

TDIA Board Meeting Minutes

Date: July 21, 2025

Time: 12:15 PM

Location: Tourism Terrace Office, 4511 Keith Avenue

Recorder: Jessica Hogg

1. Call to Order

Chair: Joe Lavoie

Meeting called to order at 12:00 PM.

2. Attendance

Board Members Present:

Joe Lavoie, Lael McKeown, Ginny Kenmuir, Andrea Harmel, Phil Clement (new member), Sam Harling, Liz Smaha, Jessica Hogg

Guest: Mike Pucci (City of Terrace Economic Development)

Regrets: Polly Rudderham

3. Adoption of Agenda

Agenda adopted by consensus.

4. Guest Presentation – Mike Pucci, Economic Development Strategy

Mike Pucci provided a high-level overview of current initiatives and economic shifts impacting Terrace:

- **Development Trends:** Uptick in new retail and service businesses (e.g., JYSK, Dolly's Fish Market, BarBaritto, Arabisk). Terrace was the top-performing commercial real estate market in Q1 2025, according to the BC Real Estate Board.
- **Infrastructure & Industry:** Nisga'a LNG is approved. Mining and LNG-related employment continues to grow, with a significant portion of workers based in Terrace.
- **Colliers Partnership:** Terrace is featured in an international commercial real estate campaign.
- **Immigration Workers Policy:** Business community is seeking exemptions similar to those in the Northeast and Vernon. The current policy negatively impacts local business, hospitality, industry and immigrant workers.
- **Overpass & Traffic Concerns:** Sande Overpass and downtown traffic flow remain key concerns. Walking overpass is shovel-ready, but further solutions are needed for vehicle and cycling traffic.

Mike welcomed collaboration with TDIA on advocacy and ongoing consultations. He'll return in October with updates.

5. Acceptance of Previous Minutes

Motion: To accept the minutes of the May 28, 2025 meeting

Moved by: Ginny Kenmuir

Seconded by: Sam Harling

Carried

6. Committee Reports

A. Grant Programs & Intakes – Jessica Hogg

- **Façade & Landscaping Grant Updates:**

- o *Tillicum Twin Theatre*: Reimbursement approved via TDIA funds
- o *Fiori Design*: Approved for maximum funding, excluding window realignment costs (ineligible per NDIT guidelines). Jessica to notify applicant.
- o Follow-ups will be made with other applicants to encourage receipt submissions.

B. 4600 Block Project – Liz Smaha

- Concept development led by Liz, Polly, and Steve Rodgers.
- Urban Systems has revised initial designs; City's new planner appears supportive.
- Current design requests for TDIA from City of Terrace include mural wall, seating, bike stands, and planting.
- A formal meeting with the City will occur before design finalization.
- Discussion included potential alignment with the roundabout's fish art for design consistency.

C. Financial Update – Lael McKeowan

- TDIA has received 2026 tax levy funds.
- Healthy financial standing noted.
- **Greig Avenue Beautification:**
 - o Proposal expected from Wes Mauldin (K5T).
 - o Discussion around pricing in travel for plant sourcing to southern nurseries.
 - o **Motion:** To move forward with a design concept and include travel in proposal.
 - *Carried (no opposition)*
 - o Liz to follow up with Wes.

D. Communications Report – Jessica Hogg

- Summer newsletter in progress; Fin and Fern Tattoo to be featured.
- Grant promotions and Riverboat Days sponsorship included.

- Survey will gauge member interest in info on hiring Temporary Foreign Workers.
- One-pager design near completion.

7. Other Business

- **Advocacy & Letters to Council:**
 - o Joe will revisit drafted letter regarding housing strategy.
 - o Will explore ownership of parking lot near on Kalum and Lakelse Ave.
- **Parking Discussion:**
 - o Board supports exploring formal designation of Market Street lot.
 - o Suggestion to consider TDIA's role in contributing to/acquiring strategic downtown land for parking solutions.
- **Wayfinding Signage:**
 - o Polly and Liz to present a draft concept for new signage (tabled until post-Mayor meeting).
- **Minister of Public Safety Meeting:**
 - o Discussion on sending a follow-up letter; board encouraged to share feedback with the minister and CC attendees. Jessica to draft response.
- **Board Changes:**
 - o Dave Gordon has stepped down.
 - o Phil Clement welcomed as a new board member.

8. Next Meeting

Date: Monday, August 18, 2025

Time: 12:15 PM

Location: Tourism Terrace Office

Summary of Action Items

Item	Responsible	Action
Notify Fiori Design about funding approval (excluding windows)	Jessica Hogg	Contact applicant directly
Collect remaining receipts from grant recipients	Jessica Hogg	Follow up with all approved applicants
Contact Wes Mauldin to begin design concept proposal for Greig Avenue	Liz Smaha	Coordinate proposal and travel inclusion
Revisit housing strategy letter to Council	Joe Lavoie	Review draft and timeline
Investigate ownership of Kalum/Lakelse Street parking lot	Joe Lavoie	Report back at next meeting
Draft follow-up letter to Minister of Public Safety	Jessica Hogg	Circulate to board and send with CCs
Present draft wayfinding sign design	Polly Rudderham & Liz Smaha	Prepare for future meeting