composition

Proposed Composition Nominations Process

Downtown Implementation Strategy

Budget Update Short and long term framework

Next Steps

Welcome

- This is our 3rd reconvening meeting for 2011
- GOAL: to get support for a report to Council with a renewed mandate and committee composition for DCC
- An April Council recommendation means the nomination process would begin in May 2011.

- DCC Agendas and Minutes online:
 guelph.ca / City Hall / Agendas & Minutes
- Downtown Workshop with Council: March 29th, 2011 7PM

Discussion - Kitchener Investment Fund

Key factors led to \$110 million Economic Development Investment Fund (EDIF)

- 1) Seasoned Council
- 2) The Rise of the Canadian Dollar Traditional EcDev threatened
- 3) The Rise of the Creative Class New EcDev strategies needed
- 4) Key Opportunities on horizon: Institutional partnerships
- 5) Initial investments seen as strategic 'game changers' not addressing pragmatic deficiencies

How did they frame downtown Kitchener?

They are competing for IT talent worldwide. Downtown has to become their 'Beach'. It's a city-wide economic development focus

What is Guelph's Game Changer?

Budget Update:

- Downtown Renewal staff funded
- The Community Improvement Plan programs were approved at \$160,000 budget for the Facade Improvement Grant and Feasibility Grant. (From \$425,000 request)
- The Parking Master Plan was not supported.

Our Take Away:

The big picture behind individual downtown projects are not well understood. We need to make a better city-wide case.

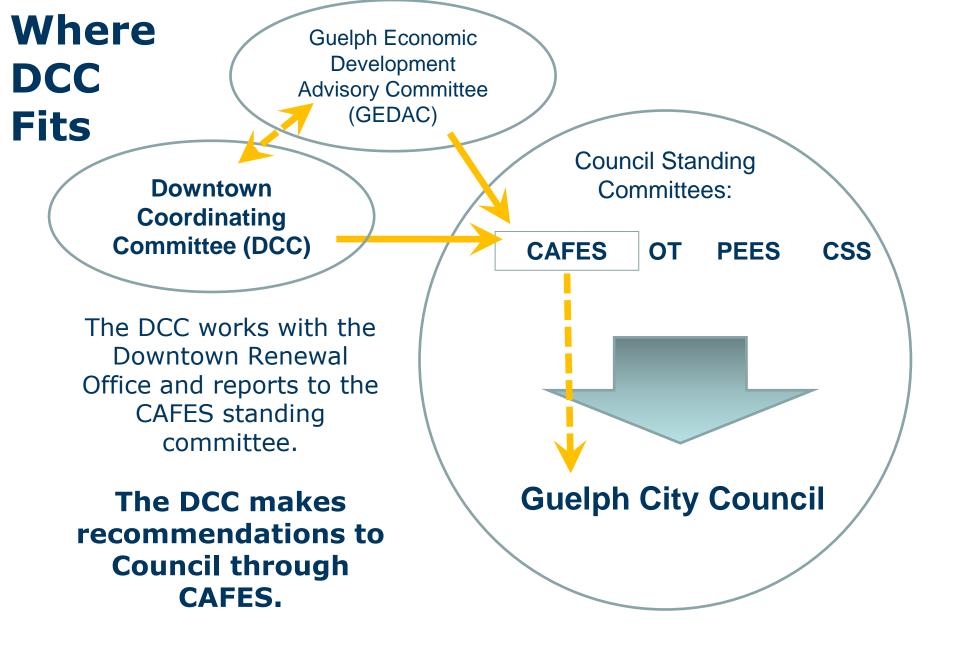
DCC Mandate

At the last meeting the group reviewed draft terms of reference and discussion focussed on:

- Visioning & championing
- Scheduling and/or Prioritization clarified: not events but actions / projects
- Funding/Budget issues: group needs to be able to work with staff and Council on making the financial / budget case and presenting options

Terms of Reference

2011 Terms of Reference DRAFT	DRAFT #2
 Act as a strategic advisor providing input and advice on projects/issues/plans as they relate to land use, transportation, developments and beautification etc. within Downtown Guelph, 	 Act as a strategic advisor to facilitate visioning, planning and coordination on projects/issues/plans within Downtown Guelph
2) Advise in the preparation, maintenance, and updating of the Downtown Implementation Strategy	 Advise in the preparation, maintenance, and updating of the <i>Downtown Implementation</i> <i>Strategy</i> outlining key priority areas benefitting the Downtown and City as a whole
	 Work with Staff and Council to ensure the Downtown Implementation Strategy supports priorities with appropriate funding mechanisms and options
Act as an advocate/champion for downtown stakeholders and issues	 Act as a champion of downtown supporting collaboration, entrepreneurship and investment
4) Form subcommittee(s) of its members and/or including other interest groups to deal with specific issues/events.	 Form subcommittee(s) of its members and/or including other interest groups or individuals to deal with specific issues/events.
5) Promote and communicate the downtown vision	*Note visioning brought to first point



^{*}No Council Representation on any City of Guelph advisory committee

Other Downtown Models?

A scan revealed a lot of variety in downtown organizations. (confirming DAG study 2007)

Common Theme: Each of these groups, made up of a range of downtown interests, work together with their local governments to enable action.

Our Take Away:

We just need to start working. Lets start with what we've got.

All of these organizations work together in a collaborative setting with individuals vested in the continued development of their downtowns.

DCC Committee Composition:

- 1) Who should be on the Committee?
- 2) What factors should be taken into consideration when evaluating each applicant?
- 3) Size of the Committee

Previous Committee Composition

2007

City of Guelph City Council (2)

DGBA (2)

Guelph Police Services(1)

Guelph Development Association (1)

Citizen Appointments (2)

Guelph Chamber of Commerce (1)

UofG (1)

City of Guelph Staff (1-4)

13 Members

Who should be on the Committee and what factors should be taken into consideration when evaluating each applicant?

Many committees are exploring the following criteria:

- City-wide Representation
- Focusing on Fields of Expertise
 (e.g. Kitchener looks at business sectors)
- Focus on Individual Attributes (e.g. Strategic Thinkers)

Recommendation:

- 1) Individual Attributes
 - Entrepreneurial spirit, strategic thinking skills, board experience, business development expertise, leadership skills, passion for Downtown Guelph
- 2) Fields of Expertise or Sector 9
 - Business Management or Finance (1)
 - IT/Innovation (1)
 - Developer or Property/Facilities Management (1)
 - Storefront Retail (1)
 - Arts and Culture/ Tourism (1)
 - Marketing and Promotion (1)
 - Restaurant/Entertainment (1)
 - Education/Research sector (1)
 - Major Industry (1)

Recommendation:

- 3) Other Key Representation
 - Resident/s in Downtown and Surrounding Community (2)

4) Size

The ideal size would be 11 members based on the criteria set in previous section.

** Outstanding Issue: Coordination or integration of GEDAC with DCC to support Prosperity 20/20 framework **

Next Step – Nomination Process

BREAK

The Downtown Implementation Strategy

What is it?

The DIS is the <u>update</u> of the Downtown Investment Action Plan 2007- 2011

The Downtown Implementation Strategy

Activity	Res	ponsibility	2011							
			Q1			Q2			Q3	Q4
	LEAD	Team								
Jowntown Implementation Strategy (DIS)										
3.1 Prioritizing Projects & Programs	DCC	DRO, PEES, OT								
3.2 Financial/Budget Implications	DCC	DRO, PEES, OT								
3.3 Setting Action Plan	DCC	DRO, PEES, OT								
3.4 DIS - Report forwarded with OP and Secondary Plan adknowledged by Council	DRO	Planning		050						
3.3 OIS - updated and forwarded with OP and Secondary Plan Second Release to Council	DRO	Planning		183	9					
3.6 DIS - updated and forwarded with OP and Secondary Plan Approval to Council	DRO	Planning	19	111						
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Work Required in Update:

- Alignment with Secondary Plan
- Alignment with Capital and Strategic Plan updates
- Renewed priorities and actions

Draft Downtown Implementation Strategy

Council Workshop:

Asking Council to provide feedback on how priorities and actions are to be weighed and prioritized.

- 1) How do they feel about the list? Anything missing?
- 2) What criteria and weightings would you like Staff and the DCC to incorporate to prioritize the list?
- 3) There are significant projects/investments identified: What tools are Council interested in exploring to raise the money required?



Next steps:

Council Workshop – March 29th

Council Report to CAFES – April (?)

Next Meeting - April 20, 2011

Downtown Renewal, Office of the CAO

MEETING AGENDA



MEETING Downtown Advisory Committee

DATE April 27th, 2011

LOCATION City Hall - Meeting Room B

TIME 1:00 - 3:00 pm

CHAIR Ian Panabaker

Corporate Manager, Downtown Renewal

AGENDA ITEMS

ITEM #	DESCRIPTION	
1	General Downtown Renewal CIP Programs (Facade Improvement/Feasibility) – Phase 1 - Available April 28 th , 2011 CIP Programs - Phase 2 – Available late summer/early Fall	
2	Downtown Implementation Strategy (DIS) • Downtown Workshop – March 29, 2011 • Summary and next steps	
3	Downtown Advisory Committee – Renewed Mandate & Committee Composition	
4	Next Steps	
5	Adjourn	