

TDIA MEETING
April 27, 2022
Terrace Tourism Office

Present

Alex Pietralla, President
Liz Smaha
Polly Rudderham
Michael Hogg
Lael McKeown

With Regrets

Connie Yasinchuk
Gary Jackson
Craig Dunfield
Dave Gordon, City Liaison

Call to Order
12:12pm

1. Acceptance of the Agenda
Motion: Polly
2. Acceptance of Minutes of March 29, 2022
Motion: Polly
3. Treasurer's Report
Financial Statements for the year ending December 31, 2021, were presented and signed.
A copy will be sent to Lori Greenlaw at the City. Lael
4. Committee Reports

4600 Block Revitalization

Alex reviewed the meeting held with David Block, Jonathon Lambert, Ken Newman, Polly Rudderham, Liz Smaha, Alex Pietralla, Lael McKeown on April 20. A follow up letter was discussed to layout items agreed to in the meeting.

First stage will be the removal of the canopy. This will be done by the City but TDIA will take on providing design help and hopefully, funding permitting, façade grant support.

TDIA will also be involved with the design of the streetscape and the landscaping. Alex to arrange a meeting with Urban Systems to discuss scope

Need to ensure continuity of design with the Gateway Project which the City is constructing this year.

Need to work with the city on possibly securing a two year façade grant.

5. Other Items

Alex will be attending the BIA conference next week.

Terrace Garbathon was well supported.

In May Terrace Tourism will start their weekly clean up. They are looking for volunteers. Liz suggested a letter to property owners to remind them to be mindful of keeping the sidewalks clean in front of their premises.

Liz reported on a committee hoping to start a Winterfest. This could be a potential candidate for an Events Grant.

Storage

Liz and Polly will organize removal of items this week.

Insurance has been renewed.

Liz relayed information from Courtney on a "Strengthening Communities Grant", also a possible grant stream through UBCM and the Courtney bylaw on charging property owners fines if their tenants are contributing to unsightliness in the town.

The Bear. Discussion to be held with the Chamber on a possible home.

Marketing on Social Media

Sarah reviewed the update of the website and suggested means of contacting our members.

Sarah is also crafting a newsletter.

Sarah has drafted a news release on the façade grant to be distributed to Terrace Standard, CFTK, CBC and perhaps others.

Motion

- a. Funds to be made available for print advertising on this initiative \$500.00
 - i. Motion: Polly/Michael
- b. TDIA to allocate up to \$500 per year to support digital marketing campaigns
 - i. Motion: Liz/Michael

Meeting adjourned at 1:30 pm