



Welcome!

36th ANNUAL GENERAL MEETING

April 14, 2009



2008 Annual Report

Agenda

1. **Welcome** – Mark Rodford, Chair
2. **Opening Address** – Mayor Karen Farbridge
3. **2008 Annual Report** – Jennifer Mackie, Executive Director and Shelley Krieger, Secretary-Treasurer
4. **Interactive Program** – Roundtable Circuit Discussions
5. **Closing Remarks** – Chris Ahlers, Wyndham Art Supplies
6. **Thank you and Draw** – Mark Rodford, Chair

Reception Continues to 9:00 pm

2008 Annual Report

- 2008 Financials
- DGBA / City Processes
- Downtown City Projects
- 2009 Objectives, Achievements, Budget

2008 Financials

Shelley Krieger
Secretary-Treasurer

(refer to green and blue pages in the handout)

DGBA / City Processes

- Monthly Mayor / Senior Management Team Meetings
- Planning, Problem Solving Meetings with:
 - CAO - Community Design & Development
 - Operations - Economic Development & Tourism
- Project Meetings with
 - Communications
 - Community Services
 - Library
 - Friends of the Library

- Downtown Nightlife Task Force
 - Increased communication which assists in addressing issues
 - Increased community based policing
 - Better coordinated clean up of City streets

- Downtown Coordinating Committee
 - Communication link between Council and Community through City Staff
 - 50% City Staff, 50% community
 - Advisory role

Downtown City Projects

- Civic Spaces
 - City Hall Opening Saturday, June 20
 - Winter Rink Contribution
 - Civic Space programming / link with St. George's Square
- Parking
 - 2 hour free on street parking adopted
 - Wilson St Parkade with commercial component
- Patios
 - Program of extended hours continues

- Library
 - Baker-Wyndham Site selected
- Tourism Plans
 - Co-applicant on OMIF grant with Guelph Tourism for funding of a Guelph culinary tourism/local foods project and launch of a Downtown Food Festival in 2011

- Civic Museum
- GO Service
 - VIA station
 - 2011 / 2012
- Norfolk Construction

DGBA Objectives 2009

1. Operate the organization using best practices to:
 - *improve, beautify and maintain public lands and buildings, beyond that which is provided by the municipality at large*
 - by streetscape improvement, seasonal decorations, and
 - *promote the area as a business and shopping area*
 - by marketing (planning, research, and promotion)
 - business recruitment
 - special events

2. Continue to strengthen relationships with various City Staff and Council such that DGBA is a “must involve” stakeholder for all downtown projects and interests
3. Increase communication to and engagement of our members, to ensure they perceive our services as providing value

4. Modify committee / advisory structure and practices to better fit capacity of members, anticipating increased operational roles by staff
5. Strengthen and update best practices in board governance, board policy and office / staff administration documentation

2009 Achievements to Date

1. Re-worked the budget to add market research and planning capacity
2. Streamlined DGBA's efforts in Events, Programs, Sponsorships, Donations
3. Modifying board and committee processes for easier member involvement

4. DGBA Advisory or Project Groups

- Market Planning and Research
- City Liaison – Community Improvement Plan, Mitigation Plans
- Membership Relations, Services
- Planning for Events/Programs
 - December Downtown – June start
 - Taste of Downtown
(formerly Dig -In) – May start
 - Branding / Marketing - TBD

2009 Budget Revenue

Tax Levy	\$ 412,000
Events, Misc.	\$ 43,000
From 2008 Surplus	<u>\$ 41,000</u>
Total Revenue	\$ 496,000

2009 Budget Expenses

Communication, Meetings	\$ 10,000
Events, Promotion, Sleeman Ctr	\$ 121,560
Revitalization	\$ 56,500
Office, Board & Admin	\$ 241,140
Marketing Research, Planning	\$ 28,200
Year 2 Contribution to Rink	<u>\$ 38,600</u>
Total Expenses	\$ 496,000
2009 Budget Net Surplus/(Deficit)	0

Roundtable “Circuit” Discussions

- **Framing comments/questions** are provided to trigger thinking
- **15 minutes** at each of 4 “Circuit” topics
- **Brainstorming** – any ideas or comments welcome
- **Table Hosts and Scribes** will clarify, prompt, take notes
- Please **provide comments** on index cards at each table
- **Full group debrief** at 8:00 pm
- Analysis and feasibility of ideas collected will be worked on by staff, board and advisory groups to **determine next steps**

TABLE 1 – Member Relations/Services

- Today, Member Services include:
 - Newsletter/web communications
 - Access to Storm tickets
 - Photocopying, board meeting room
 - City project and Council liaison, advocacy
- What can we add?
- How can these be improved?

TABLE 2 – Major DT Events

A) Taste of Downtown – October Program

- Tuesday/Wednesday fixed price promotions by participating restaurants
- Consider additional programs for October weekends
- What else should be in the program?
- How can other businesses participate?

B) Winter Events

- Winter Lights, trolley rides, family events in St. George's Square
- What elements should we keep? ... drop?
- How can the mid November Santa parade be a kick off for retail's holiday season?
- What else can be included to stimulate various DT experiences ... include into the New Year?

TABLE 3 – Market Planning, Research

A) Market Planning, Research

- We are designing a market research program to help us attract both customers and other businesses.
- What information would be helpful to increase and broaden how you attract customers / clientele?

B) Downtown Guelph's Brand and Profile

- How might we market our downtown to other Guelphites and out of town visitors?
- For example:
 - *One of a kind shopping ...*
 - *Entertainment capital for ...*
 - *Cultural hub of ...*
 - *Best day's outing for families of all ages and stages ...*
- What profile should we consider strengthening / becoming?

TABLE 4 - Large Market / Event Audience Opportunities

- The Library has 92,500 members; 230,000 DT visitors
- Guelph Community Health Centre has 17,000+ visits per year across various programs and services
- Downtown Employee Stats: The Co-operators - 750 ; City Hall - 300; County of Wellington – 200; GCHC – 100; The Bookshelf - 50
- Festivals, Events: Jazz – 14,000; GCDF – 5,300; art on the street – 5,000; Sleeman Centre – 170,000; River Run – 217,000

- Patronage patterns influence how we promote and market our events, programs and services. For example, studies show that downtown library users visit on average, 2 other locations per visit
- What kind of partnership / affinity programs could work for your business?

- Roundtable Circuit Discussions
- Full Group Debrief

- Closing Remarks
- Chris Ahlers,
Wyndham Art Supplies



Thank you for joining us and
contributing your ideas and
energy!

See you in November...