



The Corporation of the City of Sault Ste. Marie

Downtown Development Committee Agenda

Date: January 13, 2026

Time: 3:00 pm

Location: Biggings Room, Civic Centre

As a courtesy meetings are available for viewing live on the City's YouTube channel
<https://www.youtube.com/user/SaultSteMarieOntario>

Pages

1. Land Acknowledgement

I acknowledge, with respect, that we are in Robinson-Huron Treaty territory, that the land on which we are gathered is the traditional territory of the Anishinaabe and known as Bawating. Bawating is the home of Garden River First Nation, Batchewana First Nation, the Historic Sault Ste. Marie Métis Council.

2. Adoption of Minutes

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Resolved that the Minutes of December 9, 2025 meeting be adopted as presented.

3. Declaration of Pecuniary Interest

4. Adoption of Agenda

Resolved that the Agenda for January 13, 2026 Committee meeting be adopted as presented.

5. Business Arising

5.1 Strategic Priorities

Review of round table and priority submissions

5.2 Marketing and Social Strategy

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5.3 Budget Update

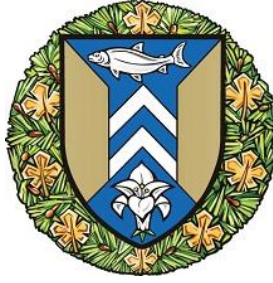
5.4 Leverage empty retail space for experiential marketing campaigns

5.5 Upcoming Events

6. Next Meeting

7. Adjournment

Resolved that this Committee now adjourn.



Downtown Development Committee Minutes

December 9, 2025 at 3:00 pm

Present I. Buratti, D. Houle, J. MacDonald, D. Marini, M. O'Brien, A. Riopel,
S. Stone, J. Naccarato, Mayor M. Shoemaker.

Staff B. Lamming, J. Ingram, N. Maione, B. Shunock, T. Anderson

1. Land Acknowledgement

2. Adoption of Minutes

Moved By D. Marini

Seconded By J. MacDonald

Resolved that the Minutes of November 10, 2025, meeting be adopted as presented.

Carried

3. Declaration of Pecuniary Interest

None noted.

4. Adoption of Agenda

Moved By D. Marini

Seconded By I. Buratti

Resolved that Agenda item 5.3 Leverage empty retail space for experiential marketing campaigns be moved to 5.1 and the Agenda for the December 9, 2025 Committee be adopted.

Carried

5. Business Arising

5.1 Leverage empty retail space for experiential marketing campaigns

Staff summarized the recent council resolution. A meeting with various city departments and draft criteria for participation will developed. Next steps will be to solicit property owners. Staff to bring a recommendation to the Downtown Development Committee

5.2 Discussion: Strategic Priority

The committee had a wholistic conversation regarding the priorities of the committee. This includes discussion on priorities for downtown, key performance indicators and surveys. Staff to compile comments on priorities.

5.3 Budget Update

Staff provided an update on the approved budget.

5.4 Marketing and Social Strategy

Staff investigate options for the City of Sault Ste. Marie to promote private businesses in the downtown core and report back to the downtown development committee.

5.5 Upcoming Events

Staff shared a list of events: private, city run at the Ermatinger Clergue National Historic Site, Active 55+, Roberta Bondar Pavillion, Sault Downtown Plaza, The GFL Memorial Gardens and historically the Business Improvement area. The list includes both paid and free events. Mayor Shoemaker suggested that this could be a good social media post. Discussion re: how businesses can submit their events into a holistic calendar.

6. Next Meeting

January 13, 2026 at 3:00 pm

7. Adjournment

Moved by: J. MacDonald

Seconded By: I. Buratti

Resolved that we now adjourn

Carried