

Downtown Camrose Development

Annual General Meeting

January 27, 2022

7:00pm

Via Zoom



DOWNTOWN CAMROSE DEVELOPMENT AGENDA

2021 Annual General Meeting

Thursday January 27, 2022

Via Zoom 7:00pm

1. Welcome
2. Approval of the Agenda
3. Elected Guest Remarks
 - a. MP Damian Kurek
 - b. MLA Jackie Lovely
 - c. Mayer PJ Stasko
4. Approval of the January 26, 2021 Annual General Meeting Minutes
5. Chairperson's Report
6. Year End Financial Reports
 - a. Motion to File the Annual Society Return
7. 2022 Budget
8. Downtown Manager Report
9. Elections – Description of positions
10. Elections - Nominations
11. 2022 Projects and marketing initiatives
12. Closing Remarks
13. Adjournment

2020 ANNUAL GENERAL MEETING MINUTES

Downtown Camrose Development

Held 7:00pm, Tuesday January 26, 2021

In attendance: Jody McDougall - Chair, David Francoeur – Vice Chair, Nick Zarski – Treasurer, Rebecca Topping - Secretary, Devin Bonnar - Director, Dennis Lindroth - Director, Dan Olofson - Director, Deb de Jong - Director, Adam Sagert - Director, Tish Olsen - Director, Richard Bruneau – Director, Kathy Cloutier – Director, Kevin Johnson – City of Camrose Rep, Jennifer Filip - Manager

Guests: Barbara Stroh – DTC Member, Blain Fowler – DTC Member, Damien Kurek – DTC Member, Denise Nadeau – DTC Member, Greg Wood – City of Camrose, Harvey Nadeau – DTC Member, Jackie Lovely – MLA, Jennifer Fossen – DTC Member, Kyla Martens – DTC Member, Patricia MacQuarrie – City of Camrose, Trevor Vinet – DTC Member

Welcome and introductions

- 1. Called to order at 7:02**
- 2. Motion to approve the Agenda as presented
David Francoeur/Nick Zarski CARRIED**
- 3. Motion to approve the minutes of the February 5, 2020 Annual General Meeting
David Francoeur/Dennis Lindroth CARRIED**
- 4. Chair Report**

An update on the milestones and activities from the past year was presented. The Chair spoke to the success of the lighting of the trees on 50th street. The Halloween event was also a success and participating businesses saw hundreds of trick-or-treaters. The full Chair report was distributed and is available online. Lastly, it was announced of the new office location back at 4911 – 50 Avenue.

Motion to accept the Chair Report for information

Jody McDougall/David Francouer CARRIED

5. Financials

The financials and report were presented.

Motion to approve the financials as presented.

Nick Zarski/David Francouer CARRIED

a. Motion to file the Annual Society Return

Nick Zarski/David Francouer CARRIED

6. Budget

The 2021 budget was presented. It outlines marketing and potential projects for the year.

Motion to approve the 2021 budget as presented

Nick Zarski/David Francouer CARRIED

7. Elections

- a. Dan Olofson, David Francouer and Nick Zarski were nominated by Rebecca Topping/Tish Olsen.
Call three times from the floor for additional nominations.

Motion Nominations Cease: Rebecca Topping/David Francouer Carried

Dan Olofson, David Francouer and Nick Zarski were nominated by acclamation

8. Branding Presentation

One of the goals set out in the Strategic Plan developed earlier in 2020 was to develop and implement the Downtown Camrose Brand. A brand is more than a logo, it is an identity. The brand for Downtown Camrose focuses on the Arts – the art of shopping, the art of food, visual and performing arts, hand-crafted arts, hair design, health/wellness, floral arrangement, interior design. All of this makes downtown exciting and enticing and a place where you want to visit and experience.

9. **2021 Project and Marketing Presentation**

A number of initiatives and projects were outlined which will be completed in 2021. Market segments and marketing strategies were outlined. Several marketing tactics demonstrated how the initiatives will be completed. This ranged from online to print to radio. All goals to be achieved are to increase awareness, to build partnerships, to increase visitation and overnight stays as well as content generation. Measurables will include total reach and engagement on various channels, strengthened relationships, increased business for businesses, increased engagement with organizations and business community. Completion of goals set forth in the strategic plan.

10. **Adjournment at 8:06pm**

DOWNTOWN CAMROSE DEVELOPMENT CHAIR REPORT

Hello Everyone,

Thank you for joining us tonight. I would like to introduce myself for those of you that do not know who I am. My name is Jody McDougall. I am a mom of three grown young adults. I manage the Nutters store within the downtown revitalization zone and I am the Chair for the Downtown Camrose Association. I have been on the board for three years now. I have been on the executive for most of those three years, and have sat in the Chair position going into year two.

What a challenging world we live in these days. From uncertainty of Covid to the ever evolving weather changes from day to day. It certainly has been a difficult year to navigate. However, with this strong board and the strong and resilient businesses within our downtown core, I see success and prosperity in our future.

We wanted to bring new and exciting things to our Downtown Community this year, we had Kelly Davies with Cold Creative come in and create some awesome ice sculptures that drove a lot of families to the downtown to stroll the streets and take in the creative creatures that our local Camrose Businesses sponsored. We even made other communities social media pages, and have become the “talks of their towns” as well as becoming a trend setter for other communities. This was a popular initiative and has seen growing interest from other businesses in our community for this year.

We introduced the idea of outdoor patios for the cafes and restaurants. The Fox and Fable opened up on Main Street and had a pretty successful season with the patio. We heard lots of positive comments and feedback. This is something we would like to see continue as it did bring a let’s stay here in the community feeling to the downtown. I hope other cafes and businesses are able to participate this year.

We also moved our Downtown Camrose Farmer’s Market onto the Main Street. The Market was a huge success and grew rapidly. We would like to duplicate that growth this year, as most of the vendors and customers were happy and laughing. Music in the pocket park that the Bailey theatre lined up was entertaining everyone of all ages. There was even some face painting for the kids. A great summer outing we will

continue to expand on this coming year. We did take on a couple of smaller initiatives like Christmas in July, and a shortened Winter Market season, where opportunities presented themselves.

Downtown Camrose Association really wanted to make an impact with our Midnight Madness and we thought a one day event with a Real Tree lighting this year was a great way to start! We added hot chocolate by donation and of course the wagon rides which were very popular and sold out fast. We learned we need to try for two wagons and extended hours for this year! The streets were filled with people walking around and enjoying the sales and events. It truly was a fantastic evening.

Stepping into 2022 the board is looking forward to new ideas and completing the ice sculptures (provided mother nature co-operates with us), We are curious about revamping the Stamp around program to be more prosperous for the entire downtown zone. We are interested in creating a Business recognition program for years in Business, as well as to encourage the patio program, and working closely with the city to try and get some streets fixed up, We are eager to continue our branding with some artistic flares, For example, finding grants for facade improvements and some additional murals. We would like to focus on the next steps of our strategic plan and welcome new and varied businesses of different statures to complete our little community of Downtown Camrose.

In closing I would like to say that this little downtown area holds a special place in my heart. I am proud to be a part of this board. I am honoured to be with this amazing team with a focus on innovation, and having a voice that can be heard for all businesses within the zone. I am proud of where the association is today, and I will continue to be a voice that you can trust and rely on! I do believe if we all work together this little spot here in downtown will not only be a destination spot for tourists for this year, but will be a destination spot for many years to come! Let's work together to keep the lights on and always shine bright Camrose!

Jody McDougall
Chairperson

2022 BUDGET

Income

BRZ Levy	\$ 81,000.00
Downtown Market Revenue	\$ 15,000.00
Winter Market Revenue	\$ 7,200.00
Ice Sculptures	\$ 10,200.00
Grants	\$ 5,000.00
Market Sponsorship	\$ 10,000.00
Sponsorship for Bus Shelter	\$ 3,000.00

Total Income

\$ 131,400.00

Expense

Administration

Accounting & Bookkeeping Fees	\$ 2,000.00
Bank Service Charges	
Membership	\$ 330.00
Insurance	\$ 1,715.00
Office Equipment & Supplies	\$ 700.00
Rent	\$ 6,500.00
Salaries, Source Deductions, Health Benefits	\$ 51,000.00
Telephone and Internet	\$ 2,000.00
Constant Contact	\$ 600.00
Utilities - Electrical	\$ 900.00

Total Administration

\$ 65,745.00

Community Development

Events and Projects	\$ 13,000.00
Entrepreneur Start-Up	\$ 5,000.00
Workshops & Seminars	\$ 2,000.00
Downtown Lighting Maintenance	\$ 2,400.00
Midnight Madness	\$ 4,000.00
Stamp Around	\$ 1,500.00
Ice Sculptures	\$ 9,000.00

Beautification	\$	5,000.00
Bus Shelter	\$	4,000.00
Jaywalkers Jamboree	\$	1,500.00
Total Community Development		\$ 47,400.00
Enterprise Development		
Advertising/Marketing		
Website	\$	1,260.00
Promotional Materials	\$	1,500.00
Marketing Initiatives	\$	8,500.00
Total Advertising		\$ 11,260.00
Total Enterprise Development		\$ 11,260.00
Downtown Markets - Advertising	\$	1,070.00
Downtown Markets - Materials & Supplies	\$	300.00
Downtown Market - Office & Administration	\$	200.00
Downtown Market - Payroll	\$	3,625.00
Downtown Market - Rental Space	\$	1,800.00
Total Market Expenses		\$ 6,995.00
Total Expenses		\$ 131,400.00
Total Revenue	\$	-

DOWNTOWN CAMROSE DEVELOPMENT MANAGER REPORT

As we head into a new year, we also take time to reflect on the 2021 year. There were challenges; there were also many successes for the organization. We look forward to building on the successes of 2021.

My name is Jennifer Filip and I am the Manager for Downtown Camrose. I started with the organization in June 2020. Previous to that I was the Executive Director for Tourism Camrose and was the Business Development and Market Manager for the Camrose Regional Exhibition. I have also served as President for the Alberta Association of Agricultural Societies and the Camrose & District Chamber of Commerce.

The ice sculpture initiative kicked off January of 2021. It was a collaborative initiative with several businesses from both the downtown core and outside the downtown core. 17 sculptures were carved by Kelly Davies with Cold Creative. They were an attraction that brought individuals to Camrose from surrounding areas such as Sherwood Park, Calmar, Spruce Grove, Red Deer and many other communities. Pictures of the ice sculptures on our social media feeds were the top performing posts reaching over 24,000 people within the first few days of posting. The City of Camrose also indicated that on their feeds, the sculptures were also the top performing posts.

In the spring research on what other communities do for outdoor dining and patio options was investigated. A thorough proposal was presented to City Council by one of our business owners. With the announcement of the province during that time, City Council expediated the Temporary Patio policy for restaurants. Some businesses already had patios on their own properties, and some chose only to set up small bistro tables. One business, Fox & Fable did take advantage of the temporary patio and set up a patio on the street. With bright red umbrellas, it was a definite attraction along 50th street.

Kick off to Summer Sidewalk Sale which took place the first weekend in June was highly successful. It was an attempt to fill the void that Jaywalkers would have had it been

able to operate. Huge sidewalk sales were throughout downtown, and many shoppers took advantage of the sales.

A similar shopping event took place in July called 'Christmas in July'. This event took place the same weekend the Snowbirds were in Camrose. There were again incredible sales to take advantage of, but the crowds were down. However, the snowbirds did make a fly over and was an exciting attraction for those who were downtown.

The Outdoor Farmers Market was relocated onto 50th Street for the first time. We saw the number of vendors grow from previous years and at one market there were over 60 stalls booked (the maximum is number of stalls is 75). We partnered with the Bailey Theatre who looked after lining up all of the entertainment from June to September for the Lions Centennial Park. Several businesses put their racks of merchandise out in front of their stores. The vendors faced the businesses on both sides of the street. The food trucks were a large draw for many wanting to grab a quick bite while they shopped the market. On many occasions market attendees indicated that the market had a "Jaywalkers feel". We look forward to increasing the number of vendors in the coming spring.

We partnered with the Bailey Theatre, the Camrose Regional Exhibition, the Camrose Chamber and the Chuck MacLean Arts Centre to promote a Battle River's Got Talent showcase. The Bailey Theatre was the lead on the project and over 30 applications from talented artists were submitted from the region.

We also partnered with the Bailey Theatre, Chuck MacLean's Art Centre and the Camrose Public Library to organize a weekend event during Alberta Culture Days called "Create a Splash". There was entertainment, story walks, businesses built scarecrows and of course the painting of the underpass. It was a great way to work with other organizations and to get community members out and exploring. Camrose was also ranked in the top 10 across Canada for small community events. This initiative will continue this coming fall.

Midnight Madness was very successful. We were able to locate a real Christmas tree, which as many know has proven to be somewhat challenging due to the pandemic.

While it may not be extremely tall, it was full. Santa and Mrs. Claus enjoyed strolling through downtown and meeting everyone. The horse drawn wagon rides were extremely popular and all spots were booked in less than 24 hours. Thanks to FIKA Coffee House who set up a hot chocolate station at the loading spot. Lastly, it was amazing to see all the people out shopping and supporting our local businesses. Leading up to Midnight Madness and even after to promote Christmas and Boxing Week shopping, we embarked on a Digital Ad campaign. This two-month campaign saw overwhelming success. The ads served were to reach 125,000 impressions, but the result was over 407,000 impressions. The Click Thru Rate to our website was over 500. All of this activity was based on ads being served outside the Camrose region in an attempt to bring more people to eat, drink and shop Camrose. A very successful campaign.

The Winter Market took place at the Masonic Hall from October 21 – December 23. This market was shortened to just a couple of months due to the fact that the Winter Market that ran January to May saw a drastic decrease in the number of vendors as well as the number of patrons.

As the holiday season neared in December, many organizations wanted to give back support to the businesses that supported them over the years by purchasing Downtown Dollars as a gift for their employees. Downtown Dollars act like a gift certificate and can be used in all downtown businesses. The businesses are then reimbursed by the Downtown Camrose Business Association. A great way to continue to support local and keep spending within our community. Downtown Camrose partnered with the Camrose Chamber to sell the Downtown Dollars and we worked collaboratively cross promoting the sales. We will continue this collaboration as we continue into the new year.

The need to move keep moving the organization forward is paramount and the board re-visited the strategic plan to identify what is still in the works and what has been completed. We are pleased to announce that several goals were completed throughout 2021. We sought to make sure that we are and continue to be an effective organization. We have had our new website launched. Our brand has been developed and will continue to be implemented. We are building stronger relationships with our

business community as well as marketing partnerships. We will continue to evaluate our strategic plan as we strive to complete the important goals set out.

One of the goals in the strategic plan is to have Downtown Camrose recognized as a destination. As Chair for Go East Regional Tourism Organization we work closely with them to move closer toward this goal. Over the past summer we participated in the Road Trip Adventure Game. This is an initiative to get people out exploring various communities, shopping, dining, staying over night and just for fun collecting stickers for a McDonald's style game board which was entered to win prizes. There were 42 communities that participated this past summer with over 900 game boards submitted.

We worked with Go East to create an itinerary for an influencer who has a dining and shopping following of over 23,000 individuals. She frequented several of the businesses and attended the market. Photos of purchases, food and experiences were shared on her social media platforms. Her experiences were in turn share on Downtown Camrose's social media, Go East's social media and Explore Camrose's social media. It was a hugely successful campaign, and it is our intention to take advantage of another influencer in the coming year.

Along with all of our promotions on local platforms, Go East was also busy promoting all the shopping, dining, attractions, events, camping, etc. for all of Camrose County and the City. At present on the Go East website Camrose is recognized as one of the top three communities to visit with over 20,000 page views. Posts from summer and fall campaigns alone have reach over 100,000 people. We will continue to work with them as we enhance experiences, shopping, dining, and encouraging exploration of the Camrose area.

To be effective in our communication with our members and the community, we have been sending out regular monthly newsletters, increased our activity on social media and continue to update our website. It is the intention to use these marketing strategies as well as look at other opportunities to increase engagement and allow us to be more effective in our communication strategies.

In the upcoming year, work will continue in terms of beautification projects, communication with our membership, activities to engage the community; and explore more options. I am looking forward to working with the Board of Directors, City of Camrose, our business community as well as other partners to enhance the experience of Downtown Camrose and to fulfill the goals set forth in our strategic plan.

Respectfully Submitted by:
Jennifer Filip