

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY APRIL 4, 2018 at 8:00 am
CITY HALL ROOM 204

Attendance: Chair Earl Taylor, Beautification Chair Ryk Snetselaar, Russ Schnurr, Sarah Van Pelt, Reza Alavie, Susan Boldt, Advisors Tara McCaulley, Barry Fitzgerald, Sarah Noble, Adrienne Jefferson,
Regrets: Promotions Chair Beth Burns, Ian Gillespie, Treasurer Dave Thomson, Sean Dyke, Councillor Rymal

1. Call to Order: The meeting was called to order at 8:01 am

2. Declaration of Conflict:
None

3. Confirmation of Agenda
Motion by Susan, Seconded by Russ, "To confirm the April 4, 2018 Agenda as distributed" Carried

4. Confirmation of Minutes
Motion by Sarah, Seconded by Russ "To confirm the minutes of the March 7, 2018 meeting as distributed" Carried
Note: Meeting Minutes can be found on our website at www.downtownstthomas.ca/monthly-minutes

5. Deputations
None

6. Chair Report

Social Media

Earl reported that our Twitter account @stthomasddb now has 391 followers (was 377 last month) and our DDB Facebook page has 840 Likes (was 814 last month).

OBIAA

Earl reported that our submission of the October 27, 2017 Downtown Pumpkin Prowl event which was made to the OBIAA Promotions Awards - Small category did not win. Beth, Sean and Tara will be attending the April 14-18th, 2018 conference in Collingwood.

Canada Summer Jobs

Earl reported that an application for 3 summer students was submitted but no confirmation of funding has been received yet.

DDB Office

Earl reported that our DDB office in the lobby of City Hall was moved to a new location in the lower level of City Hall on Tuesday March 6th.

Our Bell Canada phone number is being ported on April 4th to an Ooma VOIP phone system, at a hardware cost of \$270.61 and 1 year of Premiere phone service at a cost of \$135.64 (\$9.99/Month + HST) which includes a free phone number port. This will eliminate our monthly Bell Canada phone costs from \$14.85 per month. Our website, once hosted by Bell, was also ported to GoDaddy.

Sign Bylaw

Earl reported that a concerned business owner called to inform him that the City Bylaw Officer was ordering the removal of his temporary sign because "the DDB had declared that the signs were a cancer on the Downtown". This information was relayed to Justin Lawrence asking for a change in this tactic along with an apology. A response was received didn't offer a confirmation that this wouldn't happen again.

Policy and Procedures Manual

Earl reported that the Executive Committee will begin work on completing the Policies and Procedures Manual.

7. Finance Report

Earl gave an overview of expenses paid this month and invoices yet to be paid.

The accounts were submitted from our Accountant to the auditor on Monday April 4th

Motion by Earl, Seconded by Sarah "To pay the outstanding bills". Carried

8. Committee Reports

8.1 Parks Dept Update - Adrienne

Adrienne reported that the hanging baskets and planters should be installed/planted about June 4-15th.

8.2 Council Update - Councillor Rymal

No report

8.3 Municipal Heritage Committee Update - Russell

Russ reported that he is now the new Chair of the MHC, the Downtown Walking Tour maps were well received at the Home Show. The HCD proposal goes to Council for approval this month.

8.4 Railway City Tourism Report - Sarah

Sarah reported that the Super Hero's Day is scheduled for May 5th with participation by the STEPL, Fan of the Sport, Tourism and Yureks. A number of other merchants will also be participation using a passport type system.

The Beerleque event is scheduled for May 26th at CASO - our DDB is the main Entertainment sponsor.

8.5 Economic Development Report - Sean
No report

8.6 SBEC - Tara

Tara reported that the 8th Annual Women in Business event on March 8th was well attended. The 2018 Bridges to Better Business event is scheduled for October 11th. The SBEC is moving to a new location so.

8.7 Chamber of Commerce Report - Barry

Barry reported that the next Business After 5 is scheduled for April 18th at the St Thomas Elgin General Hospital. Upcoming events include All Candidates Lunch May 17th, Meet the Makers - September 26th at Elgin Mall, Non-Profits Collaboration - June 13th.

8.8 Beautification Report - Ryk

Ryk also reported that Muma Manufacturing is still designing a new banner bracket that will fit the existing lamp post brackets but nothing has been received to date.

A second quote has been received from Classic Decor should Muma be unable to supply.

Motion by Earl, Seconded by Ryk "To order 100 Banner brackets from Classic Decor at a cost not to exceed \$100 per unit using funds from reserves" Carried.

Downtown Business Signs:

Earl reported that a new sign for Red Rover Dog Training and The Brow Boss will be installed this month.

LED Christmas Lights

Earl reported that 25 new LED Snowflakes have been ordered with delivery expected in early summer.

Banners

The Clark McDougall banners will be installed beginning April 8th through November 1st 2018. The banners at Horton Market will be updated with existing Canada flag banners.

Plans are being investigated to develop 4 - 6 banners for the Memorial Gardens to commemorate the 100th Anniversary of the end of WW1.

Flower Baskets

A flower basket bracket audit is being completed to ensure we have a consistent flower basket display this year.

Cross Street Banner Schedule:

The "Thanks for Shopping" banner will be replaced with the Alzheimer's Banner in a few weeks.

Snowflakes:

St Thomas Energy removed the lighted Snowflakes on the week of March 19th.

Garbage:

Earl reported that Jason's work schedule has been increased from 10 hours per month to add one extra 10 hour week this month due to the large amount of garbage that has appeared with the retreat of the snow banks.

Motion by Ryk, Seconded by Russ "To accept the Beautification Committee written report as presented" Carried (See attached)

The next committee meeting is scheduled for Wednesday April 11, 2018 at 8:00am at Earl's office.

8.9 CIP Selection Committee - Beth
No report

8.10 Downtown Dollars Promotions - Beth
Beth reported that \$990 DDB Dollars (\$670 of this is Christmas Care Dollars) have been redeemed in March.

8.11 Promotions Report - Beth

Big Dig Project

Phase 2 of the Talbot St construction is scheduled to begin on April 9th.

Earl reported that a special email newsletter that details the start plans was email to all business and property owners on March 30th.

Nostalgia Nights Car Show

Earl noted that the Special Events application was approved on March 7th

10% Discount Card

Earl reported that he and Annette are busy working to develop and implement this program.

Home Show:

The March 23rd - 25th Home Show was well attended. 6 Downtown businesses took advantage of the Business Showcase booth. Winners of the daily \$250 Downtown Dollars prizes will be announced on Facebook soon.

Thanks to Beth, Ryk, Susan, Sarah, Susan, Pat Maxwell and Sandy Flay for helping.

Iron Horse Festival:

A survey was emailed to all Downtown business and property owners asking "Are you in favour of the 2018 Iron Horse Festival, held August 16th - 19th, relocating to Talbot Street in Downtown St Thomas? YES or NO - COMMENTS AND CONCERNS"

The following results were received - 41 Yes and 12 No.

An application will be heard by the Special Events Committee on April 4th asking for approval to hold the event in Downtown.

Shop Hop:

Earl reported that the Downtown Shop event was a success. 24 Downtown businesses participated in this year's event. Earl met the Easter Bunny at 10am and visited all Downtown businesses handing out Easter Eggs, greeting shop Hoppers and posing for photos. Many Shop Hoppers posted photos using our #Why Downtown St Thomas? white boards to our Facebook site. www.downtownstthomas.ca/st-thomas-shop-hop/

New Businesses:

3 new businesses opened this month - flowers will be sent to Red Rover Dog Training, Myrtle and The Brow Boss

Motion by Earl, Seconded by Susan "To accept the Promotions report as presented"
Carried

The next committee meeting is scheduled for Wednesday April 11, 2017 at 8:30am at Earl's office.

9. New and Ongoing Business

10. Coming Events

- Your Town Rising - April 9th in Ingersoll or April 10th in Paris
- OBIAA Conference April 15 - 18, 2018 Colingwood
- Chamber of Commerce Business After 5 - Wednesday April 18, 2018 at St Thomas Elgin General Hospital
- Nostalgia Nights Car Show - Saturday July 7, 2018 from 4 - 9pm
- Downtown Pumpkin Prowl - Friday October 26th from 5:30 - 8:30pm
- Tree Lighting Celebration - Friday November 16, 2018 from 5:30 - 7:30pm
- Downtown Santa - Saturday December 8, 2018 from 10am - 2pm

Tara mentioned a new event called National Pun Day on April 19th in memory of Mark Bottineau.

Upcoming Committee Meetings

Beautification, Promotions and Budget Committee meeting - Wednesday April 11, 2018 at 8:00am at Earl's office.

11. Budgetary and Personnel

No Report

12. Adjournment

Motion by Susan, Seconded by Russ "To adjourn the meeting at 9:30am." Carried

Next Meeting: Wednesday May 2, 2018 at 8:00am Room 204, City Hall

2018 Cross Street Banner Schedule

The 2018 cross street banner schedule is as follows:

January 2 - January 26	NEW DDB Winter Banner
January 26 - February 26	New Hockeysville banner
February 26 - April 2	DDB Winter Banner
April 2 - April 23	MS Society (No contact)
April 23 - May 14	Alzheimer's Society (May 12th Walk)
May 14 - May 28	Horton Market (Mothers Day May 13th)
May 28 - June 18	Lions Car Show (June 17th)
May 14 - June 2 (West Pole)	Victim Services (week of May 27- June 2nd)
June 18 - July 9	Nostalgia Nights Car Show (July 7th)
July 9 - August 27	Thanks for Shopping Downtown St Thomas
August 27 - September 17	Railway City Road Races (September 16th?)
August / September	Volunteer Elgin (No contact)
September 17 - September 24	(Cancelled- Violence Against Women - Walk a Mile)
September 24 - October 8	Horton Market
October 8 - October 29	VON (No contact)
October 29 - November 19	Optimist Santa Claus Parade (November 17th)
November 19 - January 2, 2018	DDB Merry Christmas / Love Where You Shop