



The Corporation of the City of Sault Ste. Marie

## Downtown Development Committee Agenda

Meeting #: 5  
Date: March 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

1

Resolved that the Minutes of February 10, 2026 meeting be adopted as presented.

### 3. Declaration of Pecuniary Interest

### 4. Adoption of Agenda

Resolved that the Agenda for March 10, 2026 Committee meeting be adopted as presented.

### 5. Business Arising

#### 5.1 Communication Strategy

T. Vecchio - Manager of Communication to present to the Committee

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

**5.2 Staffing Update**

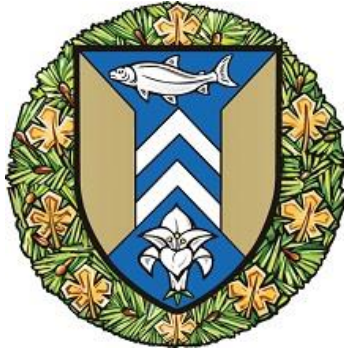
**5.3 Leverage empty retail space for experiential marketing campaigns**

**5.4 Events**

**6. Next Meeting**

**7. Adjournment**

Resolved that this Committee now adjourn.



## **Downtown Development Committee Minutes**

February 10, 2026, 3:00 pm

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

Regrets: I. Buratti, D. Marini

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

### **1. Land Acknowledgement**

### **2. Adoption of Minutes**

**Moved By** D. Houle

**Seconded By** J. MacDonald

Resolved that the Minutes of January 13, 2026 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 February 10, 2026 Committee meeting be adopted as presented.

**Carried**

**5. Business Arising**

**5.1 Strategic Priorities**

**5.2 Events**

Staff presented the list of events for the 2026 season and parameters surrounding the evaluation process of those events.

**5.3 Leverage empty retail space for experiential marketing campaigns**

- Staff presented designs for window graphics, quotation for print and install, the percentage of vacant first floor store front available.
- The committee discussed return on investment for property owners

**Moved By** M. O'Brien

**Seconded By** J. Naccarato

Resolved that the Downtown Development Committee supports the use of vacant retail space for experiential marketing purposes and directs staff to develop a plan for Council based on the information presented.

**Carried**

**5.4 Downtown Safety Supports**

**5.5 Communications Update**

**6. Next Meeting**

**Information:** March 10, 2026 – 3pm

**7. Adjournment**

**Moved By** D. Houle

**Seconded By** M. O'Brien

Resolved that this Committee now adjourn.

**Carried**

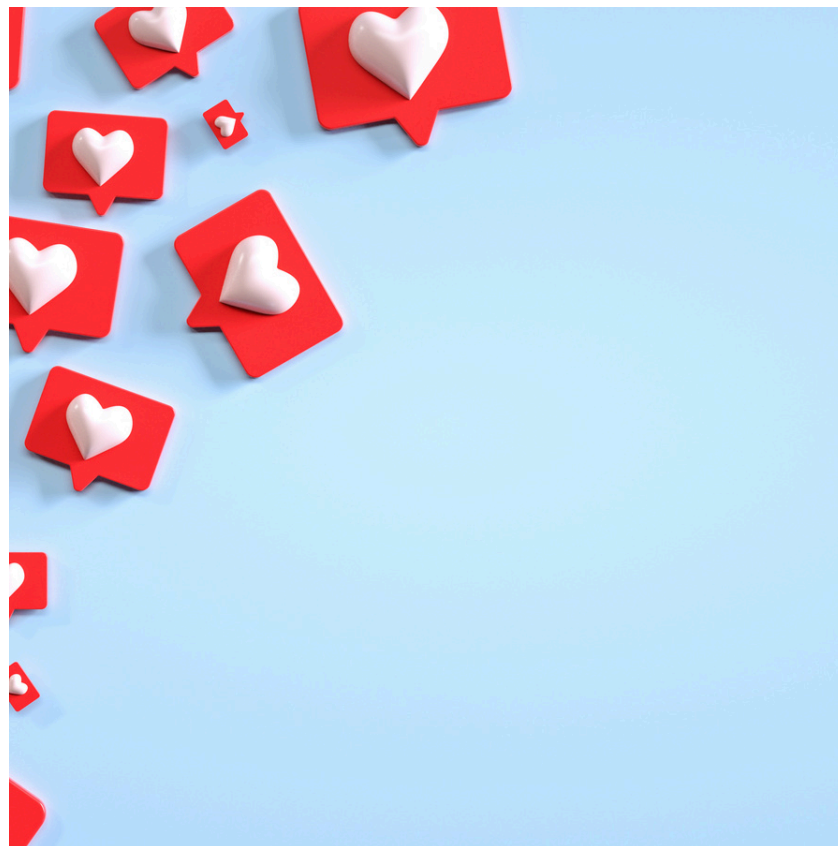


# Social Media and Events Communications

Driving Engagement Through  
Simplicity and Intent

## Using social media to strengthen community connection

The City uses social media to provide timely, accurate information and maintain a direct connection with residents. By meeting people where they already communicate, we can share updates quickly, respond to questions and concerns, and strengthen community connections.




# Current City **Facebook** Account Structure



**GFL Memorial Gardens**  
9.9k  
3.8k followers • 5 following



**Sault Downtown Plaza**  
2k  
1.8k followers • 180 following




**Roberta Bondar Park and Marina**  
4.3k  
4.3k followers • 54 following



**SAULT DOWNTOWN ASSOCIATION**  
Business Improvement Area  
Downtown Sault Ste. Marie, ON  
**Downtown Association Sault Ste. Marie**  
4.7k  
4.7k followers • 323 following



**Arts and Culture SSM**  
3.1k  
3.1k followers • 475 following



**Vividartfest**  
1.1k  
1.1k followers • 61 following



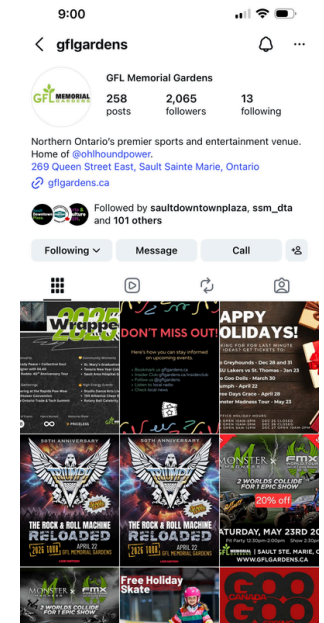
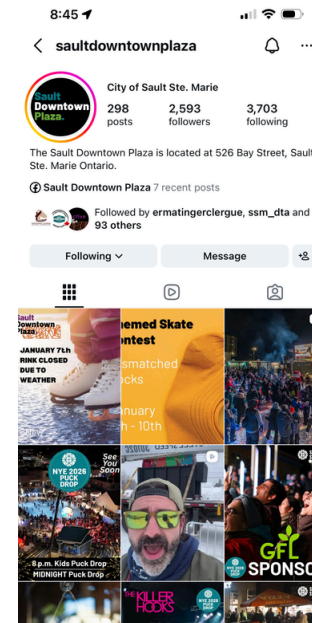
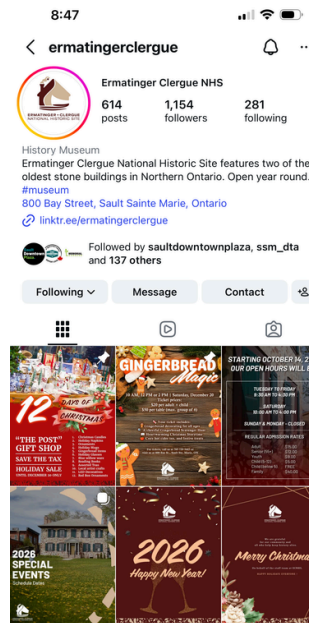
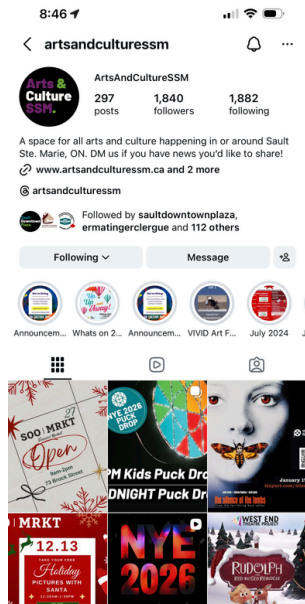
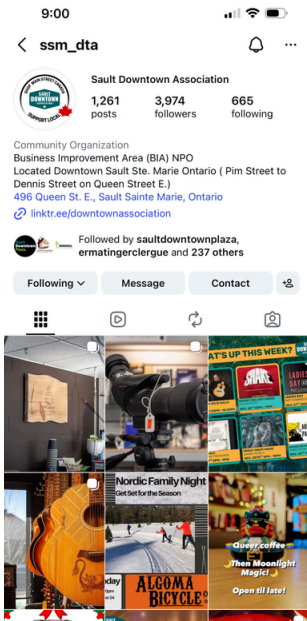
**Sault Ste. Marie Public Library**  
5.3k  
5.2k followers • 151 following



**Ermtinger Clergue National Historic Site**  
2.6k  
2.6k followers • 142 following



# Current City Instagram Account Structure



## New Account Breakdown



- The City of Sault Ste. Marie
- John Rhodes
- Northern Community Centre
- Active 55+

**SAULT STE. MARIE  
DOWNTOWN SUPER  
CHANNEL**

- GFL Memorial Gardens
- Downtown Events
- Roberta Bondar Park and Marina
- Arts & Culture
- ECNHS
- Downtown Plaza
- VIVID

## Our Goals

Our social media efforts are guided by clear, practical objectives that align with long-term growth and day-to-day relevance.



INCREASE  
FOLLOWER BASE  
AND AMPLIFY  
CONTENT



FOSTER  
MEANINGFUL  
ENGAGEMENT AND  
STREAMLINE  
CONTENT



IMPROVE CONTENT  
CONSISTENCY,  
RESPONSE TIME AND  
PROVIDE RELEVANT  
COVERAGE



BETTER  
STORYTELLING,  
ACCOUNTABILITY,  
AND A SIMPLIFIED  
VISITOR EXPERIENCE



# Engagement Tactics

## **TIMELY RESPONSES**

We reply to comments and messages within 24 hours.

## **USER PARTICIPATION**

Drive engagement to downtown initiatives and encourage online shares and conversation.

## **RELATABLE MOMENTS**

Relatable moments shared in short bursts captured by event staff on location.



## Customer Service

SIMPLE.  
HONEST.  
TRANSPARENT.

### Focus Area 4:

# Service De



#### Customer Service

Provide accessible communications, timely resolution of concerns, and fair treatment for all.

##### High Level Goals:

- Standardize customer service practices and policies
- Regularly collect and review customer feedback for continuous improvement
- Develop new methods of collecting and analyzing customer feedback



#### Develop Employees

Create a supportive workplace that invests in employees.

- Explore technology that supports innovation and efficiency
- Maximize investment in training
- Implement strategies to attract and retain talent
- Advance diversity, equity, and inclusion in the workplace
- Foster civic pride and team building

#### Elimi

Ident  
hin  
dev  
strea

- Implement tools for
- Review procedu
- Reduce timeline approval
- Remove barriers

# Downtown Development



The City of Sault Ste. Marie  
Corporate Policies  
Sault Ste. Marie Downtown Development Committee

**Subject:** Sault Ste. Marie Downtown Development Committee  
**Service Area:** Boards and Committees  
**Source:** Council Resolution  
**Date:** August 11, 2025

## Background:

The City of Sault Ste. Marie is committed to creating a vibrant and attractive downtown that contributes to the vitality and resiliency of our city. The health of a community's downtown is vital to economic development – it is one of the most important factors that businesses, labour force, students and youth use to assess the health of a community.

Downtown is the only geographic area specifically mentioned in the Corporate Strategic Plan with a goal to create a hub of activity and excitement through shops, events, promotion and amenities. Downtown revitalization was also identified as an overarching goal in the FutureSSM Community Development strategy and a common piece of feedback during the extensive community consultation exercise.

The Sault Ste. Marie Downtown Development Committee will ensure the input and perspectives of business owners in the downtown help to guide activities and development of this important area of the community.

## Purpose:

The purpose of the Committee is to collaborate with downtown stakeholders, businesses, and community leaders to explore a potential shift in how the greater downtown is served. The goal is to better enable all partners to proactively and directly address the unique needs and challenges facing the broader downtown area. This work is grounded in the City of Sault Ste. Marie's Corporate Strategic Plan, which emphasizes the importance of fostering a vibrant, mixed-use downtown that functions as a cultural, recreational, and economic hub.

## Composition:

The Downtown Development Committee is appointed by City Council and consists of a minimum of five and maximum of thirteen members – having a balanced representation of the downtown ecosystem including downtown business owners (three seats reserved), community members at large, non-profit or social service representatives and downtown cultural representatives. All sitting members will have a demonstrated interest in the downtown core. One member of the Committee will be a member of City Council.

## Officers:

The Committee elects from its own Chairperson and Vice Chairperson from amongst its members. The Secretary and Administrator of the Committee is the Supervisor of Downtown Plaza.

## Council Participation:

- One member of City Council

## Staff Support:

- Supervisor of the Downtown Plaza
- Communications Staff
- Community Development and Enterprise Services Staff (as needed)
- Public Works and Engineering Staff (as needed)

## Responsibilities:

1. Foster collaboration by connecting Sault Ste. Marie's downtown business and property-owner community, with a shared commitment to revitalization and innovation.
2. Advise City Council on downtown-related policies, programs, and strategies.
3. Serve as a central point of contact for municipal matters related to the greater Downtown, streamlining communication and ensuring commercial property owners, social services, merchants, residents and stakeholders have a clear and consistent avenue for input.
4. Provide input and guidance related to core downtown maintenance issues—such as street closures, snow removal, graffiti removal, weeding, and general tidiness.
5. Act as a forum for discussion and idea generation to shape a thriving, inclusive, and economically resilient downtown.
6. Provide input on the future use of the unspent levy and assets from the former Downtown Business Improvement Area (BIA).
7. Act as a catalyst for investment, sponsorship, volunteerism, and overall buy-in of Downtown related strategy, events, and activation.

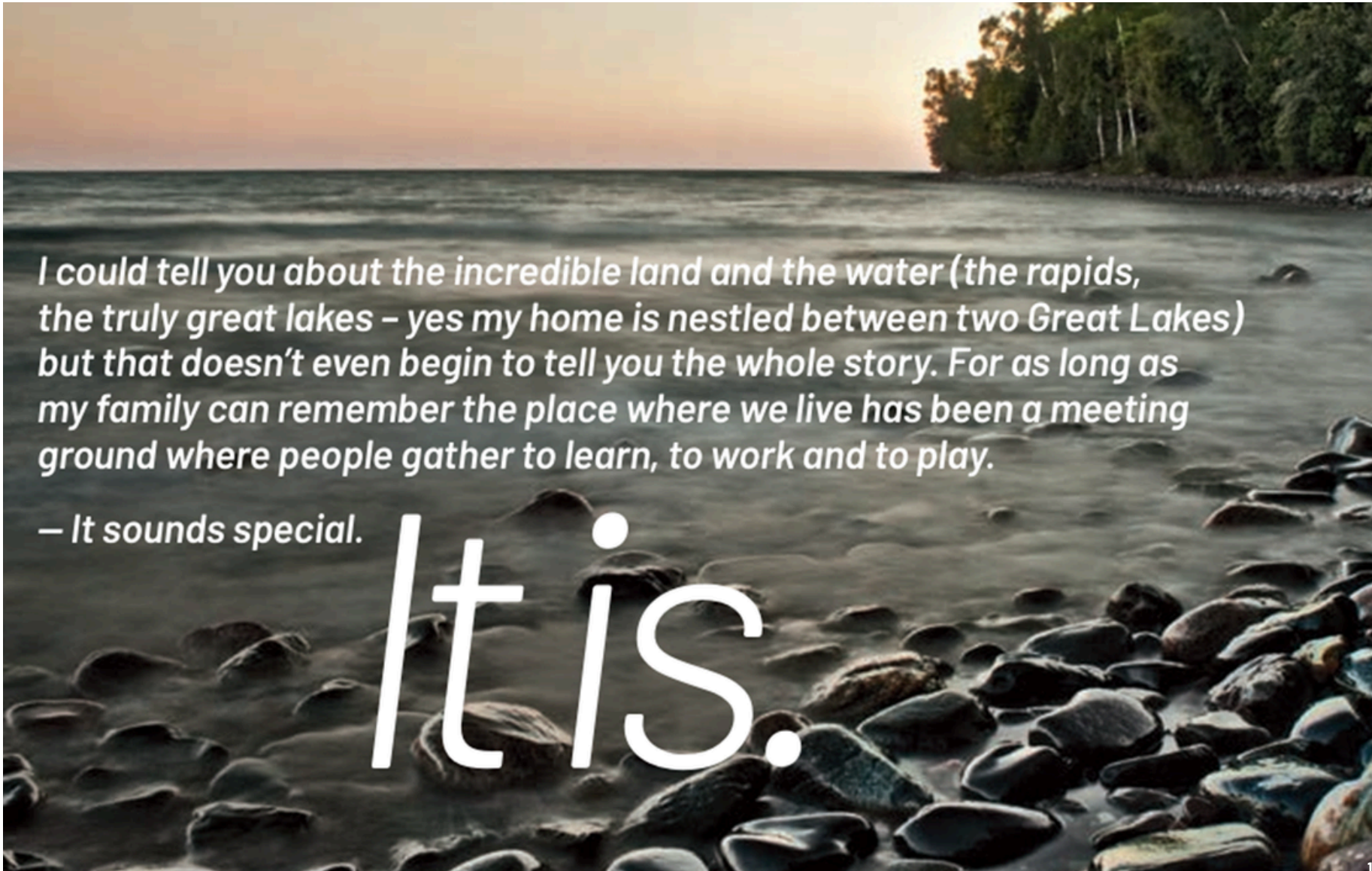
## Governance:

1. **Council Oversight** - The Committee operates under the authority and direction of Sault Ste. Marie City Council. It is subject to the provisions of the Council's Code of Conduct and the applicable Procedure By-laws governing Council and its committees.
2. **Meetings and Public Access** - All Committee meetings shall be open to the public, in accordance with the *Municipal Act, 2001* and the City's Procedural By-law. The Committee shall adhere to the procedural rules established by Council, as applicable.
3. **Membership and Quorum** - All individuals appointed by Council to the Committee shall be voting members. A quorum shall consist of a majority of the appointed members.

4. **Meeting Schedule** - At its inaugural meeting, the Committee shall determine its regular meeting schedule, including preferred days and times.
5. **Duties and Responsibilities** The Committee is expected to diligently consider and provide recommendations on matters referred to it by Council. Should the Committee fail to fulfill its responsibilities, Council may, by resolution, revoke its mandate.
6. **Attendance and Vacancies** If a member is absent from Committee meetings for three consecutive months without authorization of the committee, the position shall be deemed vacant. Council may appoint a replacement to serve for the remainder of the term.
7. **Ethical Conduct** Committee members shall perform their duties with integrity, avoiding conflicts of interest and maintaining public trust. They shall uphold both the letter and spirit of applicable laws and policies, as outlined in the City's Code of Conduct.
8. **Confidentiality** Members must not disclose confidential information acquired through their role, except as authorized by Council or required by law. This includes information received in closed sessions or deemed confidential under the *Municipal Freedom of Information and Protection of Privacy Act*.
9. **Integrity Commissioner** The City's Integrity Commissioner provides guidance on the Code of Conduct and investigates alleged breaches.

## Term of Appointment:

- Members are appointed by Council;
- The term of office for Committee members shall be two years.

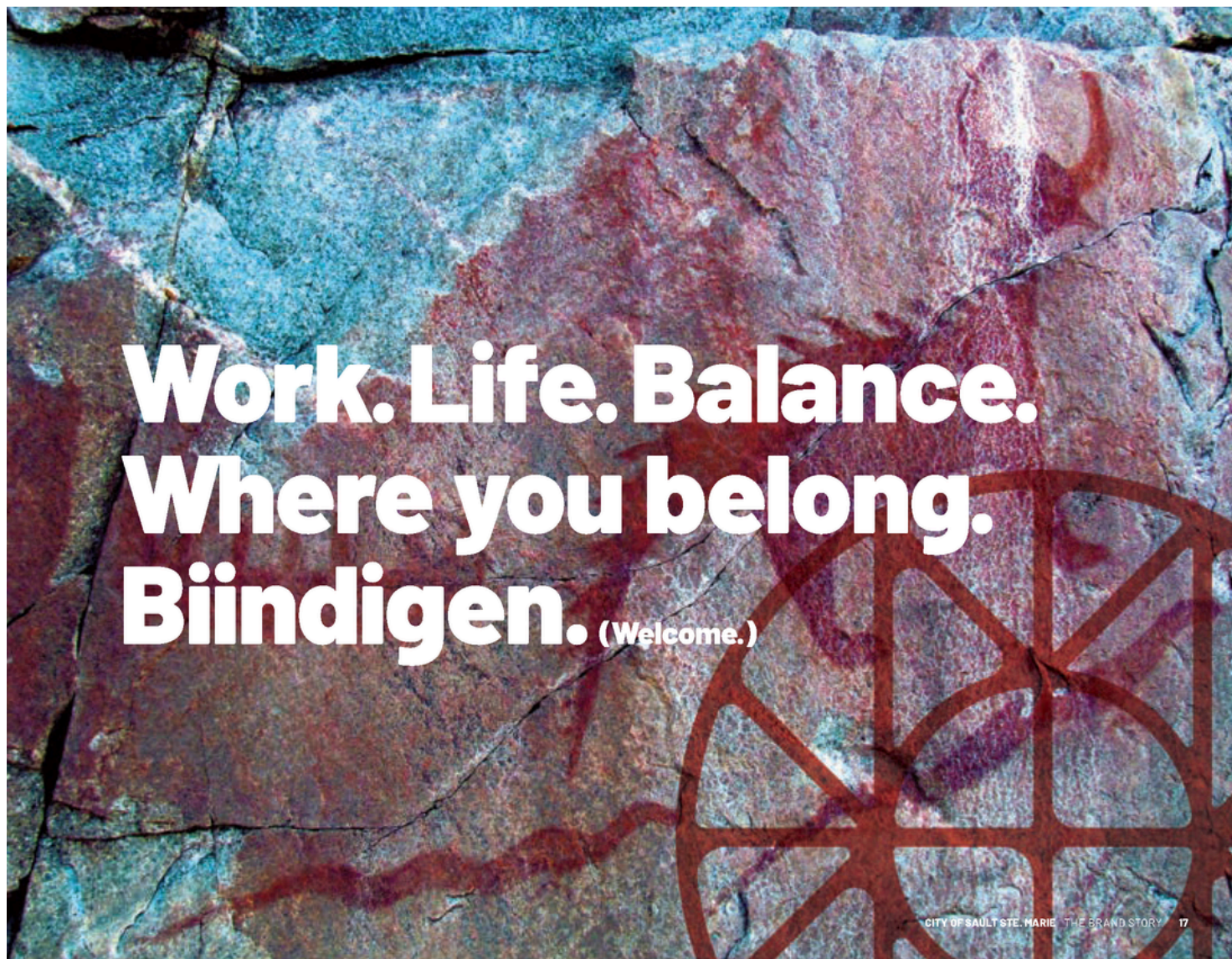


*I could tell you about the incredible land and the water (the rapids, the truly great lakes – yes my home is nestled between two Great Lakes) but that doesn't even begin to tell you the whole story. For as long as my family can remember the place where we live has been a meeting ground where people gather to learn, to work and to play.*

*– It sounds special.*

*It is.*

Sault Ste. Marie is...





## Positioning Taglines



# You Belong SSM

The official Downtown page for the City of Sault Ste. Marie, your hub for local events and festivals, business highlights, revitalization updates, shopping, dining, and more. Whether you live, work, or play here, this page celebrates the energy, culture, and connections that make our downtown unique.

Stay informed, get involved, and discover what's new.

Downtown, it's where you belong.



# You Belong SSM

- **You Belong** in Downtown Sault Ste. Marie
- **You Belong** by the water
- **You Belong** in history
- **You Belong** in entertainment
- **You Belong** in dining
- **You Belong** in experiences

# Facebook Account Structure

Previously



Becomes



4.7k

+



4.3k

+



3.1k

+



2.7k

+



2k

+



1.1k

+



10k

Potential reach: 27.9k

# Instagram Account Structure

Previously



Becomes



4.7k

+



n/a

+



1.8k

+



1.1k

+



2.6k

+



n/a

+



2.1k

Potential reach: 12.3k



## You Belong SSM

9.3k followers 385 following

The official Downtown page for the City of Sault Ste. Marie, your hub for local events and festivals, business highlights, revitalization updates, shopping, dining, and more.

Contact Us

Message

Follow

All About Photos Followers Mentions More

### Details

Open now  
99 Foster Drive, Sault Sainte Marie, ON, Canada, P6A 5X6

### Links

saultstemarie.ca

### Contact info

cityssm  
(705) 759-2500  
info@cityssm.on.ca  
The City of Sault Ste. Marie

### Featured

Sault Ste. Marie Downtown  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Sault Ste. Marie Downtown  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



### Photos

See all photos



### Posts

Filters

The City of Sault Ste. Marie  
Published by Tessa Pino · 1h  
We're excited to share that Bryan Adams will be rocking the GFL Memorial Gardens stage with special guest Lights on September 1, 2026. Tickets go on sale this Friday, M... See more





## You Belong SSM

9.3k followers 385 following

The official Downtown page for the City of Sault Ste. Marie, your hub for local events and festivals, business highlights, revitalization updates, shopping, dining, and more.

Contact Us

Message

Follow



# You Belong SSM

Downtown of Sault Ste. Marie

1,741 posts 9,336 followers 385 following

Public & Government Service

The official Downtown page for the City of Sault Ste. Marie, your hub for local events and festivals, business highlights, revitalization updates, shopping, dining, and more.

99 Foster Drive, Sault Sainte Marie, Ontario P6A 5X6



Sault Down...



Active 55+



Roberta Bon...



John Rhodes...



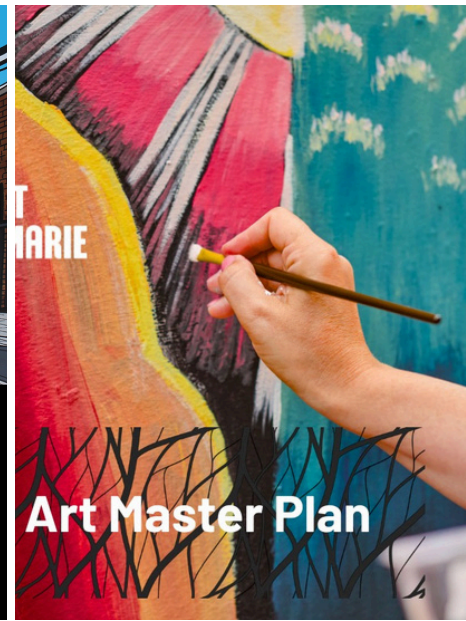
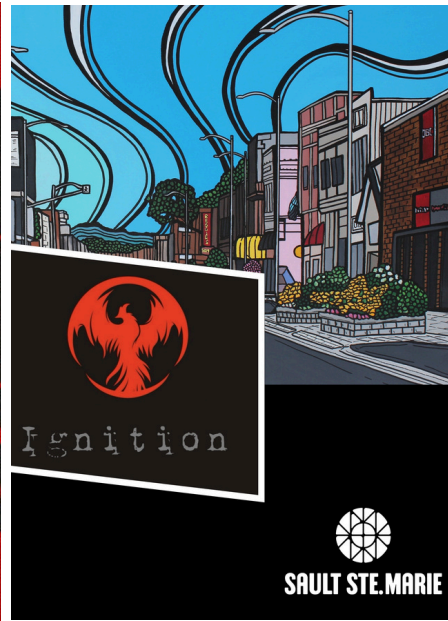
Arts and Cul...



GFL Memor...



Ermatinger Na...





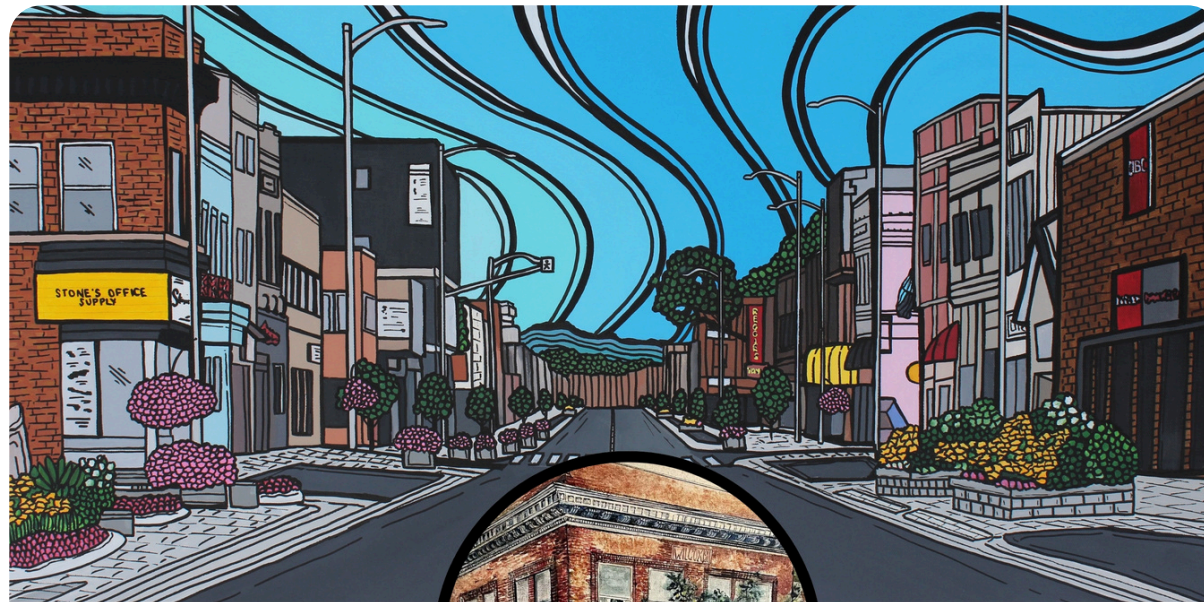
## You Belong SSM

March 13 at 3:30PM



Stone's Office Supply has been a trusted part of downtown Sault Ste. Marie for generations. From office essentials to school supplies and printing, they continue to serve the community with friendly, local service. Supporting Stone's means supporting a long-standing family business that helps keep our downtown strong.

Website: [stonesofficesupply.ca/](https://stonesofficesupply.ca/)



**You  
Belong.**



**SAULT STE. MARIE**

# Moonlight Magic

Nov. 20 - 26, 2026

You  
Belong.



You Belong SSM

November 12 at 12:30PM

Join us at Moonlight Magic! Celebrate the season with our tree lighting, a visit from Santa Claus, festive downtown shopping, and delicious hot chocolate. Bring your friends and family and enjoy a magical evening downtown!

42

Like

Comment

Share

Most relevant



Dave Hart

Merry Christmas to everyone!

Like Reply



Stephen Ida Simon



10w Like Reply



Soma Panda

Beautiful 🌟🎄🏠

Like Reply



Write a comment...



# SUBMIT AN EVENT

Full Name

Email

Event Name

Event Website URL

Event Date

Event Featured Image

No file chosen

SEND



**SAULT STE. MARIE**



99 Foster Drive Sault Ste. Marie, ON P6A 5X6  
tel: [705-759-2500](tel:705-759-2500) | TTY: [1-877-688-5528](tel:1-877-688-5528) | [info@cityssm.on.ca](mailto:info@cityssm.on.ca)

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# Content Workflow

## HOW WE MAKE CONTENT?



A repeatable process that ensures quality,  
accuracy, and timely delivery.



## Results of cross promotion

- Attract people interested in local businesses, dining, events, and shopping
- Higher engagement (more likes, comments, and shares) from targeted content
- Stronger community conversation around downtown initiatives
- Greater visibility for events, markets, and activations
- Stronger downtown brand and storytelling
- Highlight beautification and placemaking projects
- Position downtown as a must-visit destination
- Promote small businesses through spotlights, restaurant features, shopping guides, and seasonal promotions
- Increase foot traffic and economic activity



You Belong SSM