



**Main Street BIA Board of Management
Meeting Highlights
Thursday, February 4, 2016 from 8 – 9 am**

Business Arising

Board of Management Vacancy: if any member is interested in serving the BIA, please contact the Department of Economic Development and Tourism at 834-6500 x 703 or email bia@mainstreetcbs.ca.

Main Street Entrance Signage at Manuels River: the Board reviewed a second, more directional, draft concept and noted that it wasn't as visually appealing as the initial concept. The sign at Manuels River will ultimately be a compromise based on budget and space limitations.

Façade Improvement Program: the Board agreed that the program is a great idea and suggested it could be run as a pilot and reassessed in one year. Draft guidelines and collateral will be presented for approval at the next meeting.

Transportation Subcommittee Meeting with Town CAO: a meeting was held on February 1, at which time the Subcommittee provided a summary of the Board's concerns about the existing management of Route 60. Development along Main Street is being stalled because of policies implemented by the Department of Transportation and Works, and the Subcommittee asked to work in partnership with the Town to reopen a conversation with them. A follow-up meeting is set for February 25 to discuss this matter further.

New Business

Joint Grand Opening: Upstanding Medical Footcare Ltd. and CBS Blood Collection Centre will celebrate the official grand opening of their businesses (located at 38 Conception Bay Highway) on Monday, February 22 from noon – 2:00 pm (with a ribbon-cutting at 1:00 pm).

Pedestrian Safety: The installation of street lights on the south side of Main Street has begun and the Town is investigating the addition of more speed reduction signage in school zones.

Development Application Review Process: signage is a recurring topic of conversation (including the use of bold portable signs) and all Board members were encouraged to voice their opinions; all feedback provided during the application review process is recorded for future reference. The Town's Director of Planning and Development will be invited to attend the next Board meeting to discuss the Town's Signage Regulations.

BIA Levy: a brief discussion took place with respect to implementing a minimum amount for the BIA levy, similar to that enacted by Downtown St. John's.

Date of Next Meeting

March 3, 2016

The Conception Bay South Main Street Business Improvement Area Regulation was adopted by Council on December 16, 2014. A levy of 10% of a business' assessed business tax is applied to businesses operating within the Business Improvement Area (BIA).

The Main Street BIA Board of Management meets on a monthly basis to discuss issues relevant to the Town of Conception Bay South's Main Street district, which encompasses the region between the Manuels River bridge, up to (but not including) Terminal Road, and the area between the T'Railway to the south and the coastline in the north.

The Board also seeks to advance the goals and objectives set out in the Main Street Improvement Plan, which it refined during its Strategic Planning Session in April 2015.

The Plan recommends strategies to improve Main Street branding, the pedestrian realm, wayfinding and signage, vehicular circulation, streetscaping, development character, and business organization.