



River District

Agenda

River District Board of Management

September 9, 2026, 5:30 p.m.

City Hall - 808 2nd Avenue East - Council Chambers

The public can attend meetings in person. Meetings will be livestreamed on the City's [Council, Committees, and River District Board webpage](#). If there are technical issues with the livestream that cannot be fixed within 15 minutes, the meeting will continue, and a recording will be available later on the webpage or by contacting the [City Clerk](#). People who cannot attend the meeting in person for Public Forum should send their comments to the [Recording Secretary](#) one business day before the meeting. These comments will be shared with members and included in the updated agenda.

	Pages
1. CALL TO ORDER	
2. CALL FOR ADDITIONAL BUSINESS	
3. DECLARATIONS OF INTEREST	
4. CONFIRMATION OF MINUTES	
4.a Minutes of the River District Board of Management meeting held on July 8, 2026	3
5. DEPUTATIONS AND PRESENTATIONS	
There are no deputations or presentations.	
6. PUBLIC FORUM	
7. CORRESPONDENCE RECEIVED FOR WHICH DIRECTION IS REQUIRED	
There are no correspondence items being presented for consideration.	
8. REPORTS	
8.a Verbal Report from the Owen Sound Police Service Re: Police Update	
8.b Report CR-26-083 from the Director of Corporate Services Re: 2025 Year End and 2026 Financial Update	9
8.c Report CS-26-082 from the River District Coordinator Re: River District Planting Bed Logo Proposal - 9th Avenue East and 10th Street East	13

- 8.d Report CS-26-089 from the River District Coordinator Re: River District Action Plan and Revitalization Project Updates 19
- 8.e Verbal Report from Member Legate Re: Events and Activations Team Update
- 8.f Verbal Report from the Board Treasurer Re: Board Finances

9. MATTERS POSTPONED

There are no matters postponed.

10. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN

There are no motions for which notice was previously given.

11. CORRESPONDENCE PROVIDED FOR INFORMATION

- 11.a River District Board of Management Election Nomination Period Open 25
- 11.b Final approvals issued for the following Business Licences:
- Toppers Pizza, a take-out restaurant located at 1057 2nd Avenue East
 - Prince Yahya Transit Solution Inc, a taxi company located at 127 8th Street East
 - The Look Salon & Boutique, a hair salon located at 747 2nd Avenue East
 - Adil's Tailor Shop, a tailoring business located at 1035 3rd Avenue East
 - First Health Counselling, a counselling service located at 890 4th Avenue East
 - The Admiral's Barbershop, a hair salon has relocated to 975 2nd Avenue East
 - JM Shoebox Bookkeeping has relocated to a home-based business at 253 11th Street East

12. DISCUSSION OF ADDITIONAL BUSINESS

13. NOTICES OF MOTION

14. ADJOURNMENT



Minutes

River District Board of Management

July 8, 2026, 5:30 p.m.

City Hall - 808 2nd Avenue East - Council Chambers

MEMBERS PRESENT: Chair Dave Parsons
Member Maegan Cookson
Councillor Travis Dodd (via video)
Member Tim Dwyer
Member Adrienne Robinson
Member Jen Smith

MEMBERS ABSENT: Vice Chair Richard Thomas
Member Kathy Hannen
Member Olivia Legate

STAFF PRESENT: Pam Coulter, Director of Community Services
Viveca Gravel, River District Coordinator
Constable James Giles, Owen Sound Police Service
Staci Landry, Deputy Clerk

1. CALL TO ORDER

Chair Parsons called the meeting to order at 5:30 p.m.

2. CALL FOR ADDITIONAL BUSINESS

There was no additional business.

3. DECLARATIONS OF INTEREST

There were no declarations of interest.

4. CONFIRMATION OF MINUTES

- 4.a Minutes of the River District Board of Management meeting held on May 13, 2026

RD-260708-001

Moved by Member Dwyer

"THAT the minutes of the River District Board of Management meeting held on May 13, 2026 be approved as printed."

Carried.

5. DEPUTATIONS AND PRESENTATIONS

- 5.a Presentation from the River District Election Manager Re: River District Board of Management Election 2026

The River District Election Manager provided a PowerPoint presentation outlining the process for the 2026 River District Board of Management election, which will be held on November 9, 2026.

6. PUBLIC FORUM

There were no questions or comments from the public.

7. CORRESPONDENCE RECEIVED FOR WHICH DIRECTION IS REQUIRED

There were no correspondence items presented for consideration.

8. REPORTS

- 8.a Verbal Report from the Owen Sound Police Service Re: Police Update

Constable James Giles reported that the Owen Sound Police Service (OSPS) completed 138 hours of foot patrol in the River District in May and 121 hours of foot patrol and 30 hours of bike patrol in June.

RD-260708-002

Moved by Member Dwyer

"THAT in consideration of the Verbal Report provided July 8, 2026, from Constable Giles respecting a Police Update, the River District Board of Management receives the Verbal Report for information purposes."

Carried.

- 8.b Verbal Report from the River District Coordinator Re: Ambassador Program Update

The River District Coordinator advised that the Locals Love It Here Tourism Ambassador Program will be launching soon. The program will invite businesses

that are passionate about the community to participate as Tourism Ambassadors by welcoming visitors into their establishments and sharing information about the attractions, amenities, and experiences available throughout the River District and the City. The River District Coordinator noted that participating businesses will serve as knowledgeable points of contact for visitors seeking local information, while also benefiting from increased foot traffic and enhanced visibility.

RD-260708-003

Moved by Member Cookson

"THAT in consideration of the Verbal Report provided July 8, 2026, from the River District Coordinator respecting an Ambassador Program Update, the River District Board of Management receives the Verbal Report for information purposes."

Carried.

8.c Verbal Report from Member Legate Re: Events and Activations Team Update

Member Dwyer reported that the Events and Activations Team continues to make progress on several placemaking initiatives, including the approved mobile food truck at the Farmers' Market, which is now moving through agreement and insurance requirements. Planning is underway for the Dining on the Boardwalk event, tentatively scheduled for late summer, as well as the Art Cures Banner Project, fall art installation, downtown photo opportunity project, and recently installed window directional signage. The Team has also developed a business postcard campaign and a weekly social media events calendar to promote River District events.

In response to a question from the Board, Member Dwyer advised that the Dining on the Boardwalk event will feature a pre-sold, fixed-menu dining experience showcasing courses from multiple River District vendors, with tickets expected to be sold through Eventbrite.

RD-260708-004

Moved by Member Robinson

"THAT in consideration of the Verbal Report provided July 8, 2026, from Member Dwyer respecting the Events and Activations Team Update, the River District Board of Management receives the Verbal Report for information purposes."

Carried.

8.d Verbal Report from the Board Treasurer Re: Board Finances

Chair Parsons advised that the total balance of all accounts is \$172,614.89. There is \$6,804.35 in the gift certificate account, \$8,574.52 in the operating account, and \$157,236.02 in the trust savings account.

RD-260708-005

Moved by Member Smith

"THAT in consideration of the Verbal Report provided July 8, 2026, from Chair Parsons respecting Board Finances, the River District Board of Management receives the Verbal Report for information purposes."

Carried.

8.e Report CS-26-061 from the Director of Community Services and River District Coordinator Re: River District Action Plan Update - Board Update and Input

The Director of Community Services and the River District Coordinator provided an overview of the report through a PowerPoint presentation.

Councillor Dodd left the meeting.

Board members left their seats to provide input on the current actions and potential new actions to achieve the strategic objectives under each of the four pillars of the River District Action Plan.

The Director advised that a public engagement session for River District businesses and members will be held on July 29, 2026, at 5:30 p.m. at Parkwood Restaurant, with invitations to be distributed shortly.

In response to questions from the Board, the Director advised that feedback received through the engagement process can be made public, where appropriate, in collaboration with the City's Communications Team. The Director also noted that staff considered undertaking a complete redevelopment of the River District Action Plan but determined that the existing framework remains effective. The current update will build on the existing four pillars and focus on refining the strategic objectives and associated actions for Board consideration.

RD-260708-006

Moved by Member Robinson

"THAT in consideration of Staff Report CS-26-061 respecting an update to the River District Action Plan, the River District Board of Management receives the report for information purposes."

Carried.

9. MATTERS POSTPONED

There were no matters postponed.

10. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN

There were no motions for which notice was previously given.

11. CORRESPONDENCE PROVIDED FOR INFORMATION

11.a Report CM-26-021 from the City Manager Re: Fostering a Vibrant River District - Report III

The River District Coordinator provided an overview of the report.

11.b Correspondence from the Clerk, County of Prince Edward Re: Vacant Commercial Storefront Tax

11.c Final approvals issued for the following Business Licences:

- Maggas Sleep Toronto-Owen Sound, a CPAP therapy provider located at 945 3rd Avenue East
- Expedia Cruises Owen Sound, a travel agency located at 843 2nd Avenue East
- Platinum Taxi, a taxi company located at 945 3rd Avenue East, Unit 25
- Papa John's Pizza, a take-out restaurant located at 1023 2nd Avenue East
- Tree House Children's Clothing, a children's clothing store has relocated to 834 2nd Avenue East
- Annual Hawker and Peddler Licence issued to The Owen Sound & District Vendors Association for Owen Sound Farmers' Market fundraising events at 88 8th Street East

RD-260708-007

Moved by Member Smith

"THAT in consideration of correspondence provided for information purposes listed on the July 8, 2026 River District Board of Management (RDBM) agenda, the RDBM receives items 11.a to 11.c for information purposes."

Carried.

12. DISCUSSION OF ADDITIONAL BUSINESS

There was no additional business.

13. NOTICES OF MOTION

There were no notices of motion.

14. ADJOURNMENT

The business contained on the agenda having been completed, Chair Parsons adjourned the meeting at 6:38 p.m.



Staff Report

Report To: River District Board of Management
Report From: Kate Allan, Director of Corporate Services
Meeting Date: September 9, 2026
Report Code: CR-26-083
Subject: 2025 Year End and 2026 Financial Update

Recommendations:

THAT in consideration of Staff Report CR-26-083 respecting the 2025 Year End and 2026 Financial Update, the River District Board of Management:

1. Approves the 2025 River District operating surplus and related reserve transfers as outlined in the report;
2. Directs staff to transfer \$23,721.20 to the Board Treasurer to be deposited into the River District bank account; and
3. Directs staff to transfer the surplus from 2026 to reserves once confirmed as part of the 2026 year end.

Highlights:

- The River District ended 2025 with an \$8,353 operating surplus, with a net \$8,876.79 transfer to reserves after budgeted reserve activity.
- Combined with the outstanding 2024 amount, \$23,721.20 is recommended to be transferred to the River District Board, subject to Board approval.
- The 2026 budget is currently forecast to end with a nominal surplus, with final results to be reported to the Board following completion of the 2026 year-end.

River District Plan Alignment:

Regular financial reporting.

Previous Report/Authority:

[CR-25-122 River District 2025 Mid Year Financial Update](#)

Background:

The River District Board of Management approves an annual levy to fund initiatives that directly benefit businesses and properties within the River District boundaries.

Staff provided a mid-year financial update in September 2025, at which time the River District budget was forecast to end the year with a small operating surplus.

Analysis and Options:

The River District ended the 2025 fiscal year with an operating surplus of \$8,353. After incorporating the budgeted transfers to and from reserves, the net 2025 amount available for transfer is \$8,876.79.

The year-end surplus was primarily attributable to:

- approximately \$6,000 in lower Board expenses, including unused Board member education budgets and celebration costs below the \$5,000 budget;
- approximately \$2,000 related to the Citizens on Patrol donation, which was no longer required as the program ceased operating; and
- approximately \$6,500 in parking pass revenue above budget.

These favourable variances were partially offset by wages exceeding budget, primarily because employee step increases were not fully reflected in the 2025 budget. Total revenue was also approximately \$2,000 below budget due to higher than anticipated charity rebates and tax write-offs resulting from assessment changes.

The 2025 amount will be combined with the outstanding 2024 transfer. Subject to Board approval, a total payment of \$23,721.20 will be issued to the River District Board by the end of 2026.

Based on results to date, the 2026 River District budget is forecast to end the year with a nominal surplus. Final results will be confirmed following completion of the 2026 fiscal year.

Resource Alignment:

Financial Resources

The 2025 operating surplus of \$8,353 will be transferred to reserves along with the annual \$10,000 budgeted reserve contribution. Approximately \$9,500 will be drawn from reserves to fund the Board share of decorative lighting installed within the River District.

After accounting for these transactions, the net 2025 transfer is \$8,876.79.

Combined with the outstanding 2024 amount, the total recommended payment to the River District Board's reserves is \$23,721.20.

In addition to expenditures funded through the River District levy, the City incurred approximately \$200,000 in wages and materials related to downtown beautification in 2025, funded outside of the River District levy.

Human Resources

Administration of the River District Board's finances is undertaken by City staff in accordance with the Memorandum of Understanding between the City and the River District Board of Management. These services are provided without charge as an in-kind contribution to the Board.

Time and Scheduling

The next financial update to the River District Board is anticipated in approximately September 2027, following completion of the 2026 fiscal year-end reporting.

Technology and Infrastructure

N/A.

Climate and Environmental Impacts:

There are no anticipated climate or environmental impacts.

Communication and Engagement:

MNP prepares the River District Board's annual financial statements, which are currently in finalized draft form. The City's auditors are expected to present the 2025 financial statements to the River District Board at a future meeting.

Once finalized, the audited financial statements will be posted on the City's website.

Report Developed in Consultation With:

River District Coordinator

Tax Collector

Director of Community Services

Attachments:

2025 Year End Details

Reviewed by:

Pam Coulter, Director of Community Services

Submission approved by:

Tim Simmonds, City Manager

For more information on this report, please contact Kate Allan, Director of Corporate Services at kallan@owensound.ca or 519-376-4440 ext. 1238.



Staff Report

Report To: River District Board of Management
Report From: Viveca Gravel, River District Coordinator
Meeting Date: September 9, 2026
Report Code: CS-26-082
Subject: River District Planting Bed Logo Proposal – 9th Avenue East and 10th Street East

Recommendations:

THAT in consideration of Staff Report CS-26-082 respecting the River District Planting Bed Logo Proposal, the River District Board of Management approves an allocation of up to \$6,500 from the Board Reserve for this project.

Highlights:

- This proposed branding initiative supports River District Action Plan objectives by strengthening the River District's identity and enhancing a prominent arterial public space through a visible, year-round branding feature.
- The project uses a high-visibility location at the raised oval garden at 9th Avenue East and 10th Street East, positioning the River District brand where it can be readily seen by motorists and pedestrians.
- The project proposes a durable landscape installation featuring a custom metal River District logo installed over landscape fabric, with white river rock in the logo channel and lighter mulch surrounding the "R" for contrast.
- The project requires approval of the Board to allocate up to \$6,500 from Board reserves for design, fabrication, installation, rock, and

mulch; Parks Division support to remove existing edge shrubs; and confirmation of the intended installation schedule.

River District Plan Alignment:

Branding

Strategic Objective: Create an impactful and bold identity.

River District Management

Strategic Objective: Entice transient tourist traffic to stop in the River District.

Action: Beautify arterial public spaces

- Increase the focus on landscaping and landscape maintenance along 10th Street throughout the entire city, along 9th Avenue from the entrance to the city to 10th Street East, and along 16th Street East.

Previous Report/Authority:

N/A.

Background:

The River District Action Plan has Objectives and Actions that support branding to create an impactful identity and to beautify arterial public spaces.

There is a large oval garden at the intersection of 9th Avenue East and 10th Street East (see Attachment 1).

The bed is raised at the rear, so it is visible from the street. 9th Avenue East and 10th Street East are both “major arterial roads” within the City’s transportation network and have daily traffic counts (counting only westbound traffic on 10th Street, west of the 9th Avenue East intersection) of approximately 1,920 vehicles (700,800 vehicles per year) (2016 data).

There is an opportunity for the River District to utilize this bed to promote its brand and direct people to the River District.

Analysis and Options:

Staff has consulted with a metal fabricator who would create a stylized River District logo for placement in the centre of the bed on top of landscape fabric over the current planting bed.

The channel would be filled with white river rock and the area around the River District "R" would be filled with mulch. The River District logo would be a patina finish and clear-coated.

This would be intended as a year-round display that could have lights added for a seasonal touch along with other seasonal items. The words River District would be added with an arrow pointing left or west.

Attachment 2 includes an illustration of the concept.

Resource Alignment:

Financial Resources

The estimated cost of the design, manufacture, and installation (including rock and mulch) is \$6,500 from the River District Board of Management reserves.

Human Resources

City Parks Division staff have been requested to remove the existing shrubs from the edge of the planter.

Time and Scheduling

If approved by the Board, the goal would be to install the piece before the end of the year.

Technology and Infrastructure

N/A.

Climate and Environmental Impacts:

There are no anticipated climate or environmental impacts.

Communication and Engagement:

The goal of this initiative is to promote communication and awareness of the River District and the brand to the thousands of people who would pass it each week.

Report Developed in Consultation With:

Manager of Parks and Open Space

Attachments:

1. Location of Planting Bed
2. Illustration of Concept

Reviewed by:

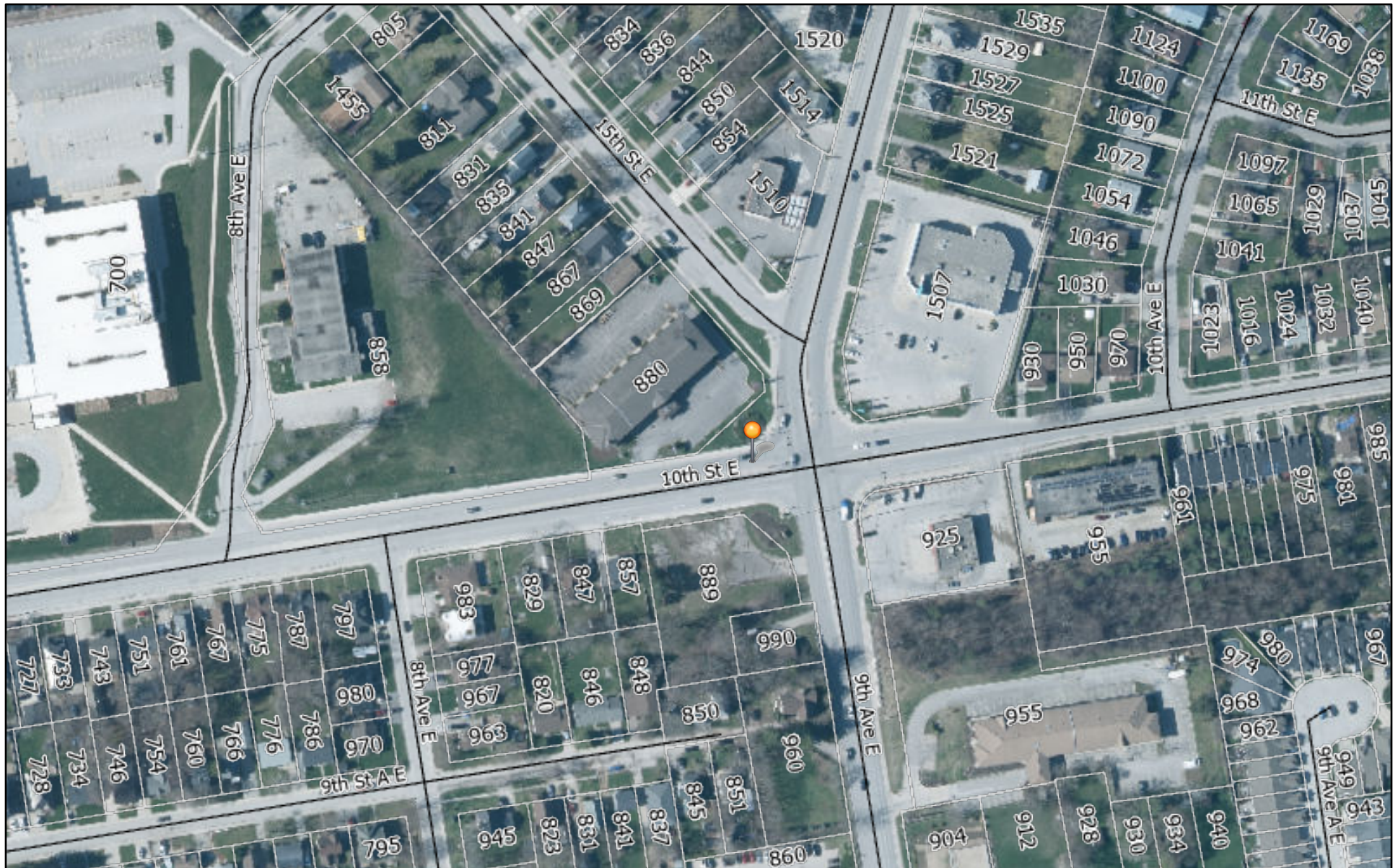
Pamela Coulter, Director of Community Services

Submission approved by:

Tim Simmonds, City Manager

For more information on this report, please contact Viveca Gravel, River District Coordinator at vgravel@owensound.ca or 519-376-4440 ext. 1209.

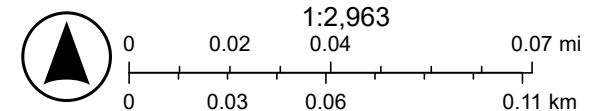
Attachment 1 - Location of Planting Bed



2026-09-03, 2:52:56 p.m.

— Road Centreline
 □ Assessment Parcels

Citations



Bruce County, Grey County, Province of Ontario, Ontario MNR, Esri Canada, Esri, HERE, Garmin, INCREMENT P, USGS, EPA, USDA, AAFC, NRCan

Attachment 2 – Illustration of Concept



The actual image will include the three leaves of the River District logo. Lighter coloured mulch will be used to ensure the sign will be visible and white river rock will be used within the entire centre area inside the "R".



Staff Report

Report To: River District Board of Management
Report From: Viveca Gravel, River District Coordinator
Meeting Date: September 9, 2026
Report Code: CS-26-089
Subject: River District Action Plan and Revitalization Project Updates

Recommendations:

THAT in consideration of Staff Report CS-26-089 respecting updates on the River District Action Plan and Revitalization Project, the River District Board of Management receives the report for information purposes.

Highlights:

- The River District Action Plan update is progressing, with engagement completed with the Board of Management and River District business and building owners. Further engagement with service providers and the broader community is planned for September.
- Approximately 57 business and building owners participated in the August 5 engagement session, providing input on existing Action Plan priorities and identifying areas for continued focus.
- O2 Design has commenced work on the River District Revitalization Project, including an on-site assessment of existing infrastructure and deficiencies.
- O2 Design is consolidating information from its site assessment with City GIS and other available data to establish existing conditions and inform the development of a long-term revitalization vision and priorities.

River District Plan Alignment:

The River District Action Plan was approved in 2021. This Plan was designed as a three-year strategy. The timing is appropriate to undertake an update to the Plan.

The River District Revitalization Project aligns with the City of Owen Sound's Strategic Plan.

Priority: City Building

Definition: Enhancing urban development, planning and place-making processes to create places and spaces that contribute to complete communities for existing residents, future residents, and tourists.

By 2050, Owen Sound will be a city whose infrastructure, community amenities and housing stock are well maintained, accessible and responsive to the evolving requirements of community stakeholders and visitors.

Previous Report/Authority:

[River District Action Plan](#)

[CS-25-095](#) - Approach and Methodology to Update the River District Action Plan

[CS-26-061](#) - River District Action Plan Update – Board Update and Input

[CM-25-027](#) - Update Following the July 28 Community Stakeholder Discussion to Foster a Vibrant River District

[CM-25-032](#) - Fostering a Vibrant River District – Report II

[CM-25-033](#) – River District Public Washroom Infrastructure and Operational Assessment

[CM-26-021](#) – Fostering a Vibrant River District - Report III

Background:

River District Action Plan

In 2020, the City of Owen Sound and the River District shared the cost of developing the River District Action Plan, the plan intended to guide the River District over a three-year period.

The Board of Management has approved a methodology for undertaking the Plan update.

This report provides an interim update on the progress to date.

River District Revitalization Project

In October 2025, Council approved funding toward a River District revitalization project, which also received grant funding through the Government of Ontario. The project is intended to assess the aging infrastructure within the River District and establish a comprehensive, long-term approach to infrastructure, revitalization, and placemaking.

Following a competitive procurement process, the City of Owen Sound awarded the consulting contract to O2 Design.

Analysis and Options:

River District Action Plan

As part of the Board of Management meeting on July 8, 2026, the River District Board participated in an exercise to review and provide feedback on the existing actions and identify new actions within the four key pillars of the Plan.

On August 5, 2026, River District business and building owners were invited to participate in the same exercise. Approximately 57 participants attended and provided feedback on the existing action items and future priorities for the River District.

A service provider engagement session is scheduled for September 25, 2026, where participants will complete the same exercise. A public survey will also launch on the same date to provide an additional opportunity for community input.

Once all the feedback is received, staff will consolidate the feedback and bring back a report to the Board for review and input. An updated Plan will follow.

River District Revitalization Project

A project kick-off meeting was held on July 22, 2026, between O2 Design, City staff, and the River District Coordinator. The meeting provided an overview of the project requirements, expectations, schedule, and immediate next steps.

Staff shared background including; River District Action Plan, City of Owen Sound Official Plan, Urban Design & Façade Guidelines, Harbour Downtown Urban Design Master Plan, Community Improvement Plan guidelines, detailed mapping of streets, street furniture and infrastructure, Patio Guidelines, as well as other planning and land use documents. In addition to this documentation, O2 has been provided with access to several GIS (Geographic Information System) layers with deficiencies, historic plaque placement, parking, vacancy, and more. As the project continues, staff will ensure that they receive further documentation as needed.

On August 20, 2026, a member of the O2 Design team was in Owen Sound to conduct an on-site review of River District infrastructure, assess deficiencies, and develop a more comprehensive understanding of the area.

O2 Design is currently consolidating information gathered during the site visit with available City data, including GIS information. This work will help establish a clear understanding of existing conditions and inform future planning and revitalization priorities.

The consultant is also preparing an initial communication for Council and the River District Board of Management outlining preliminary findings, vision, and direction for the project.

As part of this project, O2 Design will be hosting feedback sessions with stakeholders as well as launching a survey to the public to ensure these pieces of information are included in their overall plan.

Resource Alignment:

Financial Resources

River District Action Plan

The River District Board has established a \$10,000 budget to support this update. A portion of these funds was used to support costs relating to a meeting with building and business owners and service providers.

River District Revitalization Project

This project is funded through an allocation from Council and a grant from the Government of Ontario.

Human Resources

These actions are being completed with staff resources from both the City and River District.

Time and Scheduling

River District Action Plan

Public engagement, including a meeting with service providers and a live survey, is scheduled to be completed by mid-October 2026.

River District Revitalization Project

The project is scheduled to be completed by April 2027.

Technology and Infrastructure

N/A.

Climate and Environmental Impacts:

The recommendation supports both the City's Corporate Climate Change Adaptation Plan and the City's Climate Mitigation Plan.

Communication and Engagement:

River District Action Plan

Staff have sent direct emails to social agencies and community partners for the upcoming session.

Staff will use the City's project page on the OurCity framework as a key part of communication for the project. The project will be branded to identify the initiative as being led by the River District.

A public survey will be conducted through OurCity launching September 25, 2026.

Following public engagement, a report will be prepared for the Board summarizing the input and identifying any issues that require additional professional expertise. Following this, the Plan will be updated, and this updated River District Action Plan will be presented to the Board for review and feedback.

River District Revitalization Project

As the project progresses, memos and presentations will be made to Council and the River District Board of Management.

Report Developed in Consultation With:

Pamela Coulter, Director of Community Services

Attachments:

None.

Reviewed by:

Pamela Coulter, Director of Community Services

Submission approved by:

Tim Simmonds, City Manager

For more information on this report, please contact Viveca Gravel, River District Coordinator at vgravel@owensound.ca or 519-376-4440 ext. 1209.



River District

Candidate Nomination Period Now Open

River District Board of Management
Election 2026

