

**Minutes of the Downtown Waterfront
Advisory Committee Meeting Held
Friday, June 2, 2017**

Present:

Councillor King, Committee Member – Acting Chair
Councillor Maroosis, Committee Member
Gary Gardiner, Committee Member
Tracey Restoule, Committee Member
Jamie Lowery, Committee Member
Jay Aspin, Committee Member
Keith Robicheau, Chief Administrative Officer
Adam Lacombe, Senior Capital Project Engineer
John Severino, Managing Director Community Services
Beverley Hillier, Manager of Planning Services
Paula McCloskey, Senior Manager, Parks & Recreation and Leisure Services
Robin Cameron, Facilities and Parking Supervisor

Regrets:

Mayor McDonald, Committee Chair
David Euler, Managing Director Engineering, Environmental and Works

Acting Special Advisory Committee Chair, Councillor King, called the meeting to order at 7:34 a.m.

1. Introductory Remarks:
 - Councillor King informed the committee that the Chair, Mayor McDonald is in Ottawa.
 - Councillor King thanked Bev Hillier for the Downtown Development Handbook. The Committee is encouraged to share any comments they have regarding the handbook.
 2. Adoption of Minutes:
 - The Minutes of May 18, 2017 were approved by the Committee.
 3. Adoption of the Agenda:
 - The Agenda was adopted by the Committee.
 4. The Downtown Waterfront Advisory Committee Guiding Principles were reviewed by the committee:
 - Celebrate North Bay's History and Indigenous Culture
 - Introduce New Year-Round Destinations
 - Support a Mixed-Use Downtown
 - Promote Environmentally Sustainable Buildings, Parks and Streetscapes
 - Encourage Diversity in Building Design and Forms
 - Create a connected Downtown Circulation Network
 - Follow an Economically Feasible Approach to Implement the Vision
- (a) City Policy Review:
- The review of City Policies is necessary to ensure we are up to date according to best practices.
 - The goal is to make it easy for people to get to the downtown and waterfront areas.
 - In the original Waterfront Plan the intent was to create "Nipissing Village." Have you seen that plan John?
 - Yes. We did see that plan.
 - There are waterfront development examples around the Province. For example, Wasaga Beach has a temporary structure for seasonal vendors.
 - Right now there are many health and safety regulations to consider.
 - Nipissing Village never happened. The previous plan did not have anything to accommodate a Farmer's Market. The current plan does not speak to this either. Infrastructure is required to support the Farmer's Market.

- One of the challenges facing us is insurance and how we can accommodate small events. This is part of the review.
- We also have Heritage North Bay in the middle of the park. They have been provided space as part of the agreement and they use the facility and land as a means to generate revenue.
 - What is the relationship between vendors at events verses regular days?
 - For example, the Summer in the Park event has exclusive rights to vending within this area. They control the access to this area.
 - Who puts on Summer in the Park?
 - This is a joint effort with the City and the Chamber of Commerce.
 - How does exclusivity work for Summer in the Park?
 - For example if a food truck rents a location for the season and it is within the foot print they would negotiate separately for events. This is part of the agreement they sign with the City. These are obtained through RFP and there is value added for events. The vendors have the first right at refusal.
 - What if another group came in and wants to set up an event?
 - We would have to review this policy for the future. We currently do not have a number of events.
- In my experience with events, event organizers were asked to provide a summary of the event success detailing the economic spin off. This would require that people collect information while people attend events. We need a feedback loop back to the City; especially if money is invested.
- This is the practice at the City. For example, Summer in the Park organizers provide a full report which includes details around the financial spinoff of this event. This presentation gives Council an opportunity to add support and provide feedback to the group.
- The threshold for how reports are given to Council depends on the investment from the City.
- There are changing technologies and approaches to event planning. Some events now include wristband technology that enables the registrant to go to vendors and no cash is exchanged but a bar code on the wristband is scanned. This technology is used by the City of Burlington.
 - Are downtown restaurants provided priority to attend waterfront events?
 - The Downtown Improvement Area (DIA) is a partner with Summer in the Park. The executive director of the DIA would be there to represent the interests of the downtown core. The DIA also has activities that supplements the Summer in the Park event and no wristbands are required.
- User fees are under review and will be considered in this process. For example providing garbage cans, and picnic tables for events.
- I would like to see a permanent spot for the DIA.
- The North Bay Indian Friendship Centre hosts a Powwow in North Bay and we have been bounced around the city in different locations for years. We did not receive any moneys but had to pay fees instead of the City of North Bay partnering with the North Bay Indian Friendship Centre.
- There are Powwows every weekend throughout the summer. This is usually a 2 day event. Food is important to us and we like to host a feast for people. People prepare food at home and bring it to the Powwow to feed others for free. It is our way of saying thank you. If we are limited in our ability to do this we feel inadequate. Food vendors are important to our event. Camping is also important to a Powwow. On average 80 to 85% of people who attend a Powwow also camp at it because it is the way we connect and an affordable way to participate in the event. If we are unable to camp and have

to stay in a hotel then this is a problem resulting in a significant drop in attendance at the North Bay Powwow.

- The City of North Bay rules are not conducive to having a Powwow.
 - When it is a city run event we reach out to the North Bay Indian Friendship Centre to host a Powwow. For the community events we had a budget event for the Powwow. Regulations for food are directed by the health unit. Camping is something we will be reviewing as a part of the process.
 - Is there a way to relax the rules in order to support and promote cultural indigenous events?
 - There are many rules and regulations that senior levels of government have created that impact events.
 - Can we clarify how the rules apply for events?
 - Cost is a factor for events and this also impacts arts groups as well.
 - In the vision for the Downtown Waterfront Master Plan there is an allowance for a permanent indoor location for the Farmer's Market. This is a long term plan about 5-10 years away.
 - We work with parties to bring them to the table to not put the public at risk. We are working to support the development of a permanent structure. We did not look at it as a short term goal. If we changed the timeline this would impact other items that are short term goals that the committee has identified.
 - Heritage North Bay may not align with the City's goals. Many of their rentals are controlled as they are revenue generating.
 - A review of priorities is required and a harmonization of the City of North Bay and Heritage North Bay approaches.
 - We will be reviewing the agreement between the City of North Bay and Heritage North Bay.
 - There is a business case analysis and capacity building required to see staff bring back a report to the committee. This should be added to the agenda for next week.
 - How is the Farmer's Market group operating now? How is the proposal in the plan fitting with the Farmer's Market?
 - Research into the use of a permanent structure is required however staff will need time to dedicate resources to get this done.
- (b) Parking Strategy:
- There was a Downtown parking study completed in 2012.
 - Do we initiate a study regarding parking?
 - We can wait for the completion of the current work underway.
 - Parking lots are at capacity in nice weather. If we are going to be successful we need to review our current parking needs.
 - Our current parking system does not encourage people to stroll. It encourages people to "beat the clock" unlike the hospital where you pay for what you use.
 - There is an e-system parking process coming that will allow people to increase their parking time in lots electronically. We are in the final contract stages for acquiring this software and hope to be rolling out this new technology later this year.
 - I would hope that any changes coming would not include charging for parking at the waterfront.
 - The parking strategy encourages the use of transit and the use of bike racks.
 - Are there any innovative systems for parking?
 - The City of Guelph parking system is one we are watching. They instituted a 2 hour free parking option in the downtown core that did not have the results they had hoped for in encouraging people to access the downtown. Although the parking enforcement staff had plate recognition software, they had difficulty keeping up with the people parking downtown. People parked downtown but did not move their vehicles. The

DIA finally went to the City Council and requested that they cancel the 2 hour free parking.

- The trend seems to be going to license plate recognition in enforcement.

5. Recommendations to Council:

That the Downtown Waterfront Advisory Committee recommends to City Council that, City Council

- (a) Direct staff to review the Parks Policies for seasonal businesses in the Downtown Waterfront Area, including consultation with relevant stakeholders, to ensure the policies and practices reflect best and most responsive management practices to facilitate the ongoing year round programming and use of space in the Downtown Waterfront Area.
- (b) Direct staff to update and review the current parking strategy for the Downtown Waterfront upon completion of the Main Street Environmental Assessment and Traffic Study (Downtown and Oak Street). The Parking Strategy should be used to guide the timing, location and changes to parking in the Downtown Waterfront.

6. Next Meeting Date:

- Friday, June 9th at 7:30 a.m.

The Committee will decide at the June 9th meeting if another meeting is required in June. The Committee would reconvene in the fall when all of the reports have been completed. The Committee will require the approval of Council to reconvene in the fall.

Meeting adjourned at 9:10 a.m.

Councillor Mark King
Acting Chair Special Advisory Committee

Judy Bechard
Deputy City Clerk