

STRATEGIC PLANNING INITIATIVE

Submitted from: The Chamber of Commerce Committee Representative, Wendy Brunetta

INITIATIVE: Beautification/Re-vitalization of the Town of Fort Frances.

Purpose: To promote tourism.

Action Items:

#1: Project Petunia

The Chamber has been coordinating Project Petunia for the past few years. The last 2 years, the Chamber has had to subsidize the project due to a lack of donations or unpaid pledges. The Chamber, at their meeting on March 24, made a motion to not continue with this project.

Suggestion: Could the parks department grow extra flowers (in addition to those grown for the cemetery) and plant the planters?

#2: Garbage Clean-up

The issue of garbage littering our streets throughout the town was discussed. What measures can we put in place to control the excessive littering?

Suggestion:

- a) Additional garbage cans throughout the town?
- b) Publicity campaign around "Do Not Litter"?
- c) Involve schools in cleanup?

#3: Vacant Buildings

Can anything be done to ensure that the owners of vacant buildings do not let them become unsightly? (eg. former Bonnie Blue has mattresses stacked which are visible from the street, former Video store paint is peeling, etc.)

#4: Banners on Lap Building

The current banners have become faded and the paint is peeling off the building. This is the first impression that tourists have of our community. Can we look at applying for funding to replace them?

#5: East and West entries to Town

Can anything be done to improve the visual appearance of our two entry points? Could businesses be encouraged to build barriers/fences to make entries more visually attractive? (eg. Belluz Concrete, Lakeview Trailer Park, etc.).