



The Corporation of the City of Sault Ste. Marie

Downtown Development Committee Agenda

Date: February 10, 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 _____ meeting be adopted as presented.

3. Declaration of Pecuniary Interest

4. Adoption of Agenda

Resolved that the Agenda for _____ Committee meeting be adopted as presented.

5. Business Arising

5.1 5.1 Strategic Priority

5.2 5.2 Events

5.3 5.3 Leveraging Empty Storefronts

The Corporation of the City of Sault Ste. Marie
Downtown Development Committee Agenda

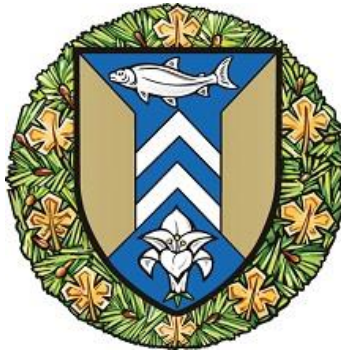
5.4 5.4 Downtown Safety Supports

5.5 5.5 Communications Update

6. Next Meeting

7. Adjournment

Resolved that this Committee now adjourn.



Downtown Development Committee Minutes

January 13, 2026, 3:00 pm

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

Staff: N. Maione, J. Ingram, B. Shunock

1. Land Acknowledgement

2. Adoption of Minutes

Moved By D. Marini

Seconded By A. Riopel

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

Carried

3. Declaration of Pecuniary Interest

None Noted

4. Adoption of Agenda

Moved By D. Houle

Seconded By M. O'Brien

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

Carried

5. Business Arising

5.1 Strategic Priorities

Moved By J. Naccarato

Seconded By D. Houle

Information: Staff presented the results of input gathered regarding strategic priorities. The identified focus areas were events; communications; cleanliness and upkeep; safety; and economic health and vacancy.

Motion: Resolved that staff be directed to refine the identified strategic priorities as discussed and return to the next Downtown Development Committee meeting with a finalized document that includes:
Key activities for each priority;
Potential partners and collaborators; and
Measurable indicators of success for tracking progress.

Carried

5.2 Marketing and Social Strategy

Moved By D. Houle

Seconded By M. O'Brien

Motion: that staff be requested to explore marketing and social strategy options and report back to the Committee.

Carried

5.3 Budget Update

5.4 Leverage empty retail space for experiential marketing campaigns

Moved By D. Marini

Seconded By J. MacDonald

Resolution: Resolved that staff be directed to prepare a report on the proposed Empty Retail Space Activation initiative, bringing it back to the Downtown Development Committee for review and approval. The report shall include: A cohesive visual campaign for vacant first-floor properties in the downtown core;

Planned installations and interactive elements designed to attract foot traffic;
Gamification and branding strategies to create a unified downtown experience; and
A proposed budget and potential funding sources for implementation.

Carried

Moved By D. Marini

Seconded By M. O'Brien

Motion: That Jamie Macdonald and Dennis Houle be appointed to join and support the staff in the development and implementation of the Empty Retail Space Activation marketing campaign.

Carried

5.5 Upcoming Events

6. Next Meeting

Information: February 10, 2026 - 3pm

7. Adjournment

Moved By D. Marini

Seconded By A. Riopel

Resolved that this Committee now adjourn.

Carried