

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY AUGUST 2, 2017 at 8:00 am
CITY HALL ROOM 204

Attendance: Chair Earl Taylor, Vice Chair / Promotions Chair Beth Burns, Beautification Chair Ryk Snetselaar, Treasurer Dave Thomson, Gord Hall, Ian Gillespie, Advisors Sean Dyke, Megan Pickersgill and Tara McCaulley, Councillor Rymal
Regrets: Tom Johnston, Sarah Van Pelt, Russell Schnurr

1. **Call to Order:** The meeting was called to order at 8:02 am

2. **Declaration of Conflict: None**

3. **Confirmation of Agenda**

Motion by Joan, Seconded by Ryk "To confirm the August 2, 2017 Agenda as distributed" Carried

4. **Confirmation of Minutes**

Motion by Ryk, Seconded by Dave "To confirm the minutes of the July 5, 2017 meeting as distributed" Carried

5. **Deputations**

6. **Chair Report**

Social Media

Earl mentioned that our Twitter account is @stthomasddb and we now have 316 followers (was 310 last month) and our DDB Facebook page has 676 Likes (was 665 last month). The increased numbers can be attributed to the Nostalgia Nights Car Show posts plus a \$21.00 7 day Facebook Boost for the Nostalgia Nights Car Show event obtained 2800 views.

Canada Summer Jobs

Earl reported that the 2 summer students, Lucas Glanville and Victoria Wilson, continue to work keeping downtown clean. They helped with the Car Show and DOWT and spent 2 days at the Big Top. They pickup 2 bags per days and are removing the sidewalk winter sand buildup.

Abigail Miller, Student Administrator is helping with the Strategic Plan, the Policy Manual, the Car Show, DOWT and Downtown Dollars. These students will work through to August 25th.

Newsletter

Earl advised that Annette continues to produce a weekly newsletter that is sent every Friday morning.

Earl asked for comments.

Strategic Plan

Earl reported that, with the help of Abigail, the Draft plan has been written will be distributed to the Strategic Plan Core Committee for review.

Policy and Procedures Manual

Earl reported that, with the help of Abigail, he has updated the Policies and Procedures document into a Manual that will provide more detail and guidance to current and new board members. The Manual will be distributed to Board members for review.

7. Finance Report

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

Earl reported provided a 6 month overview of Budget vs Actual expenses.

Motion by Dave, Seconded by Joan "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

- Adrienne reported that she is investigating a cover for each of the 27 planters at an estimated price of \$110.00 each. Adrienne will confirm at the September meeting. Adrienne also mentioned that these planters will remain on the sidewalk through winter. Earl will check with Roads Dept to ensure that the snowploughs don't damage them.
- Adrienne confirmed that the trees that have been recently removed, will not be replaced. However, Earl will ask Forestry to re-evaluate this decision.
- The hanging baskets have been hit with an aphid infestation and as a result, some have been removed - the remaining baskets will be removed at the end of September.

8.2 Council Update - Councillor Rymal

Earl reported that we were involved in a member complaint to City Hall in regards to the installation of 6 new Permit Parking signs that were installed, without DDB consultation, in the parking lot behind the west end Royal Bank. These new signs eliminated six 2 hour parking spaces that were used by this and other businesses customers. As a result, the six 2 hour spaces will be reinstated and the Permit spaces moved. Earl asked that the Parking Committee, which was dissolved by the City in 2016, be reinstated or the DDB consulted on such changes before being implemented.

8.3 Railway City Tourism Report - Megan

Megan reported that the Ron James grand opening and the Country Barn Dance were a success. The Music series concerts start on August 3rd and the circus on August 17th. The Iron Horse and Fresh Fest begin on August 17th.
The Resurgence of Downtowns Webinar

Earl reported that he, Ian and Megan participated in a webinar on Wednesday July 19th about the Resurgence of Downtowns. This webinar was a perfect follow up to the Strategic Planning process that we are implementing. Thanks to Megan for bringing this webinar to our attention.

The following were identified as key points:

- Get your elected officials supporting a downtown focus
- Bring people downtown consistently, so merchants will come back
- Deal with empty buildings, turning lemons into lemonade
- Find your focus: What your downtown should be about
- Engage your property owners and what to do if they won't lift a finger
- Choose the block – or building – where you start the effort
- Recruit the business mix you need to win
- Find and promote your “anchor tenant” and what that actually is
- Fund beautification and who should be charged with making it happen

The next webinar, which is August 16th at 11:30am, will expand on these points.

Day Out With Thomas

Thanks to our 3 summer students plus Annette, Beth, Joan and Earl for helping at the DOWT booth. A box of promotional notepads, a box of pens and bottles of water were given out to visitors.

Earl reported that once again, with the help of our summer students, 4 Downtown directional signs were installed along Wilson Avenue on Friday July 14th and removed on Monday July 24th.

8.4 Economic Development Report - Sean

Sean reported that he is very pleased with the circus tent and it's tourism and economic potential.

- Beth asked Sean to check with OMAFRA regarding the FiCE program. We would like to receive, as a minimum, a written report about the St Thomas visit, from the Grimsby Team.

8.5 SBEC - Tara

Tara reported that the Bridges to Better Business will be held in the Circus Tent this year with a Food Showcase Theme. We have the ability to again choose, before September 1st, a business for the Downtown Business Award.

A discussion was held about once again sponsoring this event.

Motion by Beth, Seconded by Gord “To provide sponsorship funding of \$1,000 to SBEC for the 2017 Bridges to Better Business event” Carried

8.6 Beautification Report - Ryk

Ryk reported that the “Thanks for Shopping Historic Downtown St Thomas” was installed on July 9th. The Railway City Road Races banner will be installed on August 15th.

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

Downtown Business Signs:

Earl reported that City permit #5 for 10 more signs, at a cost of \$100.00 has been paid to allow signs to be installed this month at Corner Glass, Destination Church, Rail City Bistro and Championship Boxing. Signs for Aline's, Railway City Media, David Pentz and Scrappy Chick are underway.

Motion by Joan, Seconded by Beth "To budget a further \$6,000 form Reserve Funds for the production and installation of the ongoing facade Business Street Signs project"
Carried

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 27	MS Society
April 27 - May 14	Alzheimer's Society
May 14 - May 29	Horton Market
May 29 - June 19	Lions Car Show
June 19 - July 9	Nostalgia Nights Car Show
July 9 - August 14	Thanks for Shopping Downtown St Thomas
August 14 - September 5	Railway City Road Races
September 4 - September 18	Violence Against Women - Walk a Mile in Her Shoes
September 18 - October 2	Horton Market
October 2 - October 23	VON
October 23 - November 20	Optimist Santa Claus Parade
November 20 - January 2, 2018	DDB Merry Christmas / Love Where You Shop
January 2 - March 6, 2018	Potential Kraft Hockeyville Banner or NEW DDB Winter Banner

Flower Boxes

Earl reported that the remaining 37 flower boxes have been donated to Destination Church for their new garden project.

Snowflakes

Earl also reported that, as decided by the committee, an ad has been placed in the OBIAA bulletin regarding the sale of 100 non-working Snowflake decorations at \$5.00 per unit in lots of 50 which will include the storage rack + shipping.

Wreaths

Earl reported that NARHF did not have a need for our 100 wreath decorations but Destination Church may take them.

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

Report attached

The next committee meeting is scheduled for Wednesday August 23, 2017 at 8:00am at Earl's office.

8.7 Promotions Report - Beth

Nostalgia Nights Car Show

Beth reported that the July 8th Car Show was a tremendous success.

A Car Show noise complaint was submitted to the city, which is being reviewed at the August Special Events Committee Meeting.

Earl reported that of the 18 participating business that took part in the Car Show Poker Run, Fan of The Sport won the \$1,200 MYFM radio advertising prize.

We had about 46 Show visitors take part in the program and 10 prizes were awarded for the winning hands. Earl provided an overview of the positive comments and statistics - see attached.

Century Sound Mural

No report - we are awaiting delivery of a proposed design.

St Thomas Minor Hockey Sponsorship

Earl presented a request to sponsor a St Thomas Minor Hockey Team for the 2017/2018 season. We sponsored this team last year.

Motion by Gord, Seconded by Joan "To sponsor a St Thomas minor Hockey Team at a cost of \$500 for a House League team for the upcoming season" Carried

Municipal Heritage Walking Tour Brochure

Earl presented a proposed design for the inside cover of the Walking Tour brochure.

Russ provided an email report all ad spaces have been sold and that they have enough sponsors to go to print, likely enough for 1500 copies. Cole, the summer student who is helping Russ, is putting together an invoice for the sponsors

Google Street View

Earl presented a plan to implement a new Google Street View program that would help bring more online awareness to consumers. This program creates a 360 video view from the business front door and through the business similar to what Google currently provides as a Street View. The 360 Video views can be used on Google, in ads and on the business's websites plus with increased views each business gains a higher online Street View presence and increasing the viability of downtown St Thomas.

The typical cost for a business is \$299 to \$699. Currently, 6 Downtown businesses see value in this program and have decided to participate.

Motion by Beth, Seconded by Dave "To budget \$3,000 from the Promotions budget to fund a sum of \$150 per business who participates in the program" Carried

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

The next committee meeting is scheduled for Wednesday August 23, 2017 at 8:30am at Earl's office

8.8 CIP Selection Committee - Beth
No report

8.9 Downtown Dollars Promotions - Beth
No report

Earl reported that, with the help of Abigail, 2 new DDB Dollar brochures, a Merchant and a Consumer brochure, have been produced. Each explains the Downtown Dollar program in an FAQ format. A new door/window decal was also proposed so as to update the design and increase consumer awareness. Over the next few weeks, Abigail and Annette will visit all downtown merchants and ensure that the program is better understood by our members.

9. **New and Ongoing Business**
No Report

10. **Coming Events**
- Tree Lighting Ceremony Friday November 17, 2017 at 6pm

11. **Budgetary and Personnel**

12. **Adjournment**
Motion by Gord, Seconded by Dave "To adjourn the meeting at 9:52am." Carried

Upcoming Committee Meetings
Beautification, Promotions and Budget Committee meeting - Wednesday August 23, 2017 at 8:00am at Earl's office.

Next Meeting: Wednesday September 13, 2017 at 8:00am Room 204, City Hall

BEAUTIFICATION MEETING MINUTES
Coldwell Banker Office
Wednesday July 19, 2017
8:00 a.m

Attendance: Beth Burns, Earl Taylor, Tara MacCaulley, Ryk Snetselaar

Guests: Rob Burns. Bob Ward

1. D.D.B. is looking to clean out the storage locker of unused items to make room for possibility of needing storage room for the new snowflakes. There are Christmas wreaths that are available for sale or donation. The original snowflakes are being phased out and are looking for new homes. Online sale or donation to other organizations – were discussed

2. D.D.B. was asked to share cost for Kraft Hockeyville application.

3. Wonderful comments still coming in about the new flower planters on Talbot Street.

Next Meeting: TBA