

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY DECEMBER 5, 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	Y
Treasurer - Dave Thomson	Y	Sarah Noble	N
Ian Gillespie	N	Adrienne Jefferson	Y
Russ Schnurr	Y	Barry Fitzgerald	N
Sarah Van Pelt	Y	Megan Pickersgill	Y
Reza Alavie	N		
Susan Boldt	Y	Guest - Grayden Laing	
Councillor - Joan Rymal	Y		
Jazz Staddon	Y		

- 1. Call to Order:** The meeting was called to order at 8:05am

Mission:

To cultivate a community of all Downtown property and business owners and residents, while advocating, beautifying and actively promoting our businesses and authentic heritage in Downtown St Thomas

Vision:

To engage, inspire and welcome our community and visitors to experience Downtown St Thomas as a unique destination.

- 2. Declaration of Conflict:**

None

- 3. Confirmation of Agenda**

Motion by Joan, Seconded by Russ "To confirm the December 5, 2018 Agenda as distributed" Carried

- 4. Confirmation of Minutes**

Motion by Dave, Seconded by Sarah "To confirm the minutes of the November 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 430 Followers (was 425 last month) and our DDB Facebook page has 1036 Likes (was 1017 last month).

FICE

Earl reported that Joan, Tara, Susan, Sarah Noble and Earl visited Downtown Woodstock on Friday November 9th. The reports have been completed and submitted to OMAFRA and a reciprocal visit will be arranged in the new year to present our findings to Woodstock.

Crime Prevention

Earl reported that he will meet for the 2nd time with Chief Herridge, Entegrus and the Chamber of Commerce on December 6th to discuss crime prevention in our Downtown. Discussions about the following were presented:

- launching a city wide Neighbourhood Watch Program managed through the Police website.
- Implementing a COPS (Citizens On Patrols) Program
- Installing CCTV Cameras in our Downtown

Digital Main Street - Digital Service Squad

Earl announced that through an application that he applied for, the St Thomas DDB has been approved to receive a \$10,000 grant to hire a person to assist Downtown merchants to create or enhance their digital presence. More details to come soon.

Elgin Drug and Alcohol Strategy - Justice Pillar Meeting Monday December 10, 2018

This newly formed group has been tasked to address four pillars that the Elgin County Drug and Alcohol Strategy will encompass. The pillars are Prevention, Harm Reduction, Treatment and Justice. The DDB has been invited to understand the program to determine how we can get involved or assist. Sarah Van Pelt volunteered to attend and report back at the January meeting.

Downtown Cleanup

Earl reported that he is discussions with Social Services to find someone to replace Jason McComb to help with a Downtown cleanup plan.

Community Care Health Centre

Earl reported that he met with Jackie and Judith to discuss the services that they offer and to discover if and how we can work together to solve a few problems like discarded needles.

7. Finance Report

Dave provided an update on the past months financial activity.

The 2019 budget is under review and must be brought to the board for acceptance. The approved budget must be submitted to Council by December 15th and then presented to the membership at the January 30, 2019 AGM.

It was agreed that Earl would submit the updated budget to the membership via email and off approved it would be submitted to Council.

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

8. 2019 BOD Elections

Earl announced that Reza Alavie, Susan Boldt, Grayden Laing, Russell Schnurr, Jazz Staddon, Earl Taylor, Dave Thomson and Sarah Van Pelt have announced their intentions to join the 2019 - 2022 Board of Directors.

Beth Burns, Ryk Snetselaar and Ian Gillespie have decided to step down from the Board of Directors

Earl asked Maria Konefal, City Clerk, to conduct the election process.
Maria declared the 2014 - 2018 DDB Board dissolved.

Call for nominations for Chair

Earl Taylor was nominated by Dave

3 calls to close nominations - no other nominations were received

Earl was declared Chair

Call for nominations for Vice Chair

Dave Thomson was nominated by Russ

3 calls to close nominations - no other nominations were received

Dave was elected Vice Chair

Call for nominations for Treasurer

Sarah Van Pelt was nominated by Grayden

3 calls to close nominations - no other nominations were received

Sarah was elected Treasurer

Jazz volunteered to assume the role of Secretary

Susan volunteered to assume the role of Promotions Chair

Grayden volunteered to assume the role of Beautification Chair

9. Reports

9.1 Parks Dept Update - Adrienne

Adrienne's reported on the following items:

The urns were changed over to winter planting's the week of November 5th - 16th at a budgeted cost of approximately \$2,000. Adrienne mentioned that through upcoming promotions, a new representative will take over for Adrienne in 2019.

9.2 Council Update - Councillor Rymal

No report

9.3 Municipal Heritage Committee Update - Russell
No report

9.4 Railway City Tourism Report - Megan
No report

9.5 Economic Development Report - Sean
No report

9.6 SBEC - Tara
Tara reported that the SBEC Open House at their new location will be held on December 20th from 2-5pm

9.7 Chamber of Commerce Report - Barry
Barry submitted the following written report:
Chamber of Commerce update and upcoming events
December 5th - Business After 5 at St. Anne's co-sponsored by SBEC and EBRC –food by Bar Burritos, Mr. Sub and M&M Foods
January 16th - Business After 5 at the Elgin Centre (formerly Elgin Mall) sponsored by Fanshawe College Career Employment Services and the Poverty Coalition Group
January 26th - “ Uncorked” wine event at STEPAC from 7-10 pm featuring Jamie Quai from Quai Du Vin Winery
May 9th - New “Impact” Awards (formerly Free Enterprise) event at St. Anne's featuring Peter Mansbridge

9.8 Beautification Report - Earl on behalf of Ryk

Tree Lighting Celebration

The November 16th event was very well attended. The six \$50 DDB Dollar prizes have been picked up by the winners.

Downtown Business Signs:

In November the JMHI Insurance sign and The Nook signs were installed, the Maxwell Foto Source sign was removed and the Rail City Bistro and Café Siam signs were re-installed due to damage.

LED Snowflakes

Entegrus fixed 2 LED snowflakes on November 28th that had turned slightly on the poles. 4 snowflakes that are not working properly will be repaired soon.

Directional Signs:

The design for the new directional signs is under review.

Cross Street Banner Schedule:

The Optimist Santa Claus Parade Banner was removed on November 23rd and the DDB Merry Christmas Banner was installed and will remain in place until early January when the DDB Thanks For Shopping in Downtown St Thomas will be installed.

The next meeting was not scheduled

9.9 CIP Selection Committee - Beth

Beth reported that this committee structure may change in the new year.

9.10 Downtown Dollars Promotions - Beth

Beth reported that \$475 DDB Dollars (\$ 0 of this is Christmas Care Dollars) have been redeemed in November.

9.11 Promotions Report - Beth

Beth reported on the following items:

Downtown Santa

Beth reported that Santa and our 2 elves - Logan and Victoria Wilson - will meet at the Bulk Barn to begin at 10am on Saturday Dec 8th. Dave and the MYFM team will coordinate their DDB Dollar giveaways with Santa. The giveaway amount totals \$750 + and extra \$200 left over from other sources.

Home Show

The Home Show is March 29 - 31st this year and we need to determine how we will lay out our booth this year.

10% Discount Card

No report

Business Flowers

A bouquet of flowers were sent to the following businesses: Grace Cafe Re their new location and new businesses Century Chocolates and Harvest Eats.

Santa's Sleigh

Beth reported that the Santa's Sleigh giveaway on MYFM will be held on December 13th. Annette is collecting gifts from many Downtown businesses.

Project Poinsettia

Dave thanked the DDB for sponsoring 25 flowers for the MYFM Poinsettia Giveaway.

The next Promotions Committee meeting was not scheduled.

10. New and Ongoing Business

11. Coming Events

- Downtown Santa - Saturday December 8, 2018 from 10:00am - 2:00pm
- 2019 BIA Conference, Westin Ottawa - March 31 to April 3, 2019
- Home Show - Friday March 29th to Sunday March 31st
- Arts Crawl - Saturday and Sunday February 22nd - 23rd

Upcoming Committee Meetings

The Beautification and Promotions Committee meetings were not scheduled

12. Budgetary and Personnel

No Report

13. Adjournment

Motion by Joan, Seconded by Sarah "To adjourn the meeting at 9:07am." Carried

Next Meeting: Wednesday January 9, 2019 at 8:00am Room 304, City Hall

BEAUTIFICATION MEETING MINUTES Coldwell Banker Office Wednesday November 14, 2018 8:00 am

ATTENDANCE: Susan Boldt, Earl Taylor, Beth Burns, Dave Thompson, Ryk Snetselaar

1. Urns have been decorated with winter decorations.
2. Tree Lighting Celebration was well attended and a great success. Thank you to Yurek's Pharmacy for sponsoring the lighting of the tree. Thank you to CLC Tree Services for lighting the tree again this year.
3. Christmas Caroller cut-outs are now in front of Railway City Tourism Office.

Meeting Adjourned 8:25 am

2018 - 2019 Cross Street Banner Schedule

The 2019 cross street banner schedule is as follows:

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 - September 3	Thanks for Shopping Downtown St Thomas
September 3 - September 28	Railway City Road Races (4th Sunday in Sept = 28th)
August / September	Volunteer Elgin (No contact)
September	(Cancelled- Violence Against Women - Walk a Mile)
September 28 - October 22	Horton Market
October	VON (No contact)
October 22 - November 16	Optimist Santa Claus Parade (November 17th)
November 16 - January 2, 2018	DDB Merry Christmas / Love Where You Shop