

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY APRIL 5, 2017 at 8:00 am
CITY HALL ROOM 204**

Attendance: Chair Earl Taylor, Vice Chair Beth Burns, Treasurer Dave Thomson, Russell Schnurr, Gord Hall (left at 9:39), Sarah Van Pelt, Councillor Rymal (left at 9:20), Advisors Tara McCaulley (left at 8:55), Sean Dyke and Adrienne Jefferson (left at 8:55)
Regrets: Beautification Chair Ryk Snetselaar, Ian Gillespie, Tom Johnston, Advisor Megan Pickersgill, Sean Dyke

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 Russ, Seconded by Joan "To confirm the April 5, 2017 distributed Agenda as amended" Carried

4. Confirmation of Minutes

Motion by Gord, Seconded by Sarah "To confirm the minutes of the March 1, 2017 minutes as distributed" Carried

5. Deputations

None

6. Chair Report

Social Media

Earl mentioned that our Twitter account is @stthomasddb and we now have 281 followers (was 275 last month) and our DDB Facebook page has 619 Likes (was 607 last month). The increased numbers can be attributed to the Canada 150 banner installation and Home Show posts.

Strategic Plan

Earl reported that we have completed the 4th of 4 webinars of the Strategic Planning Program program on Monday March 20th with Beth, Tara and Earl in attendance.

Earl also reported that this Core Group met with the Strategic Planning Committee on March 27th for Phase 3 of the program.

So far we have created a Mission and Vision Statement, identified PESTO and SWOT items and established 5 Goals and related Objectives.

This committee includes Kevin Stover- Scotiabank, Matt Janes - CASO, Kevin Jackson - Elgin Business Resource Centre, Paul Jenkins - Hospital Foundation, Renee Carpenter - Jennings, Dana Vanzanten - Library, Cathy Taylor - Employment Services, Shawn Devree, Russell Schnurr - Fanshawe, Sean Dyke - EDC, Barry Fitzgerald - Chamber of Commerce and Wendell Graves - City Manager along with Beth, Dave, Tara, Ian and Earl.

The next Strategic Committee Meeting will be held on Wednesday April 12th at 8:00am City Hall Room 204 to complete the Goals and Objectives section.

OBIAA Conference

Earl have an overview of the OBIAA Conference that he attended in Toronto on April 3-4, 2017. Earl reported that he was invited as a guest speaker at the OMAFRA Strategic Planning presentation with 26 BIA members attending.

Earl reported that a number of new ideas were found that might work for our DDB events. A full conference report will be submitted for the May meeting.

Canada Summer Jobs

Earl reported that we have not received CSJ funding confirmation yet.

7. Finance Report

Dave gave an overview of expenses paid this month and invoices yet to be paid. Earl reported that the audited financial statements should be ready for presentation at our May meeting.

Motion by Dave, Seconded by Russ "To pay the outstanding bills". Carried

Outstanding Accounts

The NARHF balance of \$1,250 is still outstanding. Earl advised that he continues to instruct DDB Accountant, Mark Wales, to continue sending invoices to get this cleared up soon.

8. Committee Reports

8.1 Parks Dept Update - Adrienne

Ryk reported that the Beautification Committee decided to order 27 42" Rolled rim planter. Adrienne reported that she checked with the supplier but an actual delivery date has not been determined yet.

These planters will be planted with red and white petunias and installed the 2nd week of June.

The flower baskets, also planted in red and white, will be installed the 1st week of June.

Earl raised the possibility of donating the 29 planter boxes to Destination Market to be used in conjunction with their proposed Market garden project.

Motion by Dave, seconded by Russ "To donate the 29 large planter boxes to Destination Market" Carried. Earl will contact them and arrange a possible delivery date.

8.2 Council Update - Councillor Rymal

Councillor Rymal gave an update of construction projects that may affect our downtown.

8.3 Railway City Tourism Report - Megan

No report

8.4 SBEC - Tara

Tara gave an update:

International Women's Day event was held on March 8, 2017 at the CASO Station with 90 in attendance.

Bridges to Better Business will be held in October in the Big Top Tent.

Bookkeeping 101 - April 13th

15 Summer Company spots for ages 15-29 are available. Business planning deadline is May 6th.

8.5 Economic Development Report - Sean

The circus tent will be installed on July 15th through to October 15.

The L&PS sign will be installed soon.

8.6 Beautification Report - Ryk

Ryk reported that the new winter Love Where You Shop banner remains in place since the Home Show did not request the installation of their Banner for the week of March 6th.

Ryk gave a report of recent activities - see Ryk's Report as attached.

Downtown Business Signs:

Earl reported that signs have been installed at Century 21, Your Fish and Chips, Coldwell Banker, Chef Bondi, Scotts, Ansells, Studio 36, Medlyn's Stained Glass, Lockes Insurance, Back Door Laundry/Now and Zen and HWC Insurance on the first application.

Juniors eBikes, Sherry's Gifts, Spice Spa/Bailey Maxwell RMT, Chick Boss Cake, Conrad Dental, Titewads, Maxwells Foto, Railway City Vapes, Legacy Tattoo and Bliss Hair under the second application

Oh My Fur and Whisker, Henri's Barbershop, Reflections and Fish and Sticks, Natures Balance, Wind and Willow, Cafe Siam, Tabby's Treasures, Fan of the Sport, TTG Financial and Why Not Cookies under the third application.

The fourth application has been approved and signs at Seed Confectionery, The Bake Shop, Ted's Place and Yureks have been installed. Signs for Phantastic Nails, Coffeys, Grace Cafe, Destination Market and Fitness Definition are being designed.

The Bliss sign has been relocated from 552 Talbot to 548 Talbot due the business being relocated.

Tree Lighting:

Ryk asked for discussion about committing to a 2 year plan for the professional installation of coloured tree lights.

Earl reported that he is in discussions with a downtown business about the sponsorship of this event.

Earl also reported that he is investigating the possibility of sourcing an LED spotlight to light the City Hall tower through the Christmas season.

Snowflakes:

Earl reported that he met and discussed the production of the 25 new snowflakes with the supplier at the OBIAA Conference and reported that they are in production and will be delivered near the end of April approx.

Banners:

Earl reported that the 100 new Canada Flag banners and 25 new Canada 150 banners were installed on Sunday April 2nd and will remain in place until mid November in celebration of Canada 150.

Earl reported that a serious fault has been discovered with the 19 new lamp poles that were installed in the new 3 blocks of west Talbot Street. Earl was able to discuss this with the supplier at the OBIAA Conference and they will be sending a person to investigate.

Cross Street Banner Schedule:

The proposed 2017 cross street banner schedule is as follows:

January 4 - March 7	Thanks For Shopping Downtown St Thomas
March 7 - April 4	Cancelled - Home & Garden Show
April 4 - April 18	MS Society
April 18 - May 2	Victim Services
May 2 - May 30	Alzheimer's Society or Thanks for Shopping Downtown St Thomas
NEW	Opening May 14th??? Horton Market
May 30 - June 20	Lions Car Show
June 20 - July 11	Nostalgia Nights Car Show
July 11 - August 15	Thanks for Shopping Downtown St Thomas
August 15 - September 5	Railway City Road Races
September 5 - September 26	Violence Against Women - Walk a Mile in Her Shoes
New	Horton Market
September 26 - October 24	VON
October 24 - November 21	Optimist Santa Claus Parade
November 21 - January 2, 2017	DDB Merry Christmas / Love Where You Shop
January 2 - March 6, 2017	NEW DDB Merry Christmas Banner

Motion by Ryk, Seconded by Dave "To accept the Beautification Committee written report as presented" Carried

The next committee meeting is scheduled for Wednesday April 19, 2017 at 8:00am at Earl's office.

Report Attached

8.7 Promotions Report - Beth

Nostalgia Nights Car Show

Beth reported that the July 8th Car Show plans are underway. The band at City Hall has been hired, Dave Hoy has been contracted for Hepburn Parkette and Small Business Alley will setup on Mondamin, discussions are underway about adding a 6th train ride,

the Pit Crew Challenge has been cancelled due to the cost and an Auto Vendor Alley in place of the Art on Track is underway.

Earl and Dave to investigate the idea of a Poker Run designed to bring visitors into the stores that remain open throughout the show. Merchants who participate may qualify for a MYFM Radio advertising package prize.

Beth also reported that a \$1,000 donation, from funds collected at the 2015 and 2016 Nostalgia Nights Car Show were donated to the ECRM as planned.

Home Show

The March 31, April 1-2, 2017 Home Show was a success. Russ and a number of Fanshawe students gave demonstrations of the interactive walking maps and a CIP display and description cards were available.

Brochures for the April 7-8th Downtown Shop Hop and the July 8th Nostalgia Nights Car Show were handed out.

Three \$100 DDB Dollar daily prizes and a \$500 DDB Dollar prize were given away.

A large number of prizes and giveaways were collected from Downtown merchants and given away to visitors who played the Plinko game.

550 visitors filled in the ballot and 85% completed the 3 question survey.

Win This Space

Beth gave an overview of this program and that she and Earl met with Sean again on March 30th to discuss this program.

Earl reported that he made contact at the OBIAA Conference with representatives from Peterborough who recently completed a successful Win This Space program. Earl also reported that he has purchased the domain www.WinThis.Space for use in this program.

A proposed schedule was presented as Start marketing plan June 21st, Intake August 1st - September 1st, select 10 Finalists via a 1-3 minute video after September 1st, announce 5 finalists at the October 5th Bridges to Better Business, choose a winner October 15 - 21st, sign a lease by October 31st and be open for business by January 1st.

The next meeting is scheduled for Wed April 12th at 12 Noon at The Bistro.

Century Sound Mural

Dave raised the idea of a installation of a mural on the south wall of the Century Sound building. Dave will provide more information at the May meeting.

Flowers

Beth reported that flowers were sent to new businesses SEED Confections, The Bake Shop, Reflections, Bra Obsessed and Streamliners. Flowers will also be sent to Oh My Fur and Whiskers, Submariners Tales and REPS Fitness.

Motion by Beth, Seconded by Sarah "To accept the Promotions written report as presented" Carried

The next committee meeting is scheduled for Wednesday April 19th, 2017 at 8:30am at Earl's office

8.8 CIP Selection Committee - Beth
No report

8.9 Downtown Dollars Promotions - Beth
Beth reported that \$870.00 DDB Dollars have been redeemed this past month and that \$1,800 were placed into circulation through the Shop Hop, ECRM and Alzheimer's events.

A \$200 donation was made to STEPAC for hosting the January 25, 2017 AGM
A \$100.00 cheque was issued to Santa Claus for his attendance at the Tree Lighting Ceremony.

The Yureks Pharmacy #StThomasProud event is scheduled for Tuesday April 11th

8.10 Shop Hop

Earl reported that, with the "step up to the plate" help of Shawn Devree from Vesta, the Shop Hop event is scheduled for 6pm - 9pm on Friday April 7th and 9am - 6pm on Saturday April 8th.

250 posters and 500 Scavenger Hunt Clue sheets, as designed by Shawn, have and are being distributed. Shawn has also designed a white board for use as a social media photo board. Earl reported that he uncovered an idea from the OBiAA Conference designed around the idea of using a #WhyDowntownStThomas slogan.

Dave reported that the MYFM event had 8000 views

The Easter Bunny will be on Talbot Street from 11am - 2pm handing out candy and visiting with shoppers.

9. New and Ongoing Business

No Report

10. Coming Events

- Shop Hop Friday April 7th 6pm - 9pm and Saturday April 8th 9am - 6pm
- Nostalgia Nights Saturday July 8th, 2017
- Thomas and Friends July 15 - 16 and 21 - 23rd, 2017

11. Budgetary and Personnel

12. Adjournment

Motion by Russ, Seconded by Ian "To adjourn the meeting at 9:38am." Carried

Upcoming Committee Meetings

Win This Space - Wednesday April 12, 2017 at 12 Noon at The Bistro

Beautification, Promotions and Budget Committee meeting - Wednesday April 19, 2017 at 8:00am at Earl's office.

Next Meeting: Wednesday May 3, 2017 at 8:00am Room 204, City Hall

BEAUTIFICATION MEETING MINUTES

**Coldwell Banker Office
Wednesday March 15, 2017
8:00 a.m.**

Attendance: Earl Taylor, Beth Burns, Ryk Snetselaar

1. Beautification Committee gave Adrienne Jefferson from Parks Dept. permission to go ahead and order 27 black urns to be used for this year's floral arrangements.
2. New Canada Flag banners and Canada 150 banners have been ordered and installed on Sunday April 2nd by Moonlight Painters.
3. Still deciding on the level of light decorations for this years Christmas Tree Lighting.
4. Decided not to do the small business flower box project for 2017. Looking at options to give away or dispose of planter boxes.

Meeting Adjourned at 8:30.

Next Meeting: To be announced.