

Downtown Development Report

Board of Directors

Tuesday November 21st, 2023



Social media:

- Newsletter went out November 3rd
- Facebook group for business owners started for quick communications and reminders, 38 members so far
- Social media focuses:
 - Shopping local for the holidays
 - Business owners out in the community
 - #IGotItInKincardine campaign highlighting things you can get downtown instead of ordering from Amazon
 - Holiday shopping round-ups

Items of Special Note:

- Coffee mixer not hugely attended, needs more notice
- MOK/Tourism breakfast went well, survey going out to BIA members
- Blue planters put out by parks, decorated by Amanda and Cherie for Hometown
- Heritage lights an on-going issue, lights ordered are not working out

Passports

- November winner was Lily Nixon, our first child to win!
- \$1000 draw will take place at Hometown Christmas
- Increased campaign to get passports filled out and entered seems to have worked, picked up a lot of completed passports in November
- Amanda and Cherie began collecting stamps for safe keeping
- Do we do a passport program next year? If so, when? Spring? Fall? Christmas season?

Events:

Halloween Spooktacular Recap

- Event was very well attended
- Businesses appreciated help with candy costs
- A map next year might help
- Big thank you to tourism/Strategic Initiatives dept at MOK for purchasing decor and decorating downtown for spooktacular

Halloween Pub Crawl Recap

- Event sold \$1600 worth of cards
- Need to get cards out earlier next year for more sales
- Crowd enjoyed evening, businesses liked format way better than pub crawls in the past
-

Hometown Christmas Recap

- Hometown Christmas very successful for businesses
- Owners reporting best day of sales for the year
- Rick and Marilyn were amazing as Santa and Mrs Claus
- Window reveals didn't really work this year, do we continue with that?
- Bar didn't really work either - hot drinks would have been better
- Ended up with 2 petting zoos, happy accident though
- Partnership with MOK worked so well
- Sadie and Amanda to compile notes for next year
- Continuing with silent auction on Tree and deaths until November 30th, delivery of items on Dec 1st
- \$1000 Passport BIA Bucks grand prize winner was Ginny Ross - meeting on Tuesday to present them and take photos

Blinky

- Blinky booked for MOK Staff Christmas, and Chamber Parade
- Need to get Blinky 2 cleaned & repaired in January/February
- Justine drafting Blinky policies and procedures document

Lights on Harbour, Bankers Alley, and Victoria Park

Lights that were recommended by Ideal Supply did not work. They were too strong and kept blowing fuses. These lights are becoming a big headache and an alternative needs to be looked into.

Parking Time Limit request

We have been approached a few times now by a BIA member requesting parking time limits in the BIA area (Mike Hinchberger and I have been researching). They are requesting a 2 hour time limit. The BIA has been through a few variations of timed parking over the years which have either not worked or were abandoned for one reason or another. The issue seems to actually be downtown employees parking on Queen Street taking up spots for customers.

1. Do we need to poll members to get their thoughts on timed parking?

2. Do we focus on education for businesses and employees on parking off Queen Street instead of implementing time limits?
3. Is 2 hours appropriate? Would 3 or 4 be better for customers?

The Bruce Signage Letter Request

Further to our initial conversation about the Bruce's request for a letter of support in asking council for an exemption to the signage bylaw, the Bruce has sent more info on the sign they've purchased.

The letters do not glow themselves, they are lightly backlit, as in the images included. I personally feel the sign is very classy while not being too modern that it won't fit in downtown. My recommendation would be that we write the letter of support and look at amending the bylaw to be more specific about the kinds of lighted signs that do not fit in downtown. But I leave this with the board.



Hi Kelly

Yes looks more like the Beach Motel. The illumination will not be projecting from the letter face towards the street. The illumination will be coming from the back of the letters projecting on to the building wall. Illumination will be more of a glow around the letters.

Also the darker the background of the wall would mean less the brightness would be on the wall.

As for brightness I have no idea what the nits number would be?

Attached is photo showing how the illumination works.

Ron Cox

phone: 1-888-953-1111 Ext 102

email: roncox@coxsigns.com



Cox Signs Limited

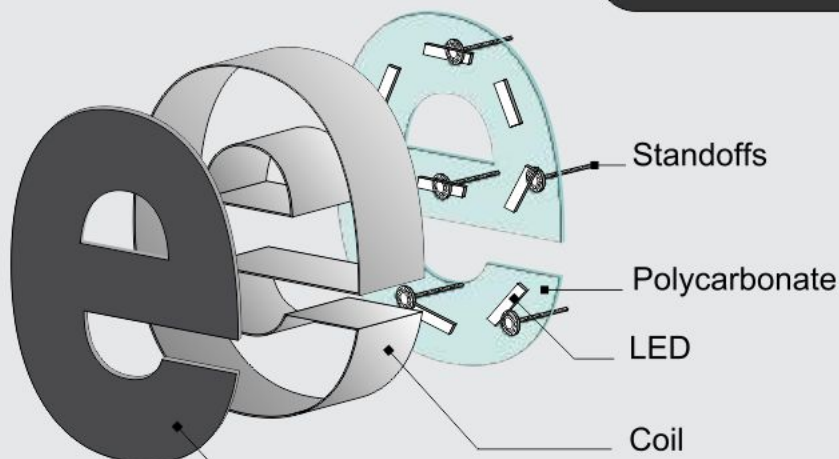
27 Ontario Road

Walkerton, Ontario, Canada N0G 2V0

Reverse Channel Letters (Halo)

Standard specifications

3" x 0.064" aluminum returns
0.125" aluminum faces welded
1 1/4" standoffs.



THE BEACH MOTEL



THE BEACH MOTEL

