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AGENDA – 2008 AGM

1. Call to Order
2. Approval of 2007 Minutes
3. President's Report
4. Financial Report
5. Committee Reports
 - Business Development
 - Business Recruitment
 - Marketing
 - City Enhancement
 - Advocacy
 - Green – Sustainable Committee
8. Election of Directors
9. Awards Presentation
10. New Business
11. Presentation of result of the DCI sponsored Design Charrette focusing on University Avenue, Euston to Grafton. Presented by; Larry Jones



DCI 2007 ANNUAL GENERAL MEETING

Meeting Minutes

January 31, 2008

1. **WELCOME** – Meeting was called to order by President David McInnis at 7:05PM at Memorial Hall, Confederation Centre

2. APPROVAL OF MINUTES –

Motion: to approve the minutes of DCI's AGM, January 31, 2007

Motioned by: Tanya O'Brien

Seconded by: Myrtle Jenkins Smith

3. PRESIDENTS REPORT

President David McInnis thanked those in attendance for their time and interest in the organization. He recognized Mayor Clifford Lee and MLA Richard Brown in the audience.

Dave proceeded to present his written report, printed in the 2007 AGM document.

4. FINANCIAL REPORT

Secretary/Treasurer Shaun MacIsaac presented the Statement of Revenue and Expenses for the 12 month period ending November 30, 2007 showing a surplus of \$51,929 which will be needed to provide cash flow until the New Year's revenue is received. Shaun also presented the Balance Sheet and a Budget for 2008 in the amount of \$206,000 and requiring a levy of 15 cents per \$100 of commercial assessment.

To approve the financial report

Motioned by: Shaun MacIsaac

Seconded by: Larry Jones

Motion Carried

To approve the Budget of \$206,000 and Levy of 15 cents per \$100

Motioned by: Shaun MacIsaac

Seconded by: Larry Jones

Motion Carried

5. COMMITTEE REPORTS

The Following committees presented reports on the year's activities as documented in the 2007 AGM report.

- Business Development, Presented by David McInnis on Behalf of Chair Peter Hyndman
- Marketing, Presented by Chair Debra Wellner
- City Enhancement, Presented by Chair Tanya O'Brien
- Advocacy, Presented by Chair Terry Allen
- Green Sustainable City, Presented by Chair Larry Jones
- City Report, Presented by Councillor Peter MacCloskey

6. REPORT OF NOMINATING COMMITTEE 2007

The Board of Directors of Downtown Charlottetown Inc. is composed of a minimum 5 and a maximum 8 property owners in the BIA designated area and 3 directors chosen from among other business owners who are members of the organization. As well we have one appointment from City Council. Currently we have the maximum 12 Directors.

Mr. Mike Murphy resigned from the Board late in 2007.

We have a new nomination proposed for Myrtle Jenkins - Smith.

We are very pleased to note that all others will allow their name to stand for reelection in 2008.

I would therefore, like to nominate the following slate of directors for your consideration:

Property Owners

- | | |
|--------------------|-----------------------------|
| • Debra Wellner – | Merle Norman and The Hanger |
| • Shaun MacIsaac - | MRSB |
| • David McInnis – | Peake and McInnis |
| • Tanya O'Brien – | Dyne Holdings |

- Larry Jones – BGHJ Architects
- Peter Norton – Nortons Jewelers Ltd.
- Myrtle Jenkins Smith – Conference & Events Management Inc.
- Harry O'Connell - MicroAge PEI

Business Owners

- Joe Dow – Dows Mens Wear
- Terry Allan – Future Learning
- Scott MacKenzie- Partner, Stewart McKelvey Stirling Scales
- Peter Hyndman - Merchantman Pub

City Appointment

- Councillor - Peter McCloskey

Submitted by: Harry O'Connell, Past President

7. DCI AWARD PRESENTATION

Awards were presented in the following categories to these recipients;

Retailer of the Year –

Presented by Debra Wellner to;
Debbie Matthews, DM Fashions

Business Improvement of the Year –

Presented by Terry Allen to;
Gordon Bailey, Urban Eatery

The DCI Presidents Award –

Presented by David McInnis to;
Kevin Murphy, Murphy Group of Restaurants

8. NEW BUSINESS

Motion by David McInnis that position of Past President is established as part of the DCI board of directors. Seconded Myrtle Jenkins Smith.

Motion Carried

Dave opened the floor to questions and comments from the audience.

There being no new business the meeting was adjourned at 7:15p

PRESIDENT'S REPORT 2008

Good evening and welcome to the annual general meeting of Downtown Charlottetown Inc. (DCI) for 2008. Your agenda includes the various DCI Board Committee reports which will be presented in turn.

It was a busy and exciting year in downtown Charlottetown. The Ceridian and PWC's Jean Canfield building had their official openings. There are currently 2 condo projects underway, the Murphy Group's on Queen Street and the O'Halloran property on the waterfront, and an office complex on Fitzroy Street being developed by Homburg. The highlight of the year; Homburg's announcement in November of a hotel tower for the Confederation Court Mall will be a fabulous addition to the downtown core area. A couple of proposals DCI has initiated are; a plan for the revitalization of University Ave from Euston Street to Province House and a plan to provide incentive for elevator installation.

The Dominion building is a regular item on our agenda. Canada Lands Corporation has been proactive in moving it along to a development and we recognize that patience is required. It will be a huge presence in the community and we only have one chance to do it right. We will however continue to closely monitor the situation. Parking continues to be a challenge but there is progress. Mayor Lee has appointed a Parking Committee of Council and they have the recently completed Parking Study on hand. Vacant office buildings in the downtown core are becoming an issue in the City but in discussions with City Hall we think equitable solutions can be found.

It is anybody's guess as to what 2009 will bring. Economic lore is that P.E.I. rides these downturns out better than most because the economy never heats up that much in the first place . . . maybe so. In downtown Charlottetown we do have a major project on track and several other initiatives in the planning stage so there will be activity. A couple of our assets are we are self reliant and we are savers so when opportunities arise things do happen in spite of the economic environment.

On behalf of the Board of Directors I would like to thank His Worship Mayor Lee and Council, Roy Main and Ron Atkinson for their help and support. To the Board thank-you for your constant effort last but certainly not least to Dawn Alan, she is the one who makes DCI work.

Respectfully Submitted,

David McInnis
President

EXECUTIVE DIRECTOR'S REPORT

As Clichés' as it may sound it really is hard to believe another year has come and gone . . . and what a great year it was. Now in our 5th year of incorporation DCI has had the pleasure of being involved in many of Downtown Charlottetown's successes which are now enjoyed not only by customers, residents and seasonal visitors to the City but also by the many business owners in the core who rely on continued economic revival to grow and maintain their business. The secret to these successes is partnerships with like minded partners, Provincial, Federal and especially the City of Charlottetown, who also have a passion for success. DCI unites the different perspectives, values and ideas of its membership, acting as a catalyst for change, into a coherent and unified vision for Downtown. Partnerships make the difference. We've tackled issues from University Avenue Redesign to fair tax for commercial property owners, from beautification projects like adopt a corner to safe community projects, and worked with government, public agencies, stakeholders and the community to stand up for the interests of our membership and to champion a healthy vital downtown.

Through 2008 we supported and expanded core programs such as marketing, advocacy, business development/recruitment and City enhancement projects. These initiatives and others, along with detailed progress accounts, are discussed in detail throughout this report.

Each year is an amazing and rewarding experience when you work with such a dedicated and engaged group of people, representing all sectors of business and committed to championing the interests of the downtown business community. Together we are making a difference; acting as a catalyst for a better downtown Charlottetown that is safer, more vibrant and more prosperous.

Submitted by;

Dawn Alan
Executive Director

Downtown Charlottetown Inc.
Balance Sheet
November 30, 2008

	2008	2007
ASSETS		
Current		
Bank	\$ 79,778	\$ 48,706
Receivables - Levy	72,113	50,658
Prepaid Expenses	<u>2,210</u>	<u>0</u>
	<u>\$ 154,101</u>	<u>\$ 99,364</u>

LIABILITIES

Current		
Payables	\$ 1,740	\$ 13,129
Deferred Expense-Streetscape	<u>59,306</u>	<u>34,306</u>
	61,046	47,435
Surplus	<u>93,055</u>	<u>51,929</u>
	<u>\$ 154,101</u>	<u>\$ 99,364</u>

Presented by;

On behalf of the Board

Shaun A. MacIsaac
Treasurer

**Downtown Charlottetown
Inc.
Comparative Income
Statement**

	Actual 2008	Budget 2008	Actual 2007
REVENUE			
Business Improvement Area - Levy	\$ 226,296	\$ 200,000	\$ 195,612
Downtown Card	2,785	6,000	4,281
	<u>229,081</u>	<u>206,000</u>	<u>199,893</u>
EXPENSE			
Meetings-AGM & Monthly	2,130	3,400	2,667
Business Development	3,007	3,000	2,126
Special Events		3,000	4,075
Beautification - General	3,084	5,000	1,577
Beautification - Graffiti program	3,462	5,000	2,505
Insurance	2,288	2,500	2,288
M'ships, Conventions & Subscription	5,458	5,000	5,177
Office	6,345	6,300	5,817
Parking – Advertising/Validation	2,203	7,800	4,367
Rent	3,786	4,000	3,816
Total Payroll Expense	56,468	60,000	52,733
Telephone	2,774	2,500	2,001
Marketing campaign - Co-op	1,875	3,000	1,567
Marketing campaign - Sponsorship	5,945	6,000	4,199
Marketing campaign - Spring	10,656	14,500	13,731
Marketing campaign - Fall	17,624	14,500	11,261
Marketing campaign - Downtown Card	9,045	10,000	7,392
Marketing campaign-Winterdine/Frost Bites	7,934	8,000	8,477
Streetscape	25,000	25,000	25,000
Marketing Campaign - Welcome Ad	90	2,000	648
Special Projects	18,781	10,000	14,715
	<u>187,955</u>	<u>200,500</u>	<u>176,138</u>
EXCESS REVENUE (EXPENSE)	<u><u>\$ 41,126</u></u>	<u><u>\$ 5,500</u></u>	<u><u>\$ 23,755</u></u>
<hr/>			
Surplus, beginning of year	\$ 51,929		
2008 excess revenue	<u>41,126</u>		
Surplus, end of year	<u><u>\$ 93,055</u></u>		

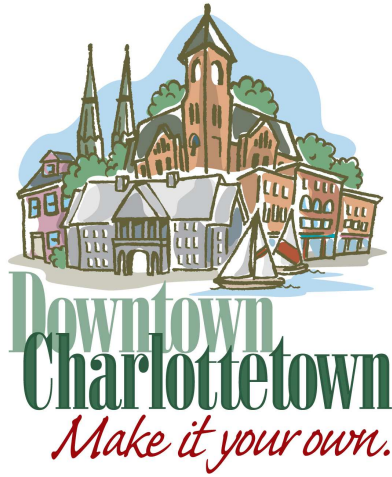
DOWNTOWN CHARLOTTETOWN INC.
BUDGET
November 30, 2009

REVENUE

Levy	\$ 225,000
Loyalty Card	<u>3,000</u>
	<u>228,000</u>

EXPENSES

Business Development	3,000
Beautification - General	5,000
Clean Team Project	10,000
Beautification - Graffiti program	5,000
Special Events	3,000
Light and Sound Show	10,000
Insurance	2,500
Office	8,000
Parking - Advertising/Validation	7,800
Rent	4,000
M'ships, Conventions & Subscription	5,000
Wages & Salaries	60,000
Telephone	3,200
Marketing campaign	
- Co-op	3,000
- Sponsorship	6,000
- Spring	14,500
- Fall	14,500
- Downtown Card	10,000
-Winterdine	8,000
Marketing Campaign - Welcome Ad	2,000
Streetscape	25,000
Meetings-AGM & Monthly	3,400
Special Projects	10,000
	<u>222,900</u>
	<u><u>\$ 5,100</u></u>



APPENDIX A

DCI COMMITTEE REVIEW

Downtown Charlottetown Inc. marked its year end on November 30, 2008. The date concluded a busy and productive 12 months for which the Board of Directors and committee chairs are very proud. 2008 saw many successful programs and initiatives launched and completed. The following section of the report reviews the activities of the main DCI working committees.

BUSINESS DEVELOPMENT / STRATEGIC PLANNING

As a result of the Strategic Planning Session held in 2007 the committee met to focus on the three goals as identified in the planning process throughout 2008.

A number of objectives were addressed in each of the three areas with various actions taking place, the results of which follow.

Attract New Business

To develop the appropriate mix in downtown it was decided to leave a proposal by Oberfeld Snowcap with Dyne Holdings. Heritage Canada (Rues Principales) was contacted regarding the inventory and DCI's current list. In order for their Main Street approach to be effective it will be necessary to redo the current inventory of space in their developed format.

In early 2008 a list was compiled with information from Federal Government departments that have upcoming lease renewals. This information is very important and passed on to the City Economic Development office to determine further actions.

Representatives from DCI, PEIBD and the Premier met with representatives of 10 companies in Toronto to attract financial services companies to Charlottetown (PEI). Presentations were made and follow up meetings and discussions are ongoing.

Met with the private sector property owners of the block bound by Kent, Fitzroy, Queen and University Avenue. This was intended to be a pilot project to get business owners together by block to introduce them to the possibility of improving their property or block.

A recruitment incentive package was investigated, put together, and presented to City and Provincial representatives. This paper analyzed taxes and expenditures per household along with the accrual at the Provincial and City levels. These calculations suggest that a policy of no corporate tax and/or relief of commercial tax by the various jurisdictions would be most welcome by companies considering relocation to Charlottetown. Other initiatives that could be undertaken could be the provision of help with details of moving staff into Charlottetown from outside PEI; the creation of a Cost Share Program with the Province to promote the upgrading of existing buildings in Downtown Charlottetown and the cost sharing by the Province and City for employee training programs.

One of our objectives for 2008 was to see 100 new employees per year. With the addition of Aim Trimark and Ceridian to our area this number has been exceeded.

To Retain and Attract Professional Offices:

As in attracting new businesses, the current mix must be analyzed. It was intended to use the information currently held by DCI to develop this mix strategy and from there identify a plan to retain and attract more professional offices. A decision has not been made as yet, to have the funding put in place for a commercial mix analysis to be done. Members have received a sample report from Rues Principales in Quebec, which indicates a route to follow. This is a longer term initiative.

Met with representatives of the Canada Lands Corporation to discuss and review updates on the status of the Dominion Building in downtown. RFP's have been sent and to date three have been received. CLC has met with the Task Force to review the update of the "Cultural Cluster". The Task Force decided not to proceed with the feasibility study for the cluster. Should CLC decide to sell the building they could play a role in an advisory capacity. CLC advised they are in the process of deconstruction in early 2009.

Meetings were requested with Kevin MacAdam and Kerry Taylor regarding establishing a policy of a one km radius of downtown core requirement for government offices. More follow up required.

A submission was made to Councillor Cecil Villard, Chair of Finance re: the benefits of supporting an elevator funding initiative which would open up 2nd and 3rd floors for commercial use. The presentation was also made to Minister Richard Brown and Pat Dorsey of ACOA. DCI indicated its willingness to take on the implementation of this program.

Support Existing Businesses:

A digital overview of the core area identifying existing Square Footage and usage per level was to be developed. A sampling proposal was received. Phillip met with the company. It was decided to put this proposal off until 2009.

The Marketing Committee has developed a plan for the year, which supports existing businesses through its many programs. (incentive purchase card, parking, Winterdine, and involvement with Tourism Charlottetown and their initiatives).

A message was sent by President McInnis to all members of DCI to encourage each member to look to their membership to increase internal trade within the city and to also think about a preferred customer arrangement. This is to be an ongoing activity to promote using our members and their resources.

Discussion took place on a plan to identify suppliers of a number of products and to develop a preferred pricing program to the membership. Ongoing.

It has been a challenge to address a number of the objectives for each goal this year. The committee will continue with its plan and have it integrated with other committee's initiatives and try to avoid the areas of overlap, which are bound to occur.

Our committee will continue to work on the priority areas as identified in the Strategic Plan.

Respectfully submitted

Peter Hyndman
Scott MacKenzie
Co Chairs

BUSINESS RECRUITMENT

The goal for this committee is to encourage business development from outside the province in pursuit of new year round jobs for downtown Charlottetown.

Activities

The committee decided to continue exploring the Toronto area for opportunities in the financial services sector. With the new Premier of PEI agreeing to act as ambassador to the group and accompanied by a member of the Development Agency and Vice President of DCI Scott MacKenzie, the Chairman made eight appointments with key institutions over a 2 day period in April. Each company was given an introduction noting that Charlottetown offers a number of advantages to firms in this sector who outsource some of their back office functions and the belief this would be most relevant for their company.

The team arrived home and presented the results of the visit to DCI, PEI Development Agency, and the City of Charlottetown. The PEI Development Agency was tasked with the responsibility of following up several leads.

In addition to continued tracking of these Toronto contacts, the committee also hosted a visit by the Directors of a global back office outsourcing company where draft proposals were presented by the Development Agency and DCI facilitated a tour of the downtown core. In addition a proposal has been received and a reply developed for another firm which we visited in April. We are looking forward to a decision by these firms in 2009.

A significant economic announcement for Charlottetown took place in 2008. Congratulations must go out to the management team at Data Shapers who will be bringing 30 new jobs to the downtown in the IT area of financial services.

A number of individual businesses were also contacted here on PEI to consider relocating to the downtown core. This ongoing effort and the response of the business community in displaying a new confidence in downtown revitalization over the past several years have added an additional 250 jobs to the above 430 recruited jobs.

In Summary

A prerequisite to achieving external growth is having businesses with an “export” focus and capabilities. The AIM Trimark, Ceridian, Data Shapers and Richardson Partners projects are hopefully the core of a cluster of financial services firms which we believe will lead to an exciting future for downtown Charlottetown.

We know these firms will find a very welcoming environment here in Charlottetown and significant business partners willing to assist the relocation and support these firms on a permanent basis. We live in hope that they will be the start of a trend for other financial firms to relocate to Charlottetown.

In the course of our discussions with a range of financial institutions and in the midst of the current financial crisis some interesting projects were anticipated in the future including the consolidation of the insurance industry in USA, allows certain Canadian companies to purchase large chunks of these American firms for their Canadian business.

Most contacts noted that what we are attempting to do is great to plant the seed for Downtown Charlottetown. They would never consider PEI otherwise. Many thought we are on the right course; they love PEI and will consider expanding staff in Charlottetown

There is considerable outsourcing going on in the financial service industry to lower cost regions of the world. Several areas seemed promising and would require specific follow-up. Included in that consideration is whether to centralize many of these functions in one area either near-shore or off-shore or indeed proceed by way of creating centre's of excellence in communities that then integrate online across the world. Charlottetown is now well considered for either eventuality because of its initial clustering of firms in the financial services sector and the recent contacts made.

The insurance industry seem very interested in pursuing something on several possible fronts and we need to work with UPEI, Holland College in producing the necessary skill set for contract work to these firms. DCI will need to work closely with PEIBDI to follow up these opportunities where a Charlottetown location might have a better than even chance to beat out the off-shore competition. The City of Charlottetown's confirmation of a significant tax incentive to these firms will contribute immensely to property development in downtown Charlottetown.

Submitted by:

Harry O'Connell – Chair
Peter MacDougald
Phillip Jefferson

MARKETING COMMITTEE

2008 was another busy and successful marketing year with DCI. This year we saw serious challenges in the retail sector and declining number of shops in our core but on the upside we are pleased to report many of our retailers reported a strong Christmas season. Some even up over last year. A real accomplishment in this economic climate!

The TV marketing campaign was a strong presence combined with the Confederation Court Mall's; we dominated our local TV Market. I think we put up a combined and successful fight for the market this season.

We look forward to meeting with our marketing committee early in the New Year to review, brainstorm and bring forward some fresh new idea's to promote our great downtown core.

Attached is a summary of 2008's marketing year.

1. Celebrate Canada Multicultural Seasonal Celebration Sponsorship...
Saturday December 22, 2007. 1000 of people in the downtown. Hosted at the Confederation Court Mall.
2. Charlottetown Christmas Parade;
Regular float participant. "Downtown Charlottetown, Make it Your Own this Christmas".
3. Co op Marketing campaign; 25% of advertising cost reimbursed to the maximum of \$1000 for TV ads with tag; Downtown Charlottetown, Make it your own this Christmas.
4. Jack Frost 2008. Postering and sponsorship of the shuttle. 74,000 people moved on the shuttles around the downtown that weekend.
5. Winterdine 2008. All downtown fine dining restaurants participate, most reporting no available reservations for the three days of the event. 3rd year.
6. Spring marking Campaign focuses on TV advertising, Compass. "What brings you Downtown"?
7. Eastlink adverting Package. May to December, 24 times ad day. Rotation of 6 commercials promoting the downtown. Channel 34 and channel 10.
8. Sponsorships;
Festival of Lights
Diverse City 2008, PEI Assoc. for Newcomers to Canada
Fall Flavours
Les Eloizes Event, Atlantic Event hosted at Carrefour de l'Isle-Saint-Jean

Jazz and Blues Festival
Always on Stage
Shell Fish Festival

9. Heritage Wayfinding Project;
In partnership with TCI, ACOA and the Province. This project will see new street blades, information kiosks, gateway and directional signage throughout the core. DCI contribution \$20,000 over two years.
10. PEI Presents Back Cover, shared with the Confederation Court Mall
11. Live it up Downtown Card; 20,000 print, 10,000 for local Merchants, 10,000 for TCI distribution to convention delegates and Cruise ship passengers.
12. Family scavenger Hunt; Eckhart in bronze. To be installed spring 2009
13. Adopt a Garden Program;
25 Gardens in its 2nd year.
14. Vacant window painting and postering.
15. Coats for Kids Campaign, 1st annual, November 2007. Partnered with The shops of Confederation Court Mall and the Guardian.
16. Fall and Christmas marketing campaign includes an extensive TV Campaign, Compass, Christmas greetings radio, print ads.

Submitted;

Debra Wellner – Chair

CITY ENHANCEMENT

The goal of this committee is to improve the physical aspect of the downtown so as to encourage users, residents and business people to want to make downtown their destination of choice.

With regard to public safety, we had many calls from property owners, residents and customers. We tried to determine problem areas and work with the City and the police department to step up patrols in those areas. We also met with the consultants reviewing the police department and provided our input. Public safety is an ongoing issue for us and one we will have to continue to pressure the City and police for increased resources. If people do not feel safe downtown, they will not come downtown.

We waited patiently for the city's parking study which was released last spring. We have followed up as to how this report will go forward and were advised in December that the Mayor has appointed a committee chaired by Stu MacFadyen to look after parking. We look forward to working with him and his committee in 2009.

For beautification we continued our "Adopt a Corner" and "Graffiti" program. Both have been very successful and continue to improve the image of downtown.

Downtown Charlottetown Inc. is working to advance the idea of a streetscape for University Avenue from Euston to Grafton. A Charrette will be held January 24th, 2009 to develop a plan and we will be unveiling the results at the DCI AGM.

Submitted by:
Tanya O'Brien - Chair

ADVOCACY COMMITTEE

The goal of the Advocacy Committee is to keep the best interests of Downtown Charlottetown in the forefront of decision-making agencies and government. The Committee's primary purpose is to lobby the appropriate decision-makers regarding solutions to problems and issues that have been identified by DCI's members.

DOMINION BUILDING TASKFORCE

The Advocacy Committee continues to hold a seat on the Greater Charlottetown Chamber of Commerce Committee dedicated to the renewal of the Dominion Building site in Downtown Charlottetown. Although the new Jean Canfield building has been opened for over a year, the existing Dominion Building still houses some federal employees; therefore, no renewal activities have taken place. A number of tentative plans for the Dominion Building have been moved forward, including the commitment of Canada Lands to start work on the building immediately following the movement of all existing employees into other buildings – such as the Jean Canfield building. In cooperation with the CADC, the Dominion Building Committee is undertaking work to assess the possibility of the Dominion Building being used as a cultural facility – such as a museum. Unfortunately, at the current time, neither the provincial government nor the business community has shown the interest or commitment needed to move this project forward.

Despite these difficulties, the Advocacy Committee of DCI continues to work toward its original goal to ensure the long-term use of the Dominion Building as a source of cultural activity in the Downtown Charlottetown area.

VACANT DOWNTOWN BUSINESS SPACE

DCI Board Members and Staff have worked with both the business community and municipal politicians to encourage the development of vacant business space in the

downtown area. In particular, DCI has lobbied the municipality to remove tax incentives on vacant business space, resulting in a positive response from city council to review legislation in this regard.

GOVERNMENT LIASON

The Advocacy Committee, Board Members and Staff are committed to maintaining formal and informal contact with government representatives and public officials at all levels of government to represent the interests of the Downtown business community.

The Advocacy Committee will continue to be an active voice for its members on all issues that directly affect Downtown Charlottetown, and will work with all Committees to develop a long-term strategy to build a vibrant Downtown core.

Submitted by:

Terry Allen – Chair

GREEN (SUSTAINABLE) COMMITTEE

Activities of this committee in the first part of the year were primarily comprised of efforts to increase the awareness of the board and others in the City of the importance of making our City more sustainable.

We participated with a new group of residents and service groups representing many concerned citizens across the Province about the impact of high energy costs, in particular the high cost of home heating fuel. While the cost of fuel has declined temporarily, we have experienced significantly higher electricity rates and these rates affect all residents and business alike.

Our major activity this year has been focused on the preparation of a design Charrette to look at University Avenue (from Euston to Grafton Streets). This Charrette took place on January 24, 2009 with the cooperation of the Architects Association of Prince Edward Island. This street was chosen because of its importance as a main entry point to the historic centre of Charlottetown. It is also a street that has seen significant development growth with the Jean Canfield Building, Atlantic Technology Centre and adjacent Fitzroy parking garage but has received very little attention from the City.

The results of the planning exercise will be presented separately; however, I am pleased to report a strong representation from the design community and from interested observers that has led to a thoughtful and achievable concept for the City. We trust the City will now adopt many or all of the suggestions and recommendations and move forward to make this street one of the best in the City.

Submitted by;

Larry Jones – Chair



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