

BOARD OF DIRECTORS - MEETING MINUTES

Thursday October 18, 2012 @ DHBC Board Room, 1668 Barrington Street, Suite 301

In Attendance:

Ross Soward, Frank Palermo, Heather Ternoway, Tony Gillis, Jim Donovan, Kyle Shaw

Regrets:

Gene Daniels, Beth Lewis, Heather Flemming, Peter MacNab, Paul MacKinnon, Neil Lovitt

1. Frank called the meeting to order at 5:35 pm.
2. Approve agenda. Moved by Jim, Seconded by Ross. Agenda approved unanimously.
3. Approve minutes (September 17). Did not have a copy at the meeting.
4. Update from Board social meeting October 4). Great attendance, nice spirit. A good idea for changing the tone of future board meeting. Definite interest in doing this again.

ACTION: Minutes to be circulated/approved over email.

5. Project Updates:

PDC Construction Site

- Show & tell of preliminary site functionality (design to follow).
- Name ("Construction Site") approved by the Board.

Suggestions & discussion:

- Re-order fields on the "add a project" site to include more of the stats/facts upfront.
- Ask for an additional image showing building/project in relation to streetscape.
- Have a place to recognize design team (not just developer but also architects, urban designers, landscape architects, planners, engineers – working on the project). Include a searchable field for design team members.
- Use names of new council districts for "neighbourhoods" i.e. Dartmouth Centre, Peninsula North, Peninsula South. Simplify and link to "who to contact".
- How can people add / describe more complex projects that individual buildings (e.g. subdivisions, mixed use developments, multi-phase or multi-building projects)?
- Eventually – how to show plan areas / overlays?
- What about renovation / major update projects (like aspects of Fenwick)?
- Question about what market is for this, how much developers are willing to pay? Is \$100 too much? Too little?
- Are we open to advertising / sponsorship ON the site?

ACTION: Discuss broader advertising / sponsorship strategy / policy at a future board meeting.

Next steps:

- Beta test the site with one or two projects. Ross to contact Louis Lawen to get one or more of his projects on the site before Viva City next week. Heather to contact Morgan to see if the site can be "designed" – look nicer for soft launch at Viva City.
- Ross put together a funding proposal for PDC Construction Site and broader idea of PDC becoming a watchdog/monitoring group for Regional Plan. Ross + Heather meeting with Chamber this week to discuss; future meetings with GHP, developers.

- Involve Board members in meeting with developers about Construction Site. If anyone has contacts with developers, please approach them for support.
- PDC will have a table at Fusion's Viva City event (October 24 from 6-8 pm at Via Rail Station) to promote the website with the development community.

ACTION: Any Board member interested in helping Ross at the PDC table at Viva City?

SEEK 006

- Latest issue has been printed. Being distributed throughout HRM. If Board members want copies contact Ross. PDF will be posted on website.
- This issue is somewhat controversial, talking about public engagement in RP+5, Centre Plan, Convention Centre. Focus on *how* the work is being done and *what* the final products are.

Switch

- Wrapping up budget for 2012 Switch event.
- Had a debrief session with core organizers / volunteers a couple weeks ago. Q: was there any follow up with participants (i.e. people who set up booths, performed)? A short survey will be sent out.
- United Way proposal. Heather & Ross submitted an Expression of Interest in September. Invited to submit a full proposal in the Social Capital category, due October 26. Potential for multi-year funding support for Switch (including staff).
- After election, need to reengage HRM staff, meet with new Mayor and council. Goal is to have this become regular, and be appropriated by HRM.

Argyle /ASAP

- Argyle Streetscape. Presented at recent Nova Centre meeting on October 3. Q: could this be a "project" on the Construction Site? Working to get a meeting with Butts.
 - ASAP. This is taking way too long to get going. Next time we should just build it, not ask for permission.
6. PDC Board Strategy: will discuss further at next meeting. Some topics include:
 - Working committees
 - Government buy-in / support (also building industry support)
 - Find ways to get Board members to Board meetings!
 7. Financial Update
 - Current balance: approx.: \$40,000. Pending income: \$10,000. Pending expenses: \$15,000. Available balance: \$35,000.
 - PDC staff person. Idea is to hire someone part or full-time soon.

ACTION: Frank will develop outline / job description for position for next meeting.
 8. New Business:
 - Spring Garden Road: improvements. PDC will present to SGABA Board. Nancy Tissington very interested in having us involved.
 - Social / holiday gathering in early December – TBC.
 - PDC portable banner for events. Scott, Heather and Ross are working on this. Will aim to have a professional sign ready for Viva City. Cost will be about \$300-400.

9. Housekeeping:

- Board member bios for website: Beth is missing bios from Paul and Jacob.

ACTION: Paul and Jacob to send bios to Beth by Friday October 26. Or we will make one up. Be warned!

- Next Meeting Date: Monday November 19, 2012 @ 5:30 pm. Location: CEU, 5257 Morris Street.
- 2013 Meeting Schedule.

ACTION: Heather to set up Doodle poll and draft meeting schedule for 2013.

10. Adjournment. Moved by Jim. Seconded by Kyle. Moved unanimously!