

Email from Rob Dale, Master Coach, Rhapsody Strategies

Summary from Strategic Plan Meeting – June 29, 2022

Here are my notes to pass on to the Board members.

Board members: Homework is to take the **Strategic Ideas** and put them into themes and prioritize them.

What are our objectives today?

- We have a lot of ideas among all of us. Not sure how tactical they are. I'd like to explore some of the ideas we have.
 - Take a look at funding for someone to deal with a lot of the admin stuff.
 - Doing a pilot for closing the street for a longer time and what are the challenges and what can we learn from that.
- Some broad stroke ideas and objectives. Where does each idea fit under which bucket and does it help us push the needle forward?
- Stronger engagement with the membership. How can we get their perspective on issues facing the district?
- What do we want the retail makeup of the street to look like? How can we get more footfall on the street? How can we work with the landlords to bring in the right people to the street?

What are the issues facing the NBIA today?

- We need more diversity of businesses. We need better retail on the street.
- Some of the service-based businesses are still working remotely.
- Cedar Street is part of the BIA and yet doesn't seem to translate into people coming to Main Street.
- What value do we bring to the businesses on the street?
- Multi-faceted retail experience
- Parking will continue to be an issue.
- There was filming in the downtown core. Is there a way to require cost coverage for the BIA?
- Increasing partnerships with the BIA - such as Farmer's Market, etc.
- Engagement among the membership
- There a lot of energy in the new businesses - we need to channel their new ideas and invite them to come on the board.
- Board turnover. It's been great in the past.
- More beautification for the town - (Downtown Incentive Plan)

Strategic Ideas

- A Centre of performance and entertainment (ex: Music in the Park)
- Access - what other ways to promote people coming than just parking
- Creating a process for new board members to be able to get up to speed quickly.
- Advocacy to help businesses apply for grants, etc.
- Look at funding for an admin person
- A pilot project of closing the street longer
- A welcoming package for new businesses
- How to get the Riverwalk Commons crowd up to Main Street via the “barrier” of Cedar Street
- More engaged events - multi-business, fashion shows, food events
- Keeping the streets and storefronts cleaner
- Consistency in opening the storefronts. Some kind of similar hours for businesses.
- Collect data to support decisions that we make.
- Listening to the businesses on the street. How do we consult with our membership on major decisions? How do we take lead in these conversations?
- Speak to landlords about what businesses would be the best fit on the street
- A communication strategy with membership, media, etc.
- Looking at shared services or shared resources or buying power
- Investigate an expansion of your boundaries.
- Defined roles and expectations for board members
- Explore a more independent structure for the board (as it was originally set up)
- Creating playbooks for digital and marketing strategies
- How to manage inquiries when to come through the website, etc.