

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY AUGUST 1, 2018 at 8:00 am
CITY HALL ROOM 304

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Promotions Chair VP - Beth Burns	Y	Sean Dyke	N
Beautification Chair -Ryk Snetselaar	N	Tara McCaulley	N
Treasurer - Dave Thomson	Y	Sarah Noble	Y
Ian Gillespie	Y	Adrienne Jefferson	Y
Russ Schnurr	Y	Barry Fitzgerald	Y
Sarah Van Pelt	Y		
Reza Alavie	Y	Guests:	
Susan Boldt	Y	Susanne Faris	
Councillor - Joan Rymal	N		

1. Call to Order: The meeting was called to order at 8:00am

2. Declaration of Conflict:
Barry Fitzgerald - representing Railworks

3. Confirmation of Agenda
Motion by Sarah, Seconded by Susan "To confirm the August 1, 2018 Agenda as distributed" Carried

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

5. Deputations

Scott Trevor's - Gram Scott Enns - Audited Financial Statements

Mike Kerkvliet presented an update on the Iron Horse Festival

Elizabeth Nagy presented an update on the Beerlesque event

6. Chair Report

Social Media

Earl submitted that our Twitter account @stthomasddb now has 409 Followers (was 408 last month) and our DDB Facebook page has 898 Likes (was 886 last month).

Canada Summer Jobs

Earl reported that our 2 Summer Ambassadors continue to collect 2 bags of garbage every day, assisted at the Nostalgia Nights Car Show and the Day Out With Thomas events.

Policy and Procedures Manual

The first draft of our Policies and Procedures Manual was submitted to the executive for review.

Operation West End

Earl reported that a second meeting was held with Wendell Graves and Chief Herridge. The Downtown Community funds can not be used for cameras but is being directed to a beautification project. Earl is investigating how other communities handle CCTV cameras with the goal of installing such technology on Talbot Street.

7. Finance Report

Dave provided an update on the past months financial activity

Motion by Russ, Seconded by Dave "To accept the 2017 Audited Financial Statement as presented by the City Auditor Graham Scott Enns" Carried

Motion by Dave, Seconded by Susan "To accept the financial report and pay the outstanding bills" Carried

8. Committee Reports

8.1 Parks Dept Update - Adrienne

Adrienne's reported that upgrades to Curran parkette include Pyramidal Oak replacing the existing Ash trees, the hanging baskets will be removed mid September .

Motion by Eh, Seconded by Barry "to proceed with the planting of 5 - 6 Mums in the 27 planter urns in mid September through to mid October or when the planting of winter greenery takes place as implementing a membership watering program." Carried

The fall planting program will be discussed further at the next Beautification meeting on August 22nd.

8.2 Council Update - Councillor Rymal

No report

8.3 Municipal Heritage Committee Update - Russell

Russ reported that the MHCD plan is on track for Council approval this month.

8.4 Railway City Tourism Report - Sarah

Sarah reported on the following upcoming events:

Downtown Tracks - August 4th

Iron Horse Festival - August 16-19th

Culinary Tour train ride from Port Stanley to ECRM using the DDB Car - September 22nd

Culture Days Sept 28-30th
Doors Open October 13th
Dodge Ram Rodeo August 25-26 at Keller Farms

8.5 Economic Development Report - Sean
No report

8.6 SBEC - Tara
No report

8.7 Chamber of Commerce Report - Barry
Barry submitted the following report regarding upcoming Chamber events:

- Uncovering Social Media Entrepreneurship at CASO - August 23rd
- Best Ball Golf Tournament - August 15th at Iron Creek
- Business After 5 - Wednesday August 22 at Dowler Karn
- Meet the Makers at The Elgin Mall September 26th from 10am - 7pm

8.8 Beautification Report - Ryk
No Report

Downtown Business Signs:

Earl reported that new signs were installed at St Thomas Pharmacy and a replacement sign was installed at Rail City Media and the sign at Aline's Lingerie was reinstalled.

Banners

A new storage system for the new banner brackets is being developed in the storage locker.

LED Snowflakes

When the Talbot Street construction is finished, new brackets and banners will be installed on both the new poles in the construction zone as well as others throughout the core. This will bring our LED Snowflake installation to 64 units this winter.

Cross Street Banner Schedule:

The Nostalgia Nights banner was removed by Moonlight Painters on July 8th and the Thanks For Shopping Downtown St Thomas banner was installed. The Railway City Road Races Banner will be installed on September 4th.

The west banner poles are not being used at this time

Motion by Earl, Seconded by Sarah Van Pelt "To accept the Beautification Committee report as presented" Carried

The next meeting is scheduled for Wednesday August 22, 2018 at 8:00am at Earl's office.

8.9 CIP Selection Committee - Beth

Beth reported that 2 projects are under review, the Anderson Home on Rosebery and the Alma College project.

8.10 Downtown Dollars Promotions - Beth

Beth reported that \$45 DDB Dollars (\$ 0 of this is Christmas Care Dollars) have been redeemed in August.

8.11 Promotions Report - Beth

Downtown Construction

All is proceeding according to plan, we continue to distribute City issued updates through our weekly newsletter.

Phase 2 is different than Phase 1 and plans are being developed for a Phase 2 celebration.

Nostalgia Nights Car Show

Beth reported that the beautiful weather attributed to an amazing turnout of 1200 - 1500 vehicles and a great crowd of enthusiastic car buffs. The 3pm train was lower, the 4pm train was 65% full and the 5pm, 6pm, 7pm and 8pm trains were sold out.

Day Out With Thomas

Earl thanked our Summer Students Lucas and Logan, Joan and Earl for helping at the booth at the DOWT event. Earl and Sarah installed the booth on Friday July 13th and Earl and the Summer Students removed the booth on Monday July 23rd.

10% Discount Card

Reza has started work on the implementation of this program.

Iron Horse Festival

Earl reported that 10 businesses will be installing a booth in front of their businesses during the Iron Horse Festival.

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

Iron Horse Festival

Reference Deputation presentation

A short discussion took place in regards to the DDB being a sponsor of the 2018 Iron Horse Festival

Motion by Sarah Van Pelt, Seconded by Susan "To sponsor the Iron Horse Festival as a Main Stage Entertainment Sponsor with a sum of \$2,500 in lieu of the \$5,000 requested" Carried

The next Promotions Committee meeting is scheduled for Wednesday August 22, 2018 at 8:00am at Earl's office

9. New and Ongoing Business

2018 DDB Elections

Earl reported that a newsletter will be sent to all DDB Members advising of the DDB Board elections that will take place on October 22nd. Any member that is interested in becoming a board member is encouraged to submit their name soon.

10. Coming Events

- Iron Horse Festival - Thursday August 16th to Sunday August 19th
- 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

Upcoming Committee Meetings

Beautification, Promotions Committee meeting - Wednesday August 22, 2018 at 8:00am at Earl's office.

11. Budgetary and Personnel

No Report

12. Adjournment

Motion by Sarah, Seconded by Susan "To adjourn the meeting at 9:53am." Carried

Next Meeting: Wednesday September 5, 2018 at 8:00am Room 304, City Hall

2018 - 2019 Cross Street Banner Schedule

The 2018 - 2019 cross street banner schedule is as follows:

September 4 - September 24	Railway City Road Races (4th Sunday in Sept 23rd)
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

2019

January 2 - February 25	NEW DDB Winter Banner
February 25 - April 1	DDB Winter Banner
April 1 - April 22	MS Society (No contact)
April 22 - May 13	Alzheimer's Society (May 11th Walk)
May 13 - May 27	Horton Market (Mothers Day May 12th)
May 13 - June 3 (West Pole)	Victim Services (week of May 26- June 1st)
May 27 - June 17	Lions Car Show (June 16th)
June 17 - July 8	Nostalgia Nights Car Show (July 6th)
July 8 - August 26	Thanks for Shopping Downtown St Thomas