

TERRACE DOWNTOWN IMPROVEMENT AREA (TDIA)

Board Meeting Minutes Date: May 28, 2025

Time: 12:00 PM – 1:28 PM **Location:** 4511 Keith Avenue

Recorder: Jessica Hogg

1. Call to Order

Time: 12:04 PM

Chair: Joe Lavoie

2. Attendance

Board Members Present: Liz Smaha, Joe Lavoie, Ginny Kenmuir, Sam Harling, Polly Rudderham, Dave Gordon

Guest: Chris Apps

Regrets: Andrea Harmel

3. Acceptance of Agenda

Moved by: Liz Smaha **Seconded by:** Ginny Kenmuir **Result:** Carried

4. Acceptance of Past Minutes

Motion by: Joe Lavoie **Moved by:** Sam Harling **Seconded by:** Polly Rudderham

Result: Carried

5. Welcome

Chair welcomed returning board member Dave Gordon, who brings experience in public art and mural development, and guest Chris Apps.

6. Committee Reports

A. Grant Programs / Intakes – Reported by Jessica Hogg

Façade and Landscaping Grant Program Updates:

- **Sandpipers Boutique (4627 Lakelse):** \$2,462.25 approved for new signage. All documents received.
- **Tillicum Twin Theatre (4720 Lakelse):** \$4,480.73 approved for combined lighting and painting. Diane Robinson confirmed project scope. Polly may consult on paint swatches.
- **Drouin Holdings (4623 Lakelse):** \$5,000 approved for full façade renovation at Cedar Coast Dental. Led by Vincent Drouin.
- **Hot House Restaurant (4717 Lakelse):** \$651 reimbursed for completed landscaping improvements.

Concert in the Park Funding Request:

\$3,000 sponsorship supported.

Motion by: Sam Harling

Result: No opposition

Grant Management Model:

Jessica will maintain TDIA grant application process to streamline communication and ensure clarity.

Action Items:

- Jessica will follow up with Benson Optical on their application
- Prepare grant overview handout for board distribution (Jessica)
- Support paint consultation for Tillicum (Polly, if needed)

B. 4600 Block Project – Reported by Liz Smaha**Key Updates:**

- \$789,000 grant secured by the City of Terrace.
- TDIA's role as a named partner in the grant emphasized.
- Dave Gordon and David Block encouraged collaboration with Wes (K5T horticulture lead) to review streetscape elements.
- Discussion on how CEPTED principles and above-ground design must align with member needs and be presented to Council for final approval.
- Friction between Urban Systems' existing concepts and current TDIA expectations noted.
- June 16 meeting scheduled with Liz, Polly and Wes to discuss tree procurement and landscaping timelines.

Action Items:

- Draft formal letter to Council acknowledging TDIA partnership in grant application and congratulations for the funding approval (Jessica)
- Coordinate walkabout with Wes Moulin and Dave Block (Liz)
- Distribute Andrea's designs to board (Liz)
- Follow up with David Block for communication coordination (Liz)
- Confirm lighting cost reviews (Polly and Sam)
- Address member communication concerns regarding access during construction

C. Financial Update

- No financial report presented.
- A new treasurer is needed.
- TDIA carries forward approx. \$199,000 into the new fiscal year.

- Board discussed allocating funds toward pilot wayfinding signage.

Action Items:

- Liz to present three wayfinding signage options
- Liz and Polly to develop a project scope with estimated costs

D. Communications Report – Presented by Jessica

Performance Summary (Jan–May 2025):

- **Website:** 74 sessions (focus on grants + homepage)
- **Facebook:** 16,855 views YTD (+154%); top post: Façade Grant Callout
- **Instagram:** 2,266 views
- **Email Campaigns:** April 8 campaign – 73% open rate; 23% click-through
- **Audience Trends:** Peak engagement from local women (35–54) on Mondays

Misty River Books Incident:

- Prompted review of safety messaging
- Chris Apps raised questions about the role of the Social Development Coordinator
- Liz shared she spoke with Anna (Misty River Books) regarding TDIA's role

Action Items:

- Design grant handout for member engagement (Jessica)
- Update Trespass Prevention Program, RCMP tips, panic button resources to Learning Hub
- Invite Community Safety or Social Development guest to a future meeting (Liz)
- Include learning hub recap in June newsletter

7. Other Items / Business Arising

Governance and Board Operations

- Lael's resignation noted; discussion on director recruitment and signing authority changes to follow.

Strategic Planning & Development

- **US BIA Report:** Circulated for board review.
- **BIA Development Night:** Joe to coordinate (Monday or Tuesday).
- **BIABC Conference Report:** Shared by Sam Harling.

- **OCP & Housing Strategy (Urban Systems):** Discussion deferred; questions for Mike Pucci to be prepared.

Advocacy

- **Letter to Council:** To be revisited after discussion with Mike Pucci.

Membership

- **Chamber of Commerce Membership:** Renewed and upgraded; TDIA can now host events.

Beautification Walk

Participants: Liz Smaha, Polly Rudderman, Dave Gordon, Kerry Giesbrecht
(Beautification Society)

- Several unsightly or overgrown properties noted
- Beautification Society may take on Ninja Garden and mural-adjacent landscaping
- Discussion on increasing property compliance through outreach and bylaw mechanisms

Action Items:

- Liz to contact property owners (e.g., Tim Hortons, KidZone)
- Coordinate future walks with potential Council involvement
- Follow up on potential collaboration with Great Bear Ironworks (Polly)

8. Next Meeting

Date: Wednesday, June 25, 2025

Time: 12:00 PM

Location: Terrace Tourism Office

Guest Speaker: City Bylaw Officer

Preparation Notes:

- Dave Gordon to bring information on Port of Prince Rupert and Rio Tinto grant opportunities
- Liz to confirm guest participation from Community Safety

Adjournment: 1:28 PM