

**Better Together Task Force Agenda  
BIA Office  
10 First Street Orangeville  
April 9, 2019 – 8:30 am**

- 1. Call to Order**
- 2. Disclosure**
- 3. Delegations and Presentations** None
- 4. Minutes**
  - 4.1. Minutes of Information Session of Tuesday, March 12, 2019
- 5. Information**
- 6. Items for Discussion**
  - 6.1. Activities/Programming
  - 6.2. Chain link fence/Ownership & action.
  - 6.3. Downtown Directories/Maps
  - 6.4. Gazebo removal/clean-up Update
  - 6.5. Blade Signs Research & Information
  - 6.6. Business Hours Implementation Plan
  - 6.7. Benches/tables/chairs Update
  - 6.8. Amphitheatre Site Information
  - 6.9. Visitor Information Event Signage Update
- 7. New Business**
- 8. Date of Next Meeting**
  - 8.1. Tuesday, May 14<sup>th</sup>, 2019 8:30 am
- 9. Adjournment**

**Minutes Better Together Task Force  
Orangeville BIA, 10 First Street, Orangeville  
8:30 am, March 12, 2019**

**Present:**

Veronica Cvet  
Sue Edwards  
Miyeko Simons  
Jill Sproule  
Jess White  
Lin Tull  
Gerry Hogenhout

**Staff Present:**

Alison Scheel

**Absent:**

David Nairn  
Jim Waddington (regrets)  
Sylvia Bradley (regrets)  
Simran Bhamu (regrets)

**1. Call to Order**

The meeting was called to order at 8:31 am.

**2. Disclosures - None**

**3. Delegations and Presentations – None**

**4. Minutes**

**4.1. Moved by J. Sproule, V. Cvet that the Minutes of February 12, 2019 be accepted.**

**5. Information - none**

**6. Items for Discussion – none**

6.1. Activities/Programming – deferred to next meeting.

6.2. Chain link fence – Staff to look into ownership of the fence and possibility of removing it.

6.3. Downtown Directory & Map – Directory needs to be updated. Committee members to research alternatives to colour-coded map before any changes are made. Staff to contact Town regarding changing the Orangeville map located at 86-90 Broadway to a downtown only map.

6.4. Gazebo removal/clean up – Staff to open dialogue with the Town concerning Town plans for the gazebo.

- 6.5. Blade Signs – V. Cvet to research blade sign pricing/style options. A. Scheel to contact By-law department regarding simplification of the sign permit process. More consideration to be given to the idea of a BIA funded blade sign grant.
- 6.6. Business Hours – Discussion deferred to a future meeting. Member Ambassador will open dialogue with members regarding any preferences around extended hours.
- 6.7. Benches, tables, chairs – deferred to a future meeting. Staff to reach out to Public Works regarding installation date for the backless benches.

## 7. **New Business**

- 7.1. Visitor Info Event Sign – Staff to ask Town to display “Shop & Dine Downtown” message when scheduling permits.
- 7.2. Amphitheatre – A. Scheel to get background information on the Mill/Church Street site.

## 8. **Date of Next Meeting**

- 8.1. Next meeting to be held on Tuesday, April 9<sup>th</sup>, 2019 at 8:30 am.

## 9. **Adjournment**

**Moved by Veronica Cvet  
That the meeting be adjourned at (10:01 am).**

<b>Suggestion Number</b>	<b>Description</b>	<b>Ownership</b>	<b>Timelines (suggested)</b>	<b>Challenges</b>	<b><u>Total # of Responses</u></b>	<b><u>Rating Total</u></b>	<b><u>Rating Average (1-4)</u></b>	<b>Status</b>
17	Identify Orangeville's Unique Selling proposition	BIA/Town	Branding?		12	12	1.00	
20	Implement Blade Signage program. Signs should promote lure not brands or business name.	BIA/Town	Immediate	pre-design/approve styles?	12	12	1.00	
27	Encourage members to Extend Window Displays to facade (no clothing racks!)	Members	Immediate		12	12	1.00	
28	Tidy up your sidewalks! (Sweep/Shovel) Make your business welcoming!	Members	Immediate		12	12	1.00	
30	Add 60 benches to facades & flank with pots	Members/Town/BIA	6 months - 5 years		12	12	1.00	
76	Pull together a Destination Orangeville Task Force	BIA/Town	immediate		12	12	1.00	Completed
44	Remove Chain link fence at Broadway Grande	Town/property Owner	6 months		12	13	1.08	
32	Use Cafe table/chairs at facade instead of benches	Members	Immediate		12	13	1.08	
36	Add Winter Beautification	Members/Town/BIA	Immediate/ 1 year	Town approval re: snow	12	13	1.08	In progress
5	Promote Anchor Tenants	BIA	Immediate		10	11	1.10	
64	Add seating & activity (monitize) in open spaces	Town/property owners/BIA	6 months - 5 years		12	14	1.17	
40	Create buying co-ops to get good deals on benches/cafe tables/chairs/planters	BIA/Members	Immediate		12	14	1.17	

<b>Suggestion Number</b>	<b>Description</b>	<b>Ownership</b>	<b>Timelines (suggested)</b>	<b>Challenges</b>	<b><u>Total # of Responses</u></b>	<b><u>Rating Total</u></b>	<b><u>Rating Average (1-4)</u></b>	<b>Status</b>
46	Add best of/vistor guide holder to parking lot map/gazebo/outside of Visitor centre/library & opera house	Town/BIA	6 months		12	15	1.25	
4	Create Very Best of Orangeville Brochure or add to Visitor Guide	BIA/Town	Immediate		11	14	1.27	
29	Downtown maintenance crew	BIA/Town	6 months	CLD/Town?	12	16	1.33	
41	Clean up Gazebo & add brochure box	Town	6 months		12	17	1.42	
61	Start with buy in to open late on Fridays & Saturdays for 2 years and then add in Thursdays then Wednesdays. Review, plan & Implement strategies in "Is Your Downtown Open After 6 pm" webinar.	BIA/Members	Immediate - 5 years	Co-op staffing strategy?	12	17	1.42	
45	Change map to downtown only & parking lot focus	1 year - 5 years	6 months		11	16	1.45	
58	Add gargage can in front of bunkers	Town	6 months		11	17	1.55	
70	Add street vendors/musicians/magicians during peak months	BIA/ Town	6 months	vendor licencing rules	12	20	1.67	
75	Create a Master Development Plan 2025. should include branding, development &	BIA/Town	immediate	need buy in and town	12	20	1.67	
69	Incentivize businesses to extend/add sidewalk cafes	Town/Members/BIA	immediatly - 5 years	Public works	12	22	1.83	
18	Tunnel repairs/improve parking signage	Town/Property Owner	1 year	Financial Assistance?	12	23	1.92	
72	Turn Parkinson Lot into Public Plaza	Town/Property Owner	1 year - 5 years		12	23	1.92	
15	Name Downtown - Broadway Arts District??	BIA/Town	Branding?		12	23	1.92	

<b>Suggestion Number</b>	<b>Description</b>	<b>Ownership</b>	<b>Timelines (suggested)</b>	<b>Challenges</b>	<b><u>Total # of Responses</u></b>	<b><u>Rating Total</u></b>	<b><u>Rating Average (1-4)</u></b>	<b>Status</b>
16	Move Downtown sign closer to 3rd St. & change to "Broadway Arts District" or other name (see above)		Branding?		12	23	1.92	
42	Hire/schedule staff to monitor/tidy gazebo weekly. Hire/Schedule staff to walk downtown daily to identify hazards, safety concerns, maintenance issues	Town/BIA	Immediate		12	24	2.00	
49	Start Business recruitment program	BIA	1 year	Create program	12	24	2.00	
19	Re-think Town parking lot signage - too many words. Should be 8 words per sign max.	Town	Immediate	Public Works	12	25	2.08	
74	Program public plaza at least 250 days per year, change every 2 weeks	BIA/Town	1 year - 5 years		12	25	2.08	
14	Create/Install "Broadway Arts District - 500m ahead" (or other name - see below) sign for east Broadway	Town/BIA	Branding?		12	25	2.08	
51	Bring niche businesses downtown like Creekside Clothing, Bevelled Edge, Running	BIA	Immediate - 5 years	Need to know about upcoming	11	23	2.09	
25	Reduce temporary/out of character signage	Town/BIA	1 year	Amend Bylaw?	10	21	2.10	
65	Paint / add crosswalks to make more user-friendly	Town	1 year	Public Works	12	26	2.17	
50	Bring top rated restaurants downtown (Forage)	BIA	immediate - 5 years	Need to know about upcoming vacancies in advance	11	24	2.18	

<b>Suggestion Number</b>	<b>Description</b>	<b>Ownership</b>	<b>Timelines (suggested)</b>	<b>Challenges</b>	<b><u>Total # of Responses</u></b>	<b><u>Rating Total</u></b>	<b><u>Rating Average (1-4)</u></b>	<b>Status</b>
47	Orchestrate Business Mix through property owners	BIA	Immediate - 5 years	Incentives?	12	27	2.25	
52	Encourage property owners/consignment stores to relocate to strip malls	BIA	Immediate - 5 years	Incentives?	11	25	2.27	
48	Amend zoning bylaws so retail/restaurants/cultural/non-franchise business are on ground floor and service businesses /residential /lodging are upstairs	Town/BIA	1 year	Must address accessibility issues first - accessibility retrofit grant?	12	29	2.42	
68	Work with Mill Street property owners to switch from service business focus to restaurant/retail focus.	BIA/property owners	1 year - 5 years	Create recruitment plan first	12	29	2.42	
1	Re-think Town limits signage - too many words. Should be 8 words per sign max.	Town	1 year	Public Works	11	27	2.45	
26	Restrict the number of posters/flyers in store windows to 2	Members	Immediate	Amend Bylaw?	11	28	2.55	
31	Move current benches to facades & flank with pots	BIA/Town	When sidewalks are re-done		11	29	2.64	
53	Uptown Theatre / Church - encourage relocation	Town/Property Owner	Immediate - 5 years	Incentive?	11	29	2.64	
22	Restrict sandwich boards to chalk board "specials" signs	Members/Town/BIA	1 year	Amend Bylaw?	12	32	2.67	
73	Recruit developer to add retail/residential building & tiered parking lot to 86 - 90 Broadway	Town/BIA	1 year - 5 years		12	33	2.75	
11	Improve CVE signage and add brochure boxes to building facade	Town/Service Provider	When operations resume		11	31	2.82	

<b>Suggestion Number</b>	<b>Description</b>	<b>Ownership</b>	<b>Timelines (suggested)</b>	<b>Challenges</b>	<b><u>Total # of Responses</u></b>	<b><u>Rating Total</u></b>	<b><u>Rating Average (1-4)</u></b>	<b>Status</b>
63	Widen sidewalks/boulevards and replace parallel parking with angled parking	Town	5 year or more	fed./provincial grant?	12	34	2.83	
67	Turn Mill Street into pedestrian only street	Town/property owners/BIA	5 years		12	35	2.92	
62	Remove medians, relocated clock, statue and water feature to new public plaza	Town	5 years or more	fed./provincial grant?	12	37	3.08	
66	Replace plain pavers with coloured pavers or streetprint for better visibility	Town	5 years or more	Public Works	12	38	3.17	
59	Organize Common "closed" days for retailers/restaurants	BIA/members	immediate - 5 years		12	42	3.50	
3	Improve directions on location signage	Far Shot	Immediate					
6	Add "non-motorized watercraft only" to information display/signage	CVC	6 months					
8	Provide printed trail maps and attached to trail entrance signs & main info display	CVC	6 months					
9	Improve signage/add reader board to Orangeville Agricultural Centre entrance	Ag. Centre	1-2 years					
10	Promote Town Sports Facilities for tournaments etc	Town	Immediate					
24	Blumen - add blade sign "Vintage gifts for Home & Garden"	Blumen	6 months					



<b>Suggestion Number</b>	<b>Description</b>	<b>Ownership</b>	<b>Timelines (suggested)</b>	<b>Challenges</b>	<b><u>Total # of Responses</u></b>	<b><u>Rating Total</u></b>	<b><u>Rating Average (1-4)</u></b>	<b>Status</b>
33	Mortgage Architects, Cabelo, Wicked Shortbread, Bluebird Cafe look great but need blade signs and facade side beautification	Mortgage Architects, Cabelo, Bluebird, Wicked Shortbread	Immediate					
35	Koros Games - Improve signage, curb appeal and window displays, add lighting	Koros Games	Immediate					
37	Beautification efforts do not always have to be growing plants (ie. Shoe Kat Shoo)	Members/BIA	Immediate					
39	Natural Choice - great facade but needs facade softening with bench/plants	Natural Choice	6 Months					
54	Chocolate Shop, Son of a Chef, Bell, Bar on Boadway - add facade beautification, paint sign trin	Chocolate Shop, Son of a Chef, Bell, Bar on Broadway	6 months					
55	Glasscraft - great store but needs paint, curb appeal, new signage, better window displays, internal retail display re-organization	Glasscraft	Immediate - 1 year	Facade Improvement grant?				
56	Sproules - great store! Needs bench, potted plans & blade sign	Sproules	6 months					
57	Route 145 - signage is confusing	Route 145	1 year - 5 years	Facade Improvement grant?				

Suggestion Number	Description	Ownership	Timelines (suggested)	Challenges	<u>Total # of Responses</u>	<u>Rating Total</u>	<u>Rating Average (1-4)</u>	Status
71	Foley House - add tables & chairs & umbrellas or open space to extend displays	Foley House Tenants	6 months					