

TDIA MEETING

May 31, 2022

Terrace Tourism Office

Present

Alex Pietralla, President

Gary Jackson

Polly Rudderham

Lael McKeown

Sarah Zimmerman

With apologies

Liz Smaha

Craig Dunfield

Michael Hogg

Connie Yasinchuk

Guest: Andrew Cuthbert, Urban Systems

The meeting was called to order at 12:05 pm

1. Adoption of Agenda

Motion: Gary

2. Acceptance of Minutes of April 27, 2022

Business Arising:

Need to send out newsletter to encourage more participation in programs

Sarah will do this

Need to follow up on information from the Mayor of Courtney

Liz

Motion to accept: Gary

3. Treasurer's Report

Draft statements were presented

Need to get a credit card for TDIA

Lael and Connie

Motion to accept: Polly

4. Presentation by Andrew Cuthbert of Urban Systems

Andrew gave an overview of the "Terrace Downtown Improvement Area" proposal complete with suggested time lines and work plan

Discussion points included:

Focus on branding. Continue design features now being incorporated in the Gateway project.

Caution against using a Heritage Theme. Looking for something more eclectic to represent the growing younger demographic in the community.

Capture the diversity of the community

Stress a "mountain town" Make it vibrant

Use crime prevention design when possible.

Potential for a “gathering spot” will be small  
Urban Systems have talked to David Block  
Want to have project developed before the October municipal election in order to have discussions with Council candidates  
Sarah will help with communications with the community  
Preliminary discussion of fees:  
    Phases 1 and 2 per proposal \$60,000 - \$70,000  
    Phase 3 \$70,000 to \$100,000 City to determine scope of this Phase  
TDIA will discuss with David Block and/or Jonathon

**TDIA will have an extraordinary meeting on  
Wednesday, June 22, at 12 Noon at the Terrace Tourism Centre  
To finalize commitment to Urban Systems**

5. Façade Grants

Polly reported on three applications, Chamber of Commerce, Happy Gang Centre, and the former Source for Sports building  
Will follow up with Ken Newman  
Motion to accept: Gary and Lael

Security Grant

One application for \$500.00 from the Happy Gang Centre  
Motion to accept: Gary and Lael

6. BIA BC Conference

Attended by Alex

Alex recommended we send a candidate each year

A lot of policy discussion

Highlights:

- City of North Van and Montreal Parklets/Patios
- Advocating for Fairer Taxation
- Advocacy – leading to discussion on overall BIA’s and their role for a safer community
- Digital Transformation for SMB’s
- Downtown Kelowna

Will report to Dave and Ken

We might want to present our revitalization plan to conference in 2024

<https://www.bia.bc.ca/>

7. Banners

Discussion on banners but no direction

8. Motion to Adjourn at 1:35