

# UDRAC MINUTES – NOVEMBER 27, 2023



## UXBRIDGE DOWNTOWN REVITALIZATION ADVISORY COMMITTEE

<b>DATE</b>	November 27, 2023
<b>TIME</b>	3 p.m. to 4:30 p.m.
<b>LOCATION</b>	Uxbridge Town Hall (Boardroom A) & Virtual (TEAMS)
<b>ATTENDEES</b>	Members Present: Councillor Willie Popp; Councillor Todd Snooks; Mary Bridger; Craig Miller; Frank Mazzotta; and Don Andrews(V)
	Township Resources: Kyle Rainbow, Director, Dev. Services; Judy Risebrough, Project Mgr. & Committee Staff Rep.; Katlyn Jones, Tourism Coordinator; Sierra Miller, BIA Coordinator and Kurtis McAleer, RED Downtown Proj. Coordinator.
	Resources: Stacey Jibb, Invest Durham; and Danielle Culp, Durham Traffic (V)
	Regrets: Joan Crosbie; Shelley Macbeth; Lesley Cornelius; Alexandra Lazarevski; Kristi Honey, CAO; and Carolyn Puterbough, OMAFRA

### 1. CALL TO ORDER

Mary Bridger (Chair) opened the meeting at 3:06 p.m. and asked if anyone needed to declare a pecuniary interest. None were declared.

### 2. REVIEW OF THE AGENDA

Mary reviewed the meeting agenda. Willie Popp made the motion to approve the agenda. Craig Miller seconded the motion. Approved.

### 3. REVIEW OF THE MINUTES

Frank Mazzotta made the motion to approve the minutes from Sept. 25, 2023. Don Andrews seconded the motion. Approved.



4.%20UDRC%20Minutes%2025-09-2023(

Willie made the motion to approve the Record of Discussion from October 23, 2023. Craig seconded the motion. Approved



5.%20UDRC%20Minutes%202023-10-2023(

#### 4. SELECTION OF VICE-CHAIR

Mary had informed the members that Joan Crosbie resigned from the position as Vice-Chair but has agreed to remain as a member of the committee.

The committee discussed the vacancy. Craig nominated Don Andrews. Willie seconded the motion. Don accepted the nomination. Approved.

#### 5. KINDRED WORKS UPDATE

Kyle Rainbow provided an update on the presentation that was provided to Council on October 23, 2023.



Kindred Works  
Trinity Presentation.p

#### 6. CORRESPONDENCE TO THE COMMITTEE

Two letters were received from K. Nicholson pertaining to the Kindred Works development.



Correspondence - K  
Nicholson (2).pdf



Correspondence - K  
Nicholson (nov. 4).pdf

After discussion, Frank made the motion that the Committee should acknowledge the letters and forward them to Council for their consideration and response. Craig seconded the motion. Approved.

**Action:** Judy to reply to K. Nicholson, thanking her for her interest in the downtown and prepare a Report to General Purpose & Administrative Committee.

## 7. UDRC 2024 & 2025 PRIORITIES

Kyle presented the proposed priorities for the Uxbridge Downtown Revitalization Project for 2024 & 2025.



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es%202024%20&%20

The group discussed the priorities and how they aligned to the UDRC workplan and the Strategic Plan and Action Plan.

Frank noted the importance of Heritage Protection that was shown as one of the priorities. Kyle reminded the group that this was a shared priority with the Heritage Committee.

Don posed the question related to the 1% levy. Willie noted that we will not need to request the 1% as a new /additional levy as it is now part of the budget process.

Craig made the motion that the UDRC support the priorities as presented. Don seconded the motion. Approved.

**Action:** Kyle to establish proposed budget for each of the items as part of the Development Services budget submission.

## 8. UPDATE OF CURRENT ACTIVITIES

a) The committee was provided an opportunity to view a draft of the promotional video for Downtown Revitalization that Sierra Miller has been developing.

**Action:** A copy will be provided to the members for comments to Sierra and Judy by December 8, 2023.

b) The Township is developing a “Temporary Seasonal Patio Policy” for implementation in 2024.

The Purpose of the policy is to ensure that going forward, patios continue to be part of the Township’s charm and that they are established in a manner that respects applicable legislation, ensures accessibility and pedestrian safety, and allows for the

Township and Region to continue to maintain, roads, boulevards etc. through the year.



Seasonal Patio  
Standards -draft v1.0

**Action:** A copy will be provided to the members for comments to Judy by December 8, 2023. Consultation with TAC and the BIA will also be undertaken.

## 9. RED GRANT – UXBRIDGE AS A DESTINATION

Colleen Baskin introduced Kurtis McAleer. He has been hired by the Township as the Project Coordinator for this RED Grant. This position is part-time.

The RED Grant is focused on Goal #4 of the UDR Strategic Plan.

The funded activities for this project are:

- Activity #1: Hire project coordinator to lead the project and purchase laptop and cellphone for use by project coordinator.
- Activity #2: Develop downtown brand and create and launch marketing plans.
- Activity #3: Host and promote events in Downtown Uxbridge & create linkages to Township wide events.
- Activity #4: Update Farmer's Market Website and create branded social media assets to promote the Farmer's Market.
- Activity #5: Purchase a counter to track access to the downtown library to assess the number of visitors downtown and inform future needs.

Kurtis will be invited to the UDRC meetings as a regular resource. Note: Kurtis has also been engaged by the Township to provide part-time communications support.

The committee discussed whether Kurtis could help promote CIP's. It may be a possibility in the future, but the Township will need to review this request and determine whether it fits under the RED grant or as a part of the Township's communications role.

## 10. ROUND TABLE UPDATES

Katlyn reminded the committee that the Uxbridge Holiday Trail will be happening again this year from 5 p.m. to 8 p.m. on December 8, 9 and during regular shopping hours on December 10<sup>th</sup>. Volunteers are still welcome.

Optimist Fantasy of Lights will be happening from December 2<sup>nd</sup> to January 6<sup>th</sup>.

The Uxbridge Baptist Church will be presenting the Living Nativity on December 15, 16 and 17 at 7:30 p.m. and 8:15 p.m.

## 11. NEXT MEETING

The next official meeting will be Monday, January 29, 2024, at 3:00 p.m. at the Uxbridge Township Municipal Office. A virtual option will be available.