

AGENDA
PADBID BOARD MEETING
Tuesday, April 19, 2022
12 p.m. Plaza 88

- 1) Agenda
- 2) Additions/Revisions to Agenda
- 3) Adoption of Agenda
- 4) Minutes PADBID BOARD Board Meeting January 31, 2022
- 5) Power Wash Quote
- 6) Reed Security-Downtown Security Camera's Quote
- 7) TripVia Tours
- 8) Moth Façade Grant Application
- 9) Facade Grant Deadline Revision
- 10) Former Propaganda Location Central Avenue
- 11) Social Media Report
- 12) Sponsorship StreetFair Report
- 13) Get in the Loop
- 14) Executive Director Report
- 15) Other
- 16) Next Meeting
- 17) Adjournment

Minutes
January 31, 2022
Board Meeting
PADBID Office

Bylaw No. 4 of 2005 states the Statutory Board PURPOSE is:

The purpose or mandate of the business improvement district is to encourage the development of a vibrant and prosperous downtown business district by improving the area's appearance and image, promoting and marketing the area, and undertaking initiatives and projects that facilitate the ongoing rejuvenation and redevelopment of the area.

PRESENT: Meghan Mayer, Brent MacDonald, Stacy Coburn, Councillor Dawn Kilmer, Mike Horn, Philip Fourie
Administration: Rhonda Trusty, Perry Trusty
Guests: Dr. Chad Nilson, Sgt Brian Glynn

- 1) Meeting called to Order at 12:07
- 2) Agenda:
Moved by: Brent MacDonald Seconded by: Meghan Mayer
*Carried
- 3) Adoption of Minutes of September 8, 2021 Board Meeting
Moved by: Meghan Mayer Seconded by: Councillor Dawn Kilmer
*Carried
- 4) Dr. Chad Nilson, Sgt Brian Glynn
*Received as info
- 5) Correspondence
Staff reported no Correspondence
- 6) a) Financial Statements
Moved by: Brent Macdonald Seconded by: Meghan Mayer
*Carried
b) Invoices For January
Moved by: Brent MacDonald Seconded by: Philip Fourie
*Carried
c) PADBID Office Lease
Moved by: Stacy Coburn Seconded by: Brent MacDonald
"That Administration seek a month-to- month Lease Agreement with Landlord"
*Carried
d) Laptop Purchase
Moved by: Brent MacDonald Seconded By: Philip Fourie
"That Administration purchase Laptop and software/editing programs"

*Carried

e) Facade Program: Lights, Camera, Action

Moved by: Meghan Mayer Seconded by: Brent MacDonald

"That Administration undertake more research on CPTED"

*Carried

f) Sidewalk Power Washed

Moved by: Brent Macdonald Seconded by: Meghan Mayer

"That Administration Research and bring back a Report outlining information"

*Carried

g) Big Dig

Moved by: Brent MacDonald Seconded by: Stacy Coburn

"That Administration continue dialogue with City of Prince Albert Administration on the Downtown Streetscape Plan and Report back to Board".

*Carried

h) Marketing PADBID

Received and Filed

i) Gateway Mall

Moved by Brent MacDonald Seconded by: Meghan Mayer

"That Administration and PADBID support Gateway Mall in its reinvestment endeavours"

*Carried

j) Office Furniture

Moved by Brent MacDonald Seconded by: Meghan Mayer

"That Administration purchase two Office Chairs and anti-static matting"

*Carried

7) Executive Directors Report

Received and Filed

Events:

1) Street Fair

Moved by Brent MacDonald Seconded by: Stacy Coburn

"That Street Fair 2022 be planned and implemented for Saturday, June 18 subject to Covid Restrictions"

*Carried

2) Crokicurl 2022-2023

Received and Filed

3) Santa Claus Parade

Received and Filed

Adjournment:

Moved by Brent MacDonald to Adjourn.

*Carried

Chair: Stacy Coburn

Recording Sect.: Perry Trusty



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Quotation

Bandet Holdings Ltd. Hi-Pressure Cleaning

440-9th Ave East
Prince Albert, SK.
306-960-5308
raybandet@gmail.com

July 19, 2022


PA Downtown Bid

Rhonda & Perry Trusty

Prince Albert, SK.
306-763-1802

discover@princealbertdowntown.ca

DESCRIPTION	AMOUNT
Quotation for Pressure Cleaning West Side of Central Ave. Sidewalk - Approx. 20,000 sq.ft.	\$ 2,800.00
Quotation for Pressure Cleaning East Side of Central Ave. Sidewalk - Approx. 21,000 sq.ft.	\$ 2,940.00
Price Includes, Sweeping, Pick up and Removal of all Debris along Sidewalk/Street Area	
Work Schedule - Evenings and Sunday's	
	\$ 5,740.00
GST # 862725132RT0001	5% GST
	\$ 287.00
Contact Ray Bandet @ 306-960-5308	6% PST Exempt
Email: raybandet@gmail.com	
THANK YOU FOR YOUR BUSINESS!	\$ 6,027.00

 Reed SECURITY Authorized Dealer	Reed Security Authorized Dealer Prince Albert			Estimate
	Thor Security Ltd.			
	1-243 South Industrial Dr.			
	Tel. 306-922-7200			
	Fax 306-922-7211		Date:	24 March 2022
	reedsecurity.com		Rep:	Myron Jacobsen
Company Name:		Prince Albert Downtown		
Last Name:		First:	Perry	
Address:		City:	Prince Albert	
Postal Code		Email:	discover@princealbertdowntown.ca	
Premises Phone#		Cell #s		
QTY	Description of Product/Service and Location	Unit Price	Extension	
HIK Vision NVR Systems				
1	DS7604NI-1TB 4 Channel NVR with 4POE 1TB H/D	\$ 599.00	\$ 599.00	
0		\$ -	\$ -	
0		\$ -	\$ -	
0		\$ -	\$ -	
0		\$ -	\$ -	
0		\$ -	\$ -	
0		\$ -	\$ -	
Cameras				
2	DS2CD2343F-1 4.0 MP 2.8 MM, VP Dome	\$ 299.00	\$ 598.00	
0		\$ -	\$ -	
0		\$ -	\$ -	
0		\$ -	\$ -	
0		\$ -	\$ -	
0		\$ -	\$ -	
0		\$ -	\$ -	
0		\$ -	\$ -	
Installation				
100	Cat 5e Cable at 20 Cents Per Foot	\$ 0.30	\$ 30.00	
4	Labor to Install NVR and Cameras	\$ 80.00	\$ 320.00	
1	Configuration of NVR and Training	\$ 80.00	\$ 80.00	
0	Misc Supplies and network switch	\$ 100.00	\$ -	
2	Camera wire back boxes	\$ 30.00	\$ 60.00	
0	24" Monitor	\$ 249.00	\$ -	
0	5 port POE Switch	\$ 99.00	\$ -	
	Subtotal		\$ 1,687.00	
	Taxes		\$ 185.57	
	Total		\$ 1,872.57	
Installation Instructions				



REPORT

April 19, 2022

Background

Downtowns have history in people and buildings due to their usual reference point of being the historic business, living and gathering place of communities. Prince Albert's downtown has been a business, living and gathering place for generations and the community is known as Kistapinanihk in Cree as a "gathering place".

As a historic place in the city there are many period buildings that reflect this history. One of the ways to help promote a downtown is through tours of these buildings describing their history. An actual tour with a guide and access to buildings interior can be hard to coordinate and costly.

However, a "virtual audio tour" can be developed in an App that can describe a building's history or architecture and people can do walking or driving tours of a downtown and be entertained by the history.

Discussion

The Executive Director created a tour for Tourism Nipawin with a company called Tripvia Tours from Moose Jaw www.tripvia.tours. Nipawin has several murals and the walking tour App was created to leverage the murals as a "stay in town" tourism concept. We also created a driving tour of regional assets at Tobin Lake.

Tripvia has developed driving or walking App Tours for multiple clients including: Vancouver, Whistler, Toronto, Denver, Vail Colorado, Los Angeles to Santa Maria Pacific Coast Highway and dozens more including numerous in Saskatchewan. The technology is proven and by the client list the company is respected.

How the App works is you download the Tour with mobile data or WIFI, use a live GPS Map to see your location, see the tour route and points of interest and the audio will automatically play as you get close to the location.

A secondary phase that Executive Directors will explore is to develop a QR Code for the same or similar tour.

Cost Implications

Tripvia will charge \$150 for set up of one tour which could be about 10 stops. The scripts will be written by PADBID Executive Directors saving the organization money. The yearly fee is \$350 and Tripvia charges for 7 months of the year at \$50/month. The seven months reflect our three-season walking tour ability and it is what they recommend for clients in our region.

A Studio in Prince Albert will charge approximately \$300 for 2 hours of studio time including actors to voice the script. Executive Director will do post production with music and sound fx using software licenses to PADBID. Tripvia use a mechanical voice to record scripts but Executive Directors would like to collaborate with the local Performing Arts Community to provide voice talent.

Executive Directors recommend using PADBID Operating reserves for set-up charges and on-going yearly costs of \$350 to come from realigning Operating Budget expenditures.

Recommendation

- A) That the Board agree to proceed with TripVia.Tours downtown historical walking and driving App and use Operating Reserves Funds to set-up the program and then annual operating to come from PADBID Operating Budget.
- B) That Board not approve TripVia.Tours downtown walking and driving App.
- C) Other

Recommendation: A

Perry Trusty

Mini-Façade application



This is an intake for a mini façade grant, for a maximum of \$1,000 per application. It is not a matching grant, but one to support exterior improvements in the Downtown core. We have up to a maximum of \$10,000 to award to successful applicants. If your project only requires \$500, then we have \$500 to use to support another business. A committee has been chosen that will review each application and you will be notified by May 20th.

Who qualifies? Businesses located in the Downtown

What qualifies?

- Paint, power-washing
- Awnings
- Window decals, signage
- Exterior portable structure- such as flower pots, benches, café set
- Exterior lighting

Business:

North Vintage

Contact Name: Meghan Mayer

Phone: 306 - 763-4411

Email:

Meghan@embassychurch.ca

Amount requested: \$ 1000

Have you received the proper approvals/permits for your façade improvement? ☒ YES ☐ NO

Project description: *(please included any concept drawing or examples)*

Signage and window decals for our new store.

Budget outline: *(please attach quotes received)*

Projected start date: March 1, 2022

Completion date:

March 1, 2022

1st intake application deadline: May 20th, 2022

2nd intake- Fall 2022

Drop off:

1109 Central Avenue – 2nd Floor or email: discover@princealbertdowntown.ca

Questions? Call 763-1802

PA Mark It Signs Ltd.
3-4260 5th Ave East
Prince Albert SK S6W 0A5
306-763-3693

amanda@markitsigns.ca

http://www.markitsigns.ca

GST Registration No.: 805089257RT0001

Business Number 805089257

Invoice

Markit

BILL TO

Moth Vintage

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
19205	01-03-2022	\$2,269.95	31-03-2022	Net 30	

ACTIVITY	QTY	RATE	AMOUNT	TAX
Custom Signage	1	875.00	875.00	S
Storefront Sign Cabinet				
Translucent Vinyl				
16' 3M 3630-22				
7' 3M 3630-141				
Labour Rates:Install	1	680.00	680.00	S
Install/Shop Rate				
Remove Sign - 1 Hour				
Peel Sign - 2 Hours				
Install New Graphics - N/C				
Reinstall Sign - 1 Hour				
Custom Signage	1	245.00	245.00	S
Storefront Windows				
4 Windows				
7' 3M 3630-141				
Decals	1	35.00	35.00	S
Digital Print Decals				
Front Door Decal				
1' 3M 3630-141				
Labour Rates:Install	1.50	140.00	210.00	S
Install/Shop Rate				
Windows/Door Decals				

Thank you for your business!

SUBTOTAL	2,045.00
GST @ 5%	102.25
PST (SK) @ 6%	122.70
TOTAL	2,269.95
BALANCE DUE	\$2,269.95

TAX SUMMARY

All Account Terms: 30 Days

A 3% Interest Charge will be applied to overdue accounts.

Façade Grant Deadline

The PADBID Executive Directors request that a motion be passed to remove the Façade Grant Deadline that is currently part of the application.

We feel it serves no purpose and the deadline should be when the Façade Grant balance is zero.

Rhonda Trusty

Executive Director

REPORT

Former Propaganda Space Rental

April 19, 2022

There has been an offer to rent a main floor location that is the former Propaganda location. Executive Directors reviewed the contract and had questions about certain potential fees. In addition, Executive Directors asked Board member Philip Fourie for advice and he discovered there was some untypical clauses in a lease for a non for-profit entity.

Consequently, Executive Directors are not in favour of making a move to this main floor location at this time.

Perry Trusty
Executive Director

REPORT

3-Month Social Media Jan-Mar 2022 PADBID

April 19th, 2022

Social Media has the ability to measure results in various ways and consequently has become a very strong tool for business marketing. PadBid Executive Director has implemented a social media marketing campaign that focuses on telling business people's stories and on general information about PadBid business and events. We have called it ShopTalk. We also targeted Gateway Mall supporting their 40th Anniversary this spring. The highest "impressions" have been on the personal stories of business owners.

The marketing campaign will focus on more business owners as the months go by. The strategy is to counter negative views of downtown by showcasing the good people, business and products who are invested in PADBID with this social media campaign.

Results of Social Media on Facebook from January 17 to April 9, 2022.

Facebook

Impressions: 34,045 people

Instagram: 74 accounts engaged (3,600% increase)

947 accounts reached (730%)

1127 Followers (1.27% increase)

What does this mean in comparable numbers?

A popular Saskatchewan Tourism Magazine has 16,000 subscribers and will charge \$2,000 for a full page ad. A social media message is a full page colour ad, just in full screen format.

Therefore, the impugned value of the social media campaign is approximately \$4,000 estimated by $16,000 = \$2,000$ then $34,000 = \$4,000$.

Perry Trusty

Executive Director

REPORT

Street Fair Sponsorships

April 19th, 2022

Executive Directors have contacted fifteen companies to be sponsors for Street Fair. The response thus far has been zero sponsorship dollars. Fourteen of these have a downtown location. Executive Directors researched SaskPower and SaskTel web sites and do not believe PADBID or Street Fair fit the sponsorship criteria.

We just submitted an application to Northern Lights Casino Development Corporation. However, we were told that they only provided \$2,000 to the massive First Nations Hockey Tournament held this spring in Prince Albert and so we are not anticipating much if any support for Street Fair.

Perry Trusty
Executive Director



GET^{In}the_{the}LOOP

Prince Albert Downtown Business Improvement District

GetintheLoop is a shop local community that gives our members more ways to explore, discover, and shop local, wherever they are.



Canada's Largest Shop Local Platform and App

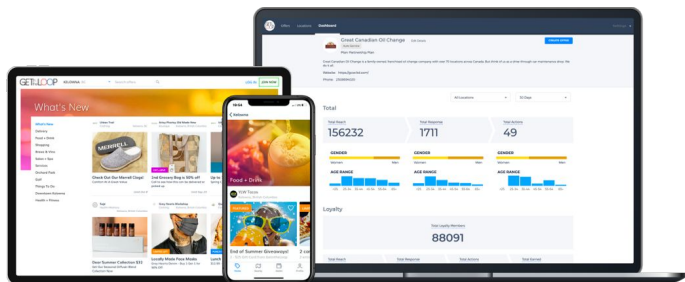
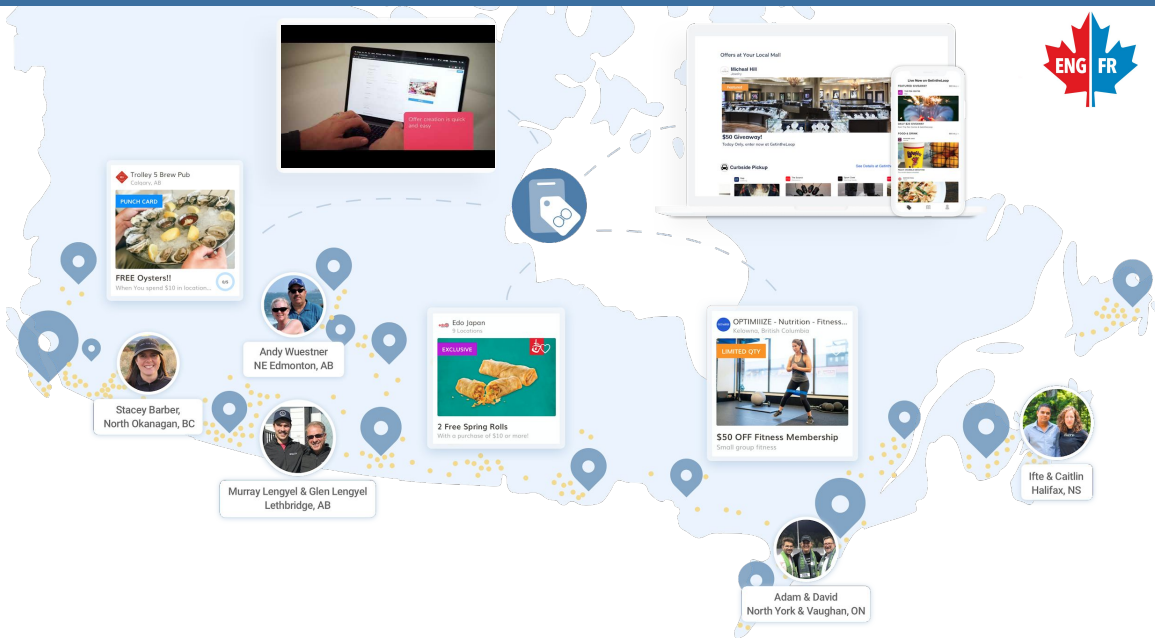
Helping amplify your local presence and engaging local consumers with our award-winning platform and app

WHO WE ARE

GetintheLoop is a shop local community that gives our members more ways to explore, discover, and shop local, wherever they are.

With thousands of local merchants on the platform, GetintheLoop enables business partners to create and distribute real-time mobile offers, rewards, and promotions across restaurants, retail, events, things to do, and more.

As a local consumer, GetintheLoop helps people find and discover experiences, offers, and rewards, making shopping local simple and rewarding.



6,000 Total Businesses

9,000+ Local Offers

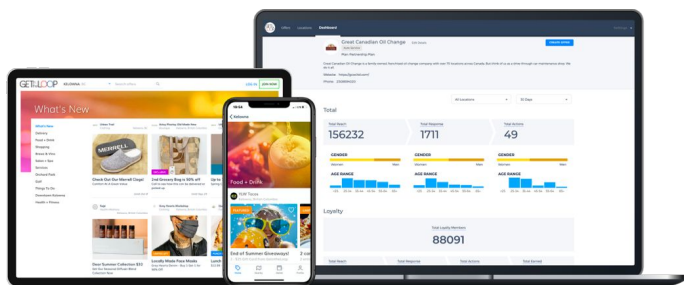
2M Canadians Reached Weekly

2,000 National Brand Locations

4,000 Local Business Partnerships

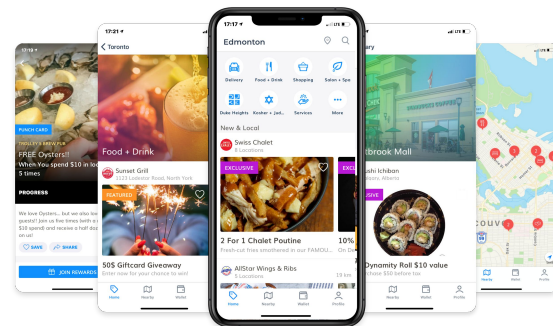
65 Chambers/BIs/Associations

How We Help Businesses Connect With Local Consumers



GetintheLoop for Businesses

- **Simple:** An easy-to-use platform that allows a business to drive revenue through promotions, experiences and digital rewards
- **Measurable:** Business Dashboard helps our businesses understand what is working and who is engaging to maximize long term results
- **Local:** With the support of a centralized team, GetintheLoop has a Local Franchise owner that works directly with business partners to ensure success



GetintheLoop for Consumers

- **Easy:** GetintheLoop members engage with local businesses through easy-to-use offers. Members discover their content and engage with businesses in a variety of ways.
- **Free:** GetintheLoop is always free for members! Our members sign up to discover new experiences and offers in their community.
- **Everywhere:** Local consumers receive offers through our app, daily email, push notifications, our website, partner websites in the community, and also on GetintheLoop social profiles.

Business Insights and Monthly Reporting

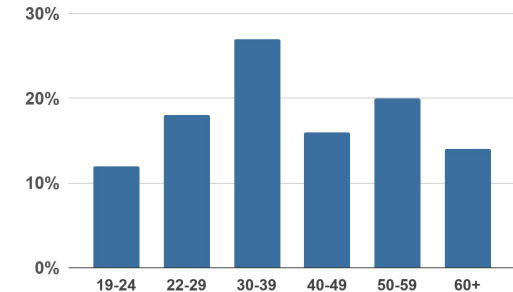
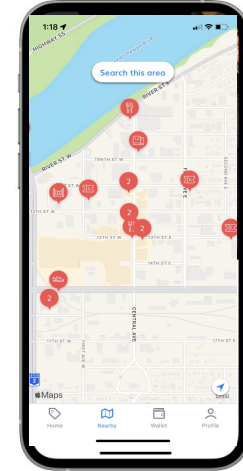
Providing a comprehensive understanding of business performance

Transparent Reporting

- Transparency is one of our key values at GetintheLoop
- We provide a comprehensive understanding of business performance and program performance overall, giving businesses a clear ROI
- Having an understanding of individual business and program performance helps you be more data-driven with future programming and marketing decisions

Key Insights - Examples

- Reach - how many times people see a PADBID Offer
- Response - how many times people engaged with a PADBID Offer
- Actions - actual ROI based on in-person visits, phone calls, and website clicks
- Loyalty program information (Digital Punch Card)
- Demographic breakdown - gender and age
- Key insights - what can a business do to improve their performance?

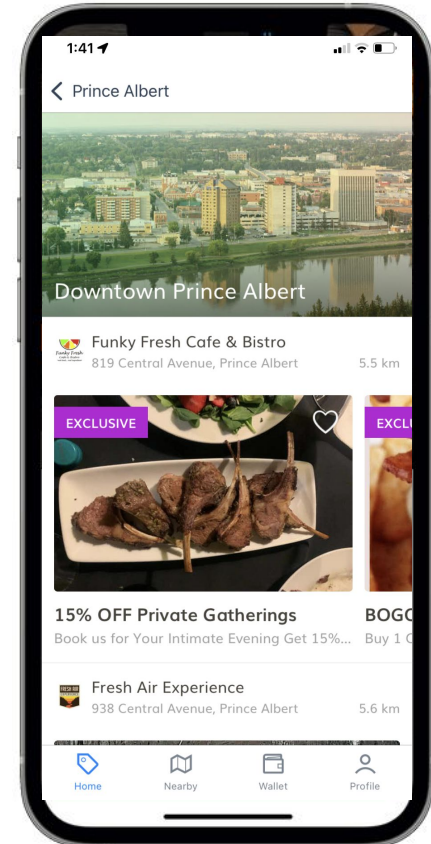


Objectives

Increase shopping at Downtown Prince Albert Businesses

Increase Business for Downtown Businesses

- Increased traffic in the downtown will increase general public comfort
- PADBID enjoys free advertising for events and community initiatives
- Creating partnerships to cross promote business will increase reach and awareness
- PADBID enjoys a powerful platform to create fully customizable promotions
- **All Prince Albert Downtown Businesses who choose to participate in GetintheLoop receive a discounted Partnership Plan rate plus inclusion in our Dedicated Downtown PA Loop**
- Downtown PA Loop and Picture will be renamed and rebranded according to PADBID request

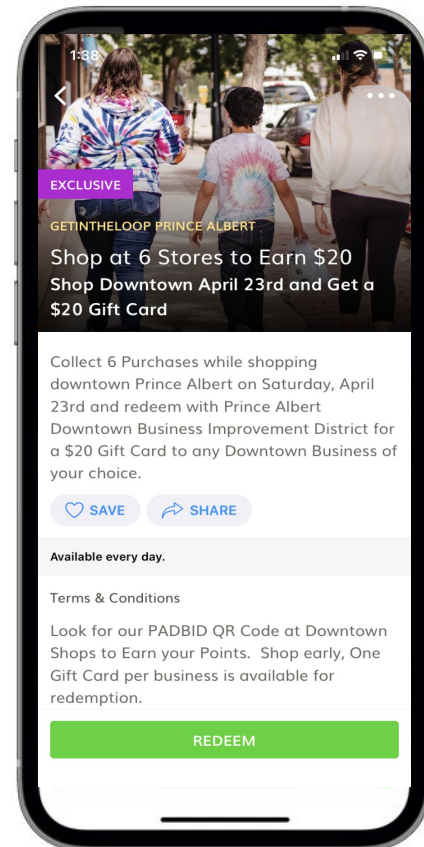


Direct Offers

Using Direct Offers, Punch Cards and Scavenger Type offers to promote Shopping Downtown Prince Albert

Using Direct Offers, Punch Cards and Scavenger Type Offers

- GetintheLoop is constantly innovating with new campaign-based initiatives to successfully launch your area's engagement program
- We can create special "Direct Offers" to distribute at Downtown business locations, and/or through internal employee or member communication channels
- Locals scan a QR code with their smartphone to "unlock" a special offer or contest entry
- This creates a measurable increase in physical visits by local people
- People download the app in the process, creating a positive feedback loop to drive extra engagement for all participating businesses.
- **It creates a barrier free channel to continually reach the public with future events and promotions**
- Flexible and adaptable as we track performance

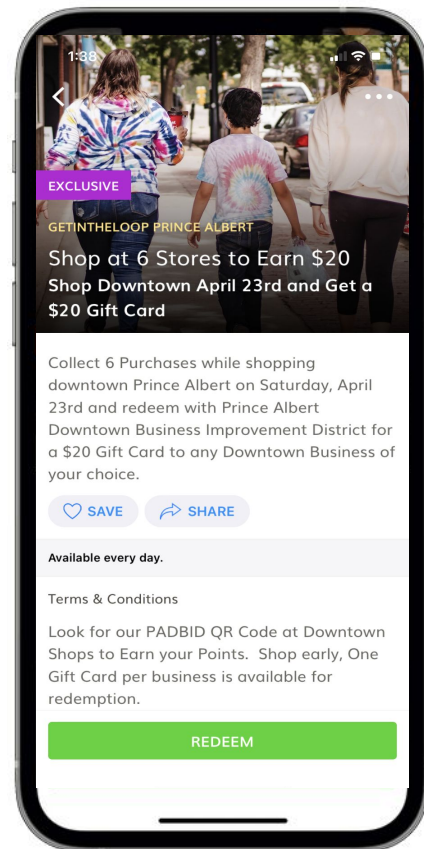


Sample Program

To Increase shopping at Downtown Prince Albert Businesses

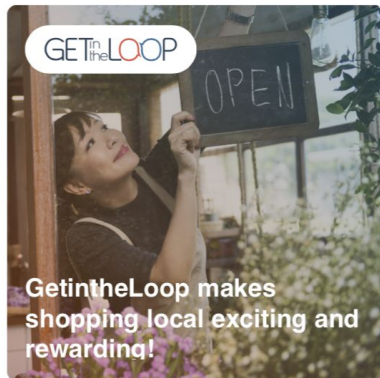
Sample Program

- A Sample offer is shown on this page.
- The theory here is, every Saturday we encourage the general public to head downtown to shop at 6 stores, when doing so they earn points which are redeemed, for example a \$20 Gift Certificate.
- The program itself is fully customizable to whatever parameters are set out and can be changed up with each event or promotion
- GetintheLoop would create a QR Code for posting at each business along with training
- Knowing there is limited funding in place for PADBID the suggestion is to request a \$20 Gift Card from each PADBID member. A Max one gift card per business would be required to start this program, as Gift Cards are redeemed in store that store issues a new certificate to PADBID, and to ensure fairness, there can be a parameter as noted in the Terms & Conditions on the sample offer, with over 200 members, that's a lot of downtown business before a new card would be required.
- With 200 businesses that would equal 1200 purchases throughout the PADBID before each business commits another \$20.
- A minimum purchase can be a term if desired.



Marketing Materials and Staff Communication

Getting the most out of the program through staff communication and setting up in-store materials

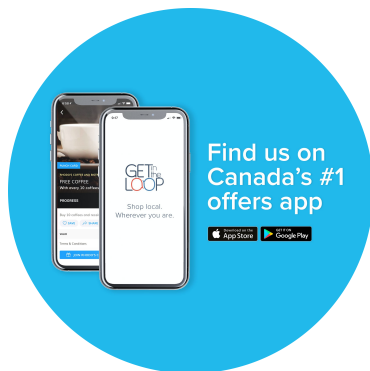


What Is GetintheLoop?

GetintheLoop is an app for locals to discover exclusive offers and unique experiences at businesses nearby; while helping business attract new customers and keep them coming back.

How does GetintheLoop work?

Local businesses post real-time offers on GetintheLoop while Members discover and use offers directly from our mobile app. Making shopping local easy and rewarding.



Tips For Helping Your Business Make The Most of GetintheLoop



KNOW HOW TO USE THE APP

Download the app and learn how to use it.



SHARE YOUR OFFERS

Always know what offers you have available now, and share them on social media.



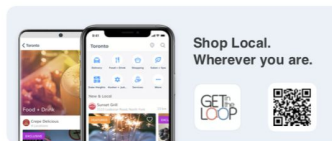
TELL OUR CUSTOMERS

Get customers to download the app now and discover great offers.



GIVE CUSTOMERS MORE VALUE

Customers love to save & discover. Introduce your customers to specials and top offers.



Frequently Asked Questions

How does your customer redeem an offer on GetintheLoop?

The member shows the GetintheLoop offer to the staff and simply clicks "redeem" or "use now". All payments happen with the business directly.

How often do the offers change?

Your national marketing manager or regional contact will communicate with each location when new offers are live. Typically every 4-6 weeks.

What is an exclusive offer?

Exclusive Offers are only available through GetintheLoop

Why Members love GetintheLoop?

Free and Easy to Use - Local offers are always with you and ready to use on your smartphone
No Pre-paying - No need to pre-buy offers. Simply redeem and pay on location
Get Access To Exclusive Deals - Be in the loop on the latest offers, promotions and rewards

getintheLoop.ca

Appendix

Jamie Labelle, Local Owner
(306) 960-1175
jamie.labelle@getintheloop.ca



Jamie Labelle, Local Owner, GetintheLoop Prince Albert

- GetintheLoop franchises are sold across Canada
- The Franchise model is attributed to our success across Canada, local franchise owners know their local city and can successfully and physically connect with local businesses and the public in our community, something most tech companies can't achieve.
- Prince Albert Market was purchased summer 2021 by Jamie Labelle
- Long term Resident of Prince Albert, Grew up in Shellbrook
- Background is Project Management specializing in Commercial Construction
- Worked Downtown, on Central Avenue, for 7 years
- Current Board of Director for Prince Albert Gymnastics Club
- Past Board of Director for Prince Albert Construction Association
- Current Member of Chamber of Commerce



“My vision for GetintheLoop in Prince Albert is to be a One Stop Shop for everything local, from Things to Do in our great city to where to Shop and Support Local. I want to build relationships between small business owners and the general public because I think it's too easy to lose that connection in the world today.

From the start of this venture I have focused on the Downtown as a key area to support as we build a membership of shop local enthusiasts who use the platform to be informed.

Our Prince Albert Community wants to shop locally, they just need it to be easier! I think GetintheLoop can help with that!”

GetintheLoop Testimonials

What businesses are saying



Not only is their team approachable, knowledgeable and readily available, they are a pleasure to work with.

It is an extremely valuable feeling that you have a partnership with a company. Opposed to feeling as though the third party is just simply making money off your hard work and business model. I personally have had top influencers in the city sent to my augusta location, not only to purchase food but as well as provide beautiful content for the online world, promoting any chance they get. If this doesn't show support I do not know what does! We are proud to stand behind a company like GetintheLoop.

Brittany

Pizzeria Via Mercanti



I believe this to be one of the most innovative offers of support that can be provided to a local business.

I believe this to be one of the most innovative offers of support that can be provided to local business. Soul Sound Wellness has already signed on with them and we are excited to see the benefits this app will offer to us. As this is a very challenging time for local businesses, I must commend you on your vision and willingness to partner with Get In The Loop. Thank you. I hope that the BIA and its members will see the benefits of this long term.

Heather Ostertag

Soul Sound Wellness

Live Offers Feed

Create an engaging experience for web visitors

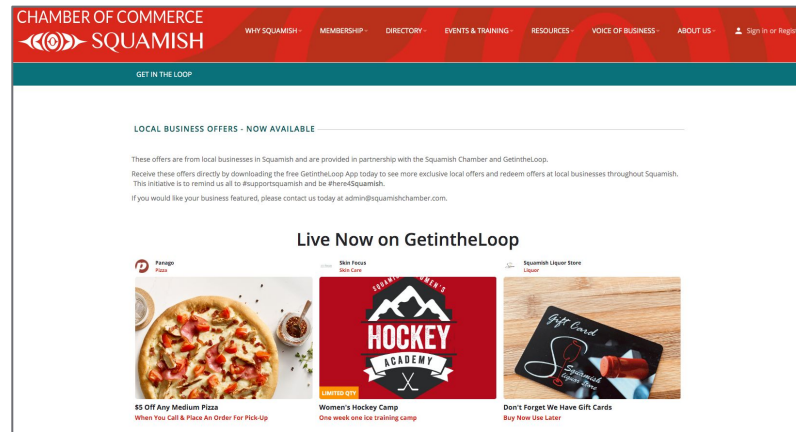
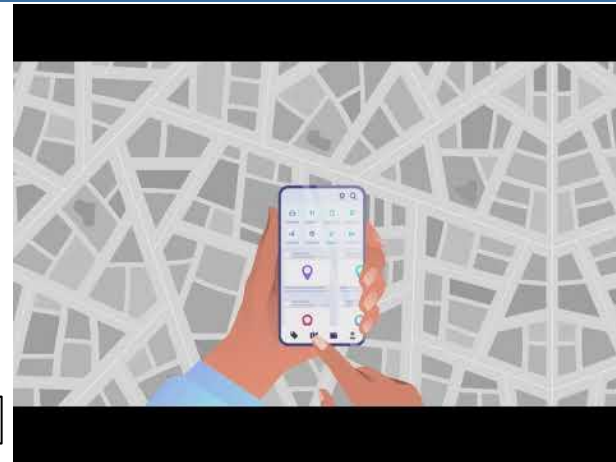
GetintheLoop offers a full web integration to display engaging offers from participating businesses. Your web visitors can easily explore local businesses with a unique feed of PADBID Member offers.

Integrate into any web property quickly and easily.

Benefits of integrating offers on your website:

- Enhances your website's content with offers from businesses and partners
- Provides your businesses and sponsors with added exposure and support to drive sales
- Directly help businesses who are struggling to pay for extra marketing
- No extra time involved in implementing local offers - plug into a real-time feed of offers direct from the GetintheLoop platform

Video >>



Executive Director Report

April 15, 2022

It has been a busy couple of months trying to prepare for our events. Here is an update since I sent out the last one:

May 21, 2022 - 1st Sidewalk Sale:

- I will be sending out emails to the Downtown Businesses re: Sidewalk Sale on May 2nd. Memorial Square is booked for all the Sidewalk Sale dates. Prince Albert Security Services will be providing security for these dates. Unfortunately, the Museum will be closed on May 21 due to some renovations. The Arts community will be providing art demonstrations in Memorial Square during our Sidewalk Sales. I currently have Kaze Productions, Vicki Gauthier a caricature artist and a potential spray paint street artist joining us. I just sent out a poster to the High Schools in search of buskers and will be networking with other musicians in the city to see if there is interest in busking during the Sidewalk Sales. The goal is to create an atmosphere downtown where we have active music and art happening along with the business Sidewalk Sales and Farmer's Market.

Street Fair Update:

No current Sponsorship. We have received 2 Food Truck Vendor Applications and 12 Vendor Applications to date. Slow going but I am assuming everything will be last minute in this regard of deadline registration.

Entertainment for Street Fair:

We have two music stages: 14th Street Stage will be looked after by Mike Zaparaniuk. This stage will be the country and classic rock stage. At 2pm the musicians will take a break and The Saskatoon Juggling Club will put on a ½ hour show.

At 2:00 at 13th Street we will be having the 1st Aboriginal Designer Fashion Show. This is in support of the "Fill Up the Bus" fundraiser campaign that Leanne Bear is organizing regarding food security within our community. Letters have been sent

out to all the schools and Leanne is going to various businesses to promote participation with this fundraiser. This stage was kindly donated by St. Mary High School.

At 11th Street – the Community Stage is being organized by Joel Rohs. This stage will be busy with local dancers, singers, Off the Cuff Improv show. During the Fashion Show this stage will briefly wind down and use this as an opportunity to get ready for their Battle of the Bands that will take place around 3/3:30pm.

Riverbank Bandstand: I have reached out to Kayleigh Skomorowski and she is in the process of organizing elementary and high school students to play music in this location.

Dave Monette: The Pipes n Drum Band – Dave and his crew will be arriving around 1:30 and have indicated that they will play along the avenue as a group and separately during the afternoon.

We have booked: a balloon twister, the 3 princesses, the Saskatoon Juggling Club, x2 inflatables, mascots. Various vendors will be having either face painting and/or sticker tattoos for the kids.

Car Show: I just received confirmation that the Saskatoon 567 Car Club will be joining us and I am still waiting for confirmation from the Klassic Kruizers Kar Klub.

I have also reached out to the Art community and I will have live art demonstrations happening in Memorial Square throughout the day.

Security is going to be with Prince Albert Security Services and they will be supplying staff to be around both inflatables and then visible along the Riverbank and up and down Central Avenue.

Currently waiting for Embassy Church to confirm if their Youth Group can support us by volunteering for Street Fair. We need at least 15 volunteers for this day.

I have been able to reach an agreement with Jonathon Lao. He is a graphic designer and photographer who is going to volunteer his services of photography in exchange for sponsorship status/promotion during the Street Fair and Sidewalk Sale events.

Greenland Waste has been contacted re: booking of porta potties, garbage bins, recycling bins and all applications required by the City of Prince Albert has been filled out and submitted.

I have submitted to the paevents.ca to have our events (Sidewalk Sale and Street Fair) added to the community calendar. I will be contacting the City of Prince Albert's Communication department to find out about promotion on their large billboard for both Sidewalk Sale events and Street Fair. The month of June there will be no "Shop Talk" marketing campaign as the goal will be to promote strictly the Street Fair.

SHOP TALK – the feedback from this approach to marketing our downtown has been well received. The goal is to remind people that our downtown is a great place to shop and do business and that good people work and own businesses here. I feel it has been effective because one: it wasn't being done before and two: it gives a personal touch to the component of why it is important to shop local.

Public Art: I have been in contact with Earl McKay. He is the artist that has been commissioned by Cumberland Crossing to paint a mural on the east side of their building. He is in the early sketching phase, taking measurements and doing concept drawings. It is exciting to have a new piece of art in our downtown.

Which brings me to my next topic of public art. I reached out to Jesse Campbell and she provided me with the form for the Public Art Partnership Stimulus Fund. My desire is to bring about a collaborative approach with the City and the various non-profit organizations/art community to see how we can create more public art that is not a large project (like a mural).

New Business Downtown:

We have a couple of new changes within our business community.

- Moth Vintage – frontage store partnering with Gail's Switch & Stitch
- Big Brothers Big Sisters are looking to relocate
- Calypso Bay is closing as the building has been bought. No new information on the new owners or what type of business will be there.

Downtown Community Officers

Constable Derek Simonson is back at work on modified duties. I have been in communication with him regarding a “Downtown Walkabout” with City Police.

There is no definite date but we had agreed to wait til early May. The walkabout will be to identify key areas/buildings that would benefit from additional lighting and cameras. A quote has been submitted by Reed Security for this project.

City of Prince Albert

Perry and I are meeting with the various city directors regarding the cleaning of the downtown. We feel that some open dialogue about what the business community is looking for in relation to street cleaning, garbage pick-up, needles, sidewalk cleaning and early discussion about snow removal for next winter is needed. We wish to be collaborative and work towards having the downtown needs met as well as be cognitive of the City’s whole operation. We will discuss public art at this meeting as to what can be painted, what do we need permission for, what is the process, and can we simplify some of these steps if they are cumbersome and time consuming.

Operations

At this point in my learning curve, I am still in the process of updating the business email directory. We have requested support from City Hall through the business license process but then FOIP becomes an issue. Ramona Fauchoux indicated that they can add a line to the Business License for businesses permission to share with PADBID.

Finances

The City of Prince Albert has had some internal changes since our last meeting. We have met with Ramona Fauchoux who is now Acting Director of Finance. Perry and I met with Ramona to discuss PADBID’s issues of requesting financial data and not receiving it. Ramona has been very cooperative and a pleasure to work with and we have been informed that the requested information is being collated as we speak. The financial information is important as it gives a better, data driven picture when we go to present issues or concerns to City Council.

We have been in some contact with Jerri Hoback regarding year end financial reports. The City's audit financial statements will not be available until the end of June 2022.

I can however prepare some internal documents that might meet your needs. They would be preliminary and unaudited for the year end statement. We have been waiting for this information so that we can submit the 2021 Annual Report.

Premier Moe's Executive Assistant

During the Premier's Luncheon, Chair of PADBID, Stacy Coburn, approached Premier Moe regarding concerns of our downtown. He referred her to his Executive Assistant, Cole Zawislak. Chair Coburn requested Executive Director to contact Cole on behalf of PADBID and Mr. Zawislak requested that I document our concerns.

I indicated that we are a solutions-based organization willing to collaborate with the government and the City of Prince Albert to help find a solution to our downtown issues.

This weekend Perry and I will be working on this response. We will hand out this document at the meeting on Tuesday prior to emailing it to the Premier's office.

See you on Tuesday, April 19th at Plaza 88 for our lunch meeting.



Minutes

PADBID Board of Directors Meeting

Tuesday, April 19, 2022

12 P.M. Plaza 88 Diefenbaker Room

Attendance: Chair Stacy Coburn, Councillor Kilmer, Meghan Mayer, Brent Macdonald

Regrets: Alex Bocian, Mike Horn, Phillip Fourier

- 1) Call to order at 12:18
- 2) Moved by Brent Macdonald, Second Councillor Kilmer. Adoption of Agenda
- 3) Moved by Councillor Kilmer, Second by Meghan Mayer, Adoption of Minutes of January 31, 2022 Board Meeting
- 4) Power Wash Quote. Moved by Brent Macdonald, Second by Councillor Kilmer to renegotiate quote
- 5) Cameras: Reed Security quote. Moved by Brent Macdonald, Second by Meghan Mayer to identify camera locations and report back to committee.
- 6) Moved Brent Macdonald, Second by Meghan Mayer to develop Tripvia Tours audio App for downtown Prince Albert historical tours.
- 7) Moved by Brent Macdonald, Second by Councillor Kilmer to accept Moth Vintage Façade Application
- 8) Moved by Meghan Mayer, Second by Stacy Coburn to remove deadlines on Façade Grant Applications.
- 9) Former Propaganda location: Moved by Stacy Coburn, Second by Brent Macdonald. Not accept as office location.
- 10) Sponsorships. Moved by Stacy Coburn, Second by Meghan Mayer to continue searching for Sponsorships for StreetFair.
- 11) Get in the Loop. Moved by Meghan Mayer, Second by Brent Macdonald. Receive and File
- 12) Canada Day Fireworks. Moved by Meghan Mayer. Second by Brent Macdonald. Receive and File
- 13) Executive Director Report. Moved by Stacy Coburn, Second by Councillor Kilmer. File and Receive
- 14) Next Meeting. May 31
- 15) Adjournment