

- July 2015 Newsletter -

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Downtown News to 'Feel Good' About



In This Issue

- **Project:** An Update on the Community Improvement Plan & 3D Model
- **Interview:** YEP Winner Charlie Canzano
- **News:** "Win This Feel Good Space" Contest Winner Announced
- **Interview:** Artist Heather Cooper (Henley Arcade Murals)
- **Workshop:** The Heritage Master Plan Visioning Workshop



Project Update: The Downtown Cobourg Master Plan/Community Improvement Plan (CIP) and 3D Model

Dillon Consulting and RCI consulting have been hired to develop a comprehensive Downtown Master Plan Manual, CIP and an online 3D Model. The purpose of the manual is to provide public and private sectors and citizens with a stake in the downtown, a tool that will summarize the downtown vision and provide a predictable framework for future development. It will include community goals and summarize existing revitalization research and efforts. The manual will articulate the downtown character with the goals and vision for the future look of the downtown and will contain a “toolbox” of resources required in realizing these goals. The manual will serve as a one stop comprehensive tool kit that visualizes preferred downtown redevelopment and revitalization and will be detailed enough to provide all the guidance needed for major downtown restoration.

As part of our downtown tool kit, Cobourg Council authorized the fast tracking of a CIP that was not part of the original Downtown Action Plan. The CIP will allow the municipality to offer incentives not permitted under the heritage act that will assist businesses and building owners to improve their spaces.

Once complete, the Master Plan, 3D Model and CIP will all become part of our tool kit and act as a sales piece to attract investment in the Downtown.

The expected completion date for these projects is November 2015.

Workshop Brings Forth Ideas

On June 23, 2015 a workshop was held at Victoria Hall with 23 participants that included business owners, building owners, town council and staff. The purpose of the workshop was to identify guiding design principles for the downtown and opportunity sites and areas for development.

The C.I.P. portion of the workshop brought out ideas regarding the types of financial incentives best suited for businesses that will help to achieve the vision for the downtown.

For more information on the Community Improvement Plan & 3D Model contact Wendy Gibson, Economic Development Officer at The Town of Cobourg by emailing wgibson@cobourg.ca or calling 905-372-5481.





Youth Entrepreneurship Partnership (YEP) Program Winner Charlie Canzano Gets Candid!

We chat with Youth Entrepreneurship program winner Charlie Canzano who is now running his 'Shiatsu 4 Relief' Shiatsu Massage business in a kiosk on the Cobourg Beach this summer. He tells us all about his experiences in the program so far and thoughts for the future.

Tell Us About Yourself

I'm a guy who has grown up with computers my whole life. An internet connection has always provided me with a way to explore interests or answer questions I had about almost anything. Information that isn't available on the internet, the kind of things that you need a teacher for, is what I'm most interested in. I'm 24 years old and was born and raised in the Toronto suburbs. I want to continue to pursue my interests in massage as well as enjoy this peaceful country.

Q. Why were you interested in applying for the Youth Entrepreneurship Program?

I saw the program as an opportunity to begin working for myself in a field I am already practicing in.

Q. How did you come up with your business idea?

I've followed advice like; "do what you would do for free, do what you're already good at and do what it is that you enjoy".

Q. Why do you think your business would be successful in Cobourg?

Cobourg is Ontario's "feel good town". An average person in Cobourg fits the statistical demographic of people who are using complementary healthcare. We also have a very attractive beach here!

Q. What do you hope to gain from this experience?

My goal is to establish a positive reputation for myself in terms of being able to help people be free of pain or discomfort, through my own hands on intervention (shiatsu), or through empowering someone with knowledge to treat their own problems actively and through preventative measures as well.

Q. What have you learned so far since you opened?

That in many cases people who know massage could help them feel better don't know how easily they could be helping themselves.

Q. Would you consider entrepreneurship in the future?

I most definitely would.

For more information on the Youth Entrepreneurship Partnership program contact Wendy Gibson, Economic Development Officer at The Town of Cobourg by emailing wgibson@cobourg.ca or calling 905-372-5481.



Skye's Clothing Boutique Awarded Grand Prize of "Win This Feel Good Space" Contest

COBOURG, ON – And the Grand Prize winner of the Downtown Cobourg Business Improvement Area's Win This Feel Good Space contest is... Skye's Clothing Boutique! A retail location specializing in women's fashion and home decor, Skye's Clothing Boutique

offers a relaxed shopping experience pairing first-rate brands with great price points.

“We are thrilled to be awarded the Grand Prize for the Win This Feel Good Space contest,” says Dave Tunstead, owner and operator of Skye’s Clothing Boutique. “We hope to become a gem in Cobourg, just as we have become in Ajax”.

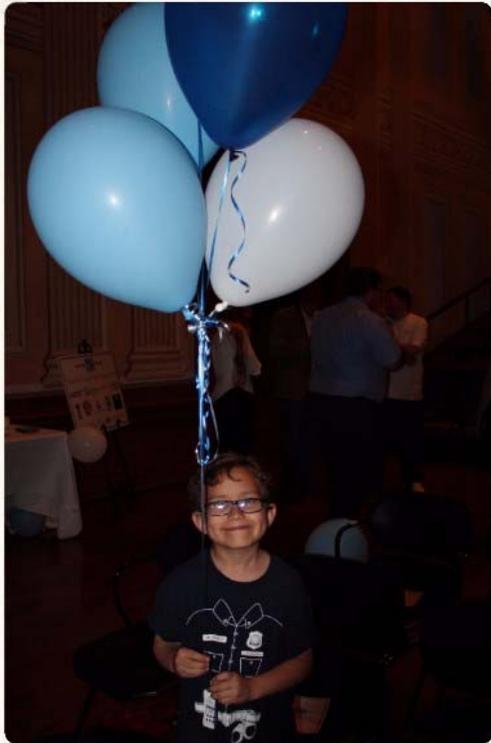
What originally began as a home business in 2009 has grown over the past six years, with the opening of a store in Ajax and the newest location in Downtown Cobourg. In addition to storefront locations, Skye’s Clothing Boutique offers a unique service to its customers as they provide pop-up locations and home-delivery to local, retirement communities and nursing homes. This benefits more mature clientele who may be unable to shop in-store.

In addition to the \$12,000 Grand Prize, Skye’s Clothing Boutique will receive thousands of dollars’ in business services offered by the Win This Feel Good Space contest sponsors. Benefits include painting services and supplies contributed by Betancourt Painting and Paints and More, graphic design and printing services supplied by Beyond Signs and Design and E-fective Graphic Solutions, as well as financial services provided by Kawartha Credit Union and Cobourg Tax and Accounting.

“Kawartha Credit Union supports the financial success and well-being of our members and our branch communities, and we are pleased to be a partner in this great initiative to encourage and support new business in Cobourg,” says Dana Farrell, Branch Manager. “We look forward to working with the contest winner!”

A contest to encourage the development of new sustainable business, Win This Feel Good Space is presented in partnership with the Northumberland Community Futures Development Corporation, the Business Advisory Centre Northumberland, and the Town of Cobourg. This project is made possible by support and funding from the Eastern Ontario Development Program through the Federal Economic Development Agency for Southern Ontario.

For more information on the Win This Feel Good Space contest contact the Cobourg Downtown Business Improvement Area by emailing dbia@downtowncobourg.ca or calling 905-377-8024.



Special Presentation recipient, Cash Thibeau was also at the “Win This Feel Good Space” Finale Presentation on Thursday, June 18 to assist with the Grand Prize cheque presentation.



Cobourg-themed cupcakes, designed and created by “Win This Feel Good Space” contest runner-up, Raindrop’s Cupcakes



Skye's Clothing Boutique was named after their oldest granddaughter, Naomi Skye, seen here cutting the cake.



Heather Cooper Chats About the Henley Arcade Mural Project

Artist Heather Cooper, a Canadian fine artist has been chosen to design and implement the murals that will be located in the Henley Arcade. Between working in her studio Heather sits down with us to update us on this creative project.

Q. What inspired you to apply for the Henley Arcade artist call?

A. The Henley Arcade mural will be a massive amount of work but worth it because I believe it will add to the revitalization in a significant way. The Town of Cobourg is my town and I feel compelled to add to the spirit in a positive and lasting way.

Q. Tell us about your inspirations towards the artwork you've created.

A. The Passage of Time. I want to create an environment that will intrigue the pedestrian, local or the visitor. The mural will capture the spirit of times gone by- all that passed before. Stop and absorb the magic. I am standing here like a time traveller- among what was. Honour John Henley's craft and life endeavour. I wish he could be here to see the final tribute. I want the mural to last forever, never become outdated and always offer that glimpse of a moment in time long ago.

Q. Approximately how long will the mural take to complete?

A. The mural will require a full four months to complete. Apart from the painting, the basic preparation is extensive.

Q. Could you walk us through all the work involved in putting together such a big piece of art?

A. I've broken it down below:

- 1) Marine epoxy back and edges.
- 2) Prime back, edges and front.
- 3) Mount each panel to a 2 x 4 frame to prevent warping.
- 4) Measure and draw the outline of all woodwork/trim, panels and window divisions to be sure they line up with the next panel and are true/vertical, horizontal.
- 5) Mask various planes for colour and shading/dimension.
- 6) Execute final drawing and painting of interiors and trompe-l'oeil elements.
- 7) After each painting is completed and dry/ cured 5 coats of marine varnish will be applied to protect the mural from the elements.

Q. What is the final size for the murals?

A. Size 8' x 24'. 8' x 6'. 8' x 13'.

For more information on Heather Cooper's collection of paintings please visit her studio at the Heather Cooper Studio Gallery located at 506 Bowmanton Road RR 1, Baltimore, ONT or email art@heathercooper.com. The gallery is open from 11 a.m. to 5 p.m. Saturday and Sunday from June 6 to November 1. The Northumberland Studio Tour takes place September 12-13.



Heritage Master Plan Visioning Workshop Well Attended

The final Heritage Master Plan Background Report was presented at a public meeting held on June 24, 2015. The Community Consultation Meeting to review the work-to-date and receive feedback on the draft Background Report was well attended with 35 citizens present. The format of the meeting consisted of an open house portion, a presentation by the project team about the Background Report and concluded with a question and answer period. [Review the presentation.](#)

With the feedback collected from the Community Consultation Meeting the MHBC team has completed work on the Heritage Master Plan Background Report which concludes Phase 1 of the project.

For a copy of the Heritage Master Plan Background Report please email Amanda Warren at awarren@cobourg.ca or visit the Planning Office at Victoria Hall, 55 King Street West, Cobourg.

For more information on the Heritage Master Plan contact Amanda Warren, Planner I Heritage at The Town of Cobourg by emailing awarren@cobourg.ca or calling 905-372-1005 ext. 4455.

- FYI We've moved to a bi-monthly eNewsletter. The next eNewsletter will come out in September.

Coming Soon

- **Interview:** We chat with our second YEP winner.
- **Project Update:** Tourism Asset Feasibility Study.
- **Project Update:** Community Improvement Venture Initiative business case goes to Council.
