

TDIA MEETING MINUTES  
April 26, 2023  
Terrace Tourism Office

Present:

Alex Pietralla, Chair  
Polly Rudderham  
Joe Lavoie  
Gary Jackson  
Lael McKeown

With regrets:

Michael Hogg  
Liz Smaha  
Craig Dunfield  
Ginny Kenmuir

Guests:

Heidi Asgar, Executive Director, Terrace and District Chamber of Commerce  
Jessica Hogg.

1. Call to Order  
12:03 pm
2. Acceptance of Agenda  
Added "Social Media" under Communications  
Motion to accept: Polly
3. Acceptance of Past Minutes  
Motion to accept: Polly
4. Treasurer's Report  
Reviewed submitted report  
Discussion on proposal from Destinate Group on hosting a strategic planning session (\$19,110.00)  
Alex will be at the BIABC conference and will find what other groups do for strategic planning  
Polly will contact Urban Systems who can host strategic planning sessions.  
Alex to ask Maggie Hall about who the city uses for strategic planning  
Once goals have been set TDIA, could look for corporate partners and grants for future projects.
5. Committee Reports
  - a. Downtown Revitalization Update and Next Steps  
Jessica reported back on the very successful open house. Her report will be posted on the website  
Consensus was TDIA gained credibility from the professional organization of this event  
Polly: need to ensure reference to design guidelines are in layman's terms  
Urban Systems also provided a report which will be posted on the website  
Jessica: Next newsletter will focus on results  
Alex: will be confirming meetings in May, first with the Planning Department then a Committee of Whole meeting with Council
  - b. Communications : Northern Health Naloxon  
Will post information on the website about Naloxon/overdose information as forwarded by Northern Health

TDIA will label May “ Business Safety Month” Jessica will use this information to inform businesses throughout the month via the website. Will also talk about TDIA Security Grants and Terrace’s Safety Officer.

c. Communications: Social Media

Discussion of establishing a presence on Linked In. Jessica to organize this  
Alex to give Jessica the gmail password.

6. Other Items

a. Heidi Asgar, Executive Director of the Terrace and District Chamber of Commerce  
Trade Show will be this weekend

Will be organizing speaker luncheons

Excited about the potential of Terrace

Looking forward to working with local businesses

b. Brolly Square

No word from the city

c. Strategy Meeting timing and cost (see above)

d. Christmas Lights

Polly to talk to Tara about leaving the lights up all year round. Perhaps turning them on only for special occasions, festivals.

e. Earth Day

Perhaps for future Earth Day cleanups we can contribute equipment

f. Polly looking for financial support for design fees as part of the façade grant program

7. Next Meeting

Wednesday, May 24, 2023

Meeting ended at 1:13 pm