

Community & Corporate Services
99-A Advance Avenue, Napanee, ON K7R 3Y5 www.greaternapanee.com

May 23, 2023

Councillor Angela Hicks
Chair, Downtown Advisory Committee
c/o John Pinsent, Chief Administrative Officer
99A Advance Ave
Napanee, Ontario K7R 3Y5

Dear Chair:

On behalf of Greater Napanee Town Council, I would like to extend my thanks to you and your committee members for the dedication, expertise, and skills with which you serve the residents of and visitors to the Town of Greater Napanee.

The expectations of Greater Napanee residents are identified through their elected representatives, the members of the Town Council. Your contributions advance the community priorities of all residents, and through your work, you are supporting community engagement through dialogue and facilitation.

This Mandate Letter, which I am sending in my capacity as Mayor, on behalf of the Town Council, communicates expectations for your committee. It sets out focused initiatives where Town Council have deemed community engagement to be a priority in this calendar year.

The following will inform Council's goals for your committee's work over this year:

- **Market Square:** The Market Square is a priority of this council. You and your committee are uniquely positioned to recommend enhancements to infrastructure to improve to business attraction and retention in the Market Square precinct
- **Beautification:** Selecting colour palettes for plantings and identifying areas for visual improvement are traditional roles of a BIA. Council relies on your collective experience to advise them on cost effective solutions to improve the aesthetics of the downtown core.
- **Engagement of the Merchants:** Engaging the community will be the key to your success and an expectation of Council. This can't be an approach where just one or two businesses adopt the idea.

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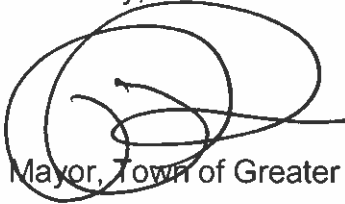
- **Events:** Council agrees that Christmas lights and displays support downtown business, but we are looking for affordable solutions to either change or enhance the current offering. Council will direct staff resources to facilitate logistical aspects of these promotions when an event/activity has measurable outcomes.

While these priorities are important to Council, we are hopeful that the Committee members will bring their own perspectives and ideas to their work over the coming year, and do not intend for this letter to limit the scope of the work of the Committee.

As Committee Chair, you are required, upon resolution of your committee, to sign the Mandate Letter to acknowledge Town Council's direction to your committee. The signed Mandate Letter will be posted publicly on the Town's website.

On behalf of the Town of Greater Napanee, I would like to acknowledge your leadership in ensuring community engagement remains a cornerstone of this municipality.

Sincerely,



Mayor, Town of Greater Napanee

For Committee Chair Signature:



Date Signed:

June 6th, 2023