

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY FEBRUARY 6, 2019 at 8:00 am
CITY HALL ROOM 304

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	Y	Sean Dyke	N
Treasurer - Sarah Van Pelt	Y	Tara McCaulley	Y
Beautification Chair - Grayden Laing	Y	Adrienne Jefferson	N
Promotions Chair - Susan Boldt	Y	Megan Pickersgill	N
Secretary - Jazz Staddon	N	Barry Fitzgerald	Y
Reza Alavie	N		
Russ Schnurr	N		
Mayor Joe Preston	Y		

- 1. Call to Order:** The meeting was called to order at 8:11 am

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:**

Sarah declared a conflict in regards to the Directional Signs, Home Show Booth and Coupon Book.

Barry declared a conflict in regards to DDb Coach funding as Treasurer of the Railworks Coalition.

- 3. Confirmation of Agenda**

Motion by Joe, Seconded by Barry "To confirm the February 6, 2019 Agenda as distributed" Carried

- 4. Confirmation of Minutes**

Motion by Dave, Seconded by Sarah "To confirm the minutes of the January 9, 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 440 Followers (was 435 last month) and our DDB Facebook page has 1055 Likes (was 1053 last month).

FICE

Earl reported that Woodstock visited St Thomas on January 22, 2019. We are now waiting for OMAFRA to advise us of next steps.

Crime Prevention / CCTV Cameras

Earl reported that the COPS Program was announced in the media on January 28, 2019. The next meeting with Chief Herridge, Entegrus and the Chamber of Commerce is scheduled for February 20, 2019 to discuss crime prevention in our Downtown.

Earl also reported that a letter requesting funding for the CCTV Camera plan is being developed for submission to the Greenlane Foundation before their March 26th meeting.

Discussions about launching a city wide Neighbourhood Watch Program managed through the Police website is also on the agenda. We would try to develop one specifically for our Downtown.

Earl also reported that he along with Chief Herridge, Wendell Graves and Shawn Southern of Entegrus are participating in a conference call on February 12th with the CAO of the Greater Sudbury Police Association to discuss how they implemented a CCTV Camera system in Sudbury.

Report Attached

Digital Main Street - Digital Service Squad

Sarah reported that she and Grayden participated in a webinar on January 17th to help with the next steps. A repeat webinar is scheduled for Tuesday February 12th from 1:00pm - 2:30pm

Sarah's report is attached.

Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported that she attended the meeting On January 19th, 2019 and that the committee is working to establish a plan. The 4 pillars to this strategy are Prevention, Harm Reduction, Treatment and Justice. The next meeting is set for February 11th.

AGM

Earl reported that the STEPAC was well attended by 36 Downtown business and property owners.

Earl thanked Reza Alavie for his 20 Tips in 20 Minutes training presentation which provided tips to help Downtown businesses enhance their customer service, social media and advertising programs.

OBIAA Conference

Earl reported that the OBIAA Conference is being held in Ottawa on March 31st - April 3rd. Susan and Grayden advised that they will both be attending.

Motion by Joe, Seconded by Dave "To apply sufficient funding to send Susan Sarah and Grayden to the 2019 OBIAA Conference" Carried

Summer Students

Earl reported that the Canada Summer Jobs application has been submitted and an acknowledgement received from CSJ.

DDB Clock

Earl reported that new batteries have been received but due to poor weather conditions it will have to remain as-is until conditions are suitable to complete the repairs.

7. Finance Report

Earl reported that the 2019 budget was approved at the January 30th, 2019 AGM.

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

8. Reports

8.1 Parks Dept Update - Adrienne

The 27 planters are being emptied the week of February 3rd and the protective covers installed.

8.2 Council Update - Mayor Preston

Joe reported that progress continues on the construction of 230 Talbot Street. A discussion with Earl, Susan and Paul Corriveau was held on January 31st regarding the 2019 25th Anniversary Iron Horse Festival. Thanks to a January thaw, the snow banks on Talbot Street have melted saving the city \$20,000.

8.3 Municipal Heritage Committee Update - Russell

No report

8.4 Railway City Tourism Report - Megan

The Arts Crawl will take place on February 22 - 23rd.

8.5 Economic Development Report - Sean

The Minister of Tourism will be holding a Roundtable discussion on February 14th

8.6 SBEC - Tara

Tara reported on the following items:

- The 10th Anniversary Bridges to Better Business will be held on October 3rd at ECRM
- The Ready Set Grow event will be held on April 4th at the CASO Station with 14 entries to date.
- SBEC has partnered with Ryerson University for a Virtual Incubator to help entrepreneurs start a business.
- SBEC has partnered with Goodwill Impact micro loans to help small business.

8.7 Chamber of Commerce Report - Barry

Barry submitted the following report:

Chamber of Commerce update and upcoming events:

February 20th Business After 5 will be held at Boston Pizza

March 5th - Building Capacity Series - St Thomas Elgin Community Foundation - sponsored by CIBC Wood Gundy at CASO

March 20th Business After 5 will be held at St Thomas Golf Course

April 17th Business After 5 will be held at the Keepers building

May 9th - New "Impact" Awards (formerly Free Enterprise) event at St. Anne's featuring Peter Mansbridge

8.8 Beautification Report - Grayden

LED Snowflakes

Entegrus will be removing the snowflakes soon and they will be placed back in storage. A few of the snowflakes have failed this winter and will be returned to the supplier for repairs.

Summer Banners

Earl and Grayden are working on a new design banner in order to produce about 80 new summer banners.

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.

Downtown Business Signs

Earl reported that a new Street sign is being produced for Corner Glass

Directional Signs

Earl reported that 2 quotes have been received, one from McBains and one from Van Pelt's, for the 48" x 10" Directional signs.

City Hall Tree Lighting

Earl reported that the City Hall tree lights will be removed soon.

Cross Street Banner Schedule

The DDB Thanks For Shopping in Downtown St Thomas banner will remain in place until early April.

The next Beautification Meeting has been scheduled for Tuesday February 19, 2019 at 8:00am at Earl's office.

8.10 Downtown Dollars Promotions - Susan

- A thank you letter was received from the Talbot Teen Centre for our donation of \$250 DDB Dollars for their January 12th fundraising Curling Bonspiel.

- Susan and Annette are creating a new DDB Dollar tracking plan and will present YTD results at each monthly meeting.

9.11 Promotions Report - Susan

Home Show

Susan reported that the booth will allow one 10' x 10' space for the DDB booth and 2 10' x 10' spaces for Downtown businesses to display their products and services.

Sarah reported that we will use the Plinko game to help interact with visitors and that prizes and donations will be collected from merchants as giveaways.

Sarah reported that a new booth design, to replace the existing face panels, is being created.

Motion by Dave, Seconded by Grayden, to allocate up to \$1,500 for the production of a new set of Home Show booth panels and two 24" Pull-Up Display Banners, sourced from Van Pelts, to better reflect our Downtown activities" Carried.

DDB Coach

Earl reported that the original 5 year DDB Coach contract expires on April 30, 2019. The DDB Coach provides the DDB with high exposure advertising at events such as the Mothers Day Brunch Tour, Nostalgia Nights, Iron Horse Festival, Day Out With Thomas and the Culinary Tour.

Motion by Sarah, Seconded by Grayden, "To enter into a new minimum 5 year and with negotiations hopefully 6 year, contract with the ECRM beginning April 30, 2019 at a cost of \$10,000 for the continued sponsorship of the DDB Coach which will be used at all rail events to promote Downtown St Thomas" Carried

Coupon Book

Sarah reported that the Promotions Committee has decided to proceed with the production of a Coupon Book. 2 quotes for the production of approximately 10,000 Coupon Books is being sourced. Each page will display a coupon on one side with either an interesting fact or an event description on the back. Hopefully we can have the ads sold and the book produced for the Home Show. They will be given out at other events such as Beerlesque, Nostalgia Nights Car Show, DOWT, Iron Horse Festival as well as in Downtown business locations.

Earl presented a flyer which will be used to solicit advertisers and also used in an emailed newsletter blast.

Motion by Susan, Seconded by Dave, "To proceed with the development and production of 10,000 Downtown Coupon / Fact Books to be distributed at all 2019 events with the sale of Coupon ads that will cover production costs" Carried

Iron Horse Festival

Susan reported that she and Earl met with Paul Corriveau, Iron Horse Festival President and Mayor Preston on Thursday January 31st to discuss the 2019 Festival. Ideas which could be organized by the DDB include running free train rides and/or an event like a spaghetti dinner.

The actual footprint of the festival is under review.

Business Welcome Flowers

Flowers will be sent to the new owners of Corner Glass, Bad Fish Vapes, Harvest Eats and Southern Charm Barber.

The next Promotions Committee meeting has been scheduled for Tuesday February 19, 2019, at 8:30am at Earl's office (following the 8:00am Beautification meeting)

10. New Business

CIP Evaluation Committee Appointment

The DDB has the opportunity to place 2 board members on the CIP Committee to assist in the assessment, approval and allotment of CIP Funds to qualifying Downtown facade applicants. Susan and Earl have volunteered to join the CIP Committee as the DDB Representative.

11. Coming Events

- Arts Crawl - Saturday and Sunday February 22nd - 23rd
- 2019 OBIAA Conference, Westin Ottawa - March 31 to April 3, 2019
- Home Show - Friday March 29th to Sunday March 31st

Upcoming Committee Meetings

The Beautification and Promotions Committee meetings - Tuesday February 19, 2019 at 8:00am at Earl's office.

12. Budgetary and Personnel

No Report

13. Adjournment

Motion by Grayden, Seconded by Dave "To adjourn the meeting at 9:40am." Carried

Next Meeting: Wednesday March 6, 2019 at 8:00am Room 304, City Hall

Attachment 1 of 2

Sarah's notes from the January 17th Digital Main Street Webinar

Consumers:

Digital Main Street Grant Programs

- 56 cents of every dollar spent on in-store purchases are influenced by the use of digital platforms
- 85% of buyers are interested in doing prior research online before going in-store (Yellow Pages, 2016)
- 50% of consumers who searched online used their smartphone and visited a store within a day (searchengineland.com)

Retailers:

- Only 6% of the retail economy in Canada is online
- Only 41% of Canadian small businesses have a website

Expansion Plan:

The expansion plan is designed to provide small main street businesses across the province

with access to:

- Digital Assessments – a report card for the small business owner on their technology adoption
- Training – both online and in-person training will be offered throughout the duration of the grant period
- One-on-one Assistance – to provide guidance and direction to small business owners
- Grants – to support strategic technology adoption
- A Vendor Directory – local technology experts to assist in implementing a business' transformation plan

Available Grants:

- Digital Service Squad Grant (which the DDB was awarded)
- \$10,000
- To enable qualifying municipal groups to implement local squads of digital experts to directly assist small businesses
- Digital Transformation Grant
- \$2500
- 2000 available
- To assist small 'main street' businesses with adopting new digital technologies

- Provides access to a platform where small businesses will have the tools to develop a comprehensive plan for digital adoption
- Provides access to training to develop digital literacy skills
- Provides resources to help implement their digital transformation plan
- Available to any business that is on the main street as long as they pay commercial property tax (directly or indirectly), has 1-99 employees, is a registered or incorporated business, are Canadian and are over 18 years of age
- There are no standard types of projects implemented with the money – a lot of work on websites / social media advertising (Google ads are allowed but not often used) / SEO / necessary hardware
- Takes about 2-4 weeks to do the training and apply
- \$100,000 claimed, \$150,000 in process (\$5,000,000 available total)

- March 2020 – grant application ends
- First come first served

Starting the Digital Transformation Grant Process:

- Digitalmainstreet.ca
- Create a business profile
- Do the digital assessment
- Complete the online training modules and develop a Digital Transformation Plan and budget (about 8hrs of learning modules)
- Apply for the grant

Eligible Costs for the Digital Transformation Grant:

- Digital marketing
- Website
- Software
- Digital training
- Hardware

Ineligible Costs for the Digital Transformation Grant:

- Unnecessary or excessive equipment
- Personal salary
- Repayment of other loans
- Past debts
- Unnecessary expenses

Digital Service Squad Program:

- Uses Digital Main Street staff to provide initial training for the implementation of the squads, as well as ongoing support, training and guidance for squads across the province
- Has a monthly 'mastermind' conference call for all squads across the province (hosted by Digital Main Street staff)
- Provides a playbook which outlines tools needed to utilize the platform (newsletters, tips, campaigns, etc.)
- 60 training sessions (48 in person, the rest online) – we can organize what focus there will be. They will bring tailored sessions to cover:
 - Digital marketing
 - E-commerce
 - Social Media
 - Website Development (and more)
- They come to us for the in person training

Digital Service Squad:

- Hired as contractors by the municipalities
- Grant applicant can decide who the squad is
- Flexibility to the community to decide who the service squad is
- They are one-on-one support teams that assist main street businesses with basic digital adoption
 - They can assist in completing digital assessments, Google My Business setup, etc.

Eligible Costs for the Digital Service Squad Program:

- Up to \$1200 in equipment
- Up to \$300 for print marketing / mobile hotspot
- Up to \$8500 in salary/wages for digital squad members

Ineligible Costs for the Digital Service Squad Program:

- Unnecessary or excessive equipment
- Administrative salaries
- Repayment of other loans
- Software
- Unnecessary expenses

Benefits of a Digital Service Squad for the Community:

- Access to the DSS grant funds to help implement a DSS
- Ability to help local businesses complete their digital assessment
- Ability to help local businesses apply for a Digital Transformation Grant
- Increased connection / referrals to local vendors
- Access to data gathered from local businesses, providing insights into areas of opportunities with your community
- Possible sponsor revenue generated by highlighting your local preferred vendors
- Ability to communicate news, tips, and events to your community offline and via email

Vendor Directory:

- Application (takes approx. 20 minutes to apply)
- Approval queue
- They prefer to check it weekly to verify the businesses are good and tagged correctly (it

was unclear who is maintaining the directory and approving new additions – likely Digital Main Street or OBIAA)

- They consider vendors that have a good website, positive reviews and a brand that is professional

- Contact Darryl for more details – (DMS Senior Manager)

Darryl.julott@digitalmainstreet.ca

OBIAA Contacts:

Kay Matthews

Executive Director kay.matthews@obiaa.com

Rosemary Watters

Financial Officer / Grants Manager grants@obiaa.com

Facebook: @ontariobiaassociation Twitter: @OBIAA_

LinkedIn: /obiaa

Digital Main Street Contacts:

Marlise Nishikihama Digital Marketing Manager marlise@obiaa.com

Darryl Julott

DMS Senior Manager Darryl.julott@digitalmainstreet.ca

Facebook: @DigitalMainStreet Twitter: @digital_mainst Instagram: @digitalmainstreet

LinkedIn: /digitalmainstreet

ST. THOMAS CRIME PREVENTION TEAM MEETING MINUTES
Crime Prevention through Community Engagement

BOARD ROOM

St. Thomas Police Headquarters December 6, 2018

The meeting convened at 1:15pm.

Attendance

J Rymal, City Councillor
W. Graves, City Manager
C. Herridge, Police Chief
M. Roskamp, Deputy Police Chief
H. Zehr, Police Operations
S. Barnes, Police Administration
J. Kowalczyk, Support Services Staff Sergeant
T. Calvert, Media/Crime Prevention
D. Gillies, Community Services/Crime Prevention
B. Hammersley, Chamber of Commerce
E. Taylor, Downtown Development Board
S. Southern, Entegrus

Regrets

2019 COPS Initiative

Inspector Zehr provided an overview of the Citizens on Patrol Program police are planning for implementation in early 2019. A logo distinct to STPS has been created and Hank will be attending a volunteer training session in Brantford on January 15th. Members were shown the Brantford website (<http://bpscitizensonpatrol.ca/>) and program advantages. Discussion around community support for funding. Shawn mentioned the Kinsmen is interested in supporting this initiative. Councillor Rymal asked about a tax receipt to encourage donations and Wendell advised we could possibly make that work. Everyone supported this new initiative to enhance security in the downtown and other areas of St. Thomas. This is an excellent program to supplement police presence and provide community information (i.e. maps) as well.

Downtown Cameras

Earl/Shawn have been discussing this initiative with Canadian Security Concepts out of London. The initial costs are approximately \$15,000 depending how elaborate we would like to go. Talbot Street and Princess Avenue was suggested for the first camera location and eventually move west to St. George Street. Wendell mentioned we should have some forward thinking with the construction of the new Social Services building and if any technology (i.e. fibre) should be included to assist with camera installation. More research regarding storage capacity, resolution capabilities, FOI assessment, funding etc. required. The DDB is willing to provide some funding but other sources are needed to set up and sustain the program. We will also need to determine where the

server is stored and who has access. The camera initiative will be for the purposes of investigating crimes after the fact and not monitoring 24/7 365.

The Chief provided additional information from Sudbury PS and Cornwall PS where both communities have CCTVs in their downtown. The police will follow up with their counterparts and report back at the next meeting.

Discounted Security Products

Bob is continuing to work with a number of local vendors who are very interested in providing crime prevention resources. Earl supports ARLO surveillance cameras which is also used by STPS. Bob will be speaking with Adam at Home Hardware to see if they would be interested in carrying this brand of security camera – inexpensive, user friendly and an excellent residential/commercial product.

Neighbourhood Watch Program

Tanya has been researching an electronic version (i.e. Facebook) of the Neighbourhood Watch program and re-branding as the Neighbourhood Connect Program where areas like Lake Margaret/Shaw Valley and others will have a program, led by a Captain, to share information pertinent to their neighbourhood. Information can be exchanged between the Police Service, community and each neighbourhood program to enhance security/safety. A launch meeting should occur with each group to encourage participation and program parameters/expectations. The Chief mentioned that a similar program just started recently in the Chatham area. <http://sydenhamcurrent.ca/2018/10/17/neighbourhood-watch-re-established-wallaceburg/>. More research ongoing for spring implementation.

Bike Registry

Police will be creating an online Bicycle Registry in 2019 to assist with identification when bikes are recovered during criminal investigations or turned in as found property. Police have numerous bicycles in their storage compounds, some in new condition, and the owners are not coming forward. The bikes will eventually end up at auction.

PSNE

The Chief mentioned a meeting occurred recently with the LHIN to discuss ongoing issues at the PSNE. The LHIN will be following up with the City.

Next Meeting

The next meeting is scheduled for Wednesday February 20th, 2019 at 1:15pm.

Adjournment

The meeting adjourned at 2:20pm.

2019 Cross Street Banner Schedule

The 2019 cross street banner schedule is as follows:
2019 Cross Street Banner Schedule

January 2 - April 1	NEW 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 6 - 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