

Town of Sundre Downtown Area Revitalization Committee

Terms of Reference

Name:

Downtown Area Revitalization Committee (DARC)

Mandate:

To act on the recommendations in the Corridor Enhancement Study with the Town of Sundre and the Businesses along the Corridor to realize the design concept within the Enhancement Study; and to provide input to town administration toward revitalization and redevelopment of the downtown core (see Schedules A & B for area definition).

Expected Outcomes

Enhancement of the Highway Corridor and Downtown Area for the purpose of improving its pedestrian safety and atmosphere, aesthetic, and environment, ultimately leading to the development of a “vibrant mixed-use centre that is a focal point for the community and is an attractive place to shop, work, visit, live, play, and explore.” (MDP) Applying chosen design concepts and utilizing an innovative funding strategy will accomplish this.

Key Strategic Direction:

- Champion the Corridor Enhancement Project to businesses and residents of the Town of Sundre
- Provide strategic direction, guidance, and ideas to Town Administration with regard to the enhancement and redevelopment of the whole downtown area, with a particular focus on Centre St.
- Work together to determine an innovative strategy to fund the ‘toolbox’ as approved by Council, including by promoting sponsorships on behalf of the Town.
- Aid in nurturing buy-in for downtown revitalization and the corridor enhancement project amongst businesses and residents of Sundre.
- Provide guidance and advice to Town administration with regard to decisions relating to issuing Storefront Improvement grants.

Working Principles:

- Being respectful of everyone’s thoughts and ideas
- Sharing the workload as much as possible
- Remaining active and committed to the mandate
- Being participative at meetings

Membership:

- Economic Development Officer
- 1 Councillor (voting)
- 1 Chamber of Commerce Representative (voting)
- 5 to 8 Representatives of the Community at large, with at least one of these being an owner or operator of a business located within the geographic administrative boundary outlined in Schedule B, and at least one being a resident-at-large. (voting)

Authority & Accountability

- Delegated authority from Council
- Committee to Council
- Business and Residential Community of the Town of Sundre

Quorum:

- A minimum of 50% of voting members plus one must be in attendance; in the case where 50% equals 0.5 members, the chair will determine whether to round up or down at the first meeting of the year.

Meetings & Reporting Structure:

- Committee meetings for the year to be determined at the beginning of the calendar year.
- Meetings to occur at least once every 6 weeks, with other meetings organized as required beyond the initial meeting schedule.
- Should any member miss three consecutive meetings, a meeting shall be scheduled between with the member and the chair where a review of their continued membership shall take place.

Timeline

- Committee inaugural meeting – September 2013
- Committee sunset meeting – July 2016 (To be determined once project is complete) Committee may decide to continue on with other projects.

Resources:

- The Corridor Enhancement Project Report (Genivar – 2013)
- Storefront Improvement Guidelines
- Town of Sundre
- Sundre Chamber of Commerce
- PICEA landscape architectural renderings

Town of Sundre Downtown Area Revitalization Committee, Terms of Reference

- Visitor Friendly Report
- Municipal Development Plan

Linkages:

- Chamber of Commerce meetings
- Sundre Business Community
- Town of Sundre Council and Management Team