

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY FEBRUARY 7, 2018 at 8:00 am**  
**CITY HALL ROOM 204**

Attendance: Chair Earl Taylor, Vice Chair / Promotions Chair Beth Burns, Beautification Chair Ryk Snetselaar, Russ Schnurr, Sarah Noble, Sarah Van Pelt, Reza Alavie, Advisors Tara McCaulley, Barry Fitzgerald - left 9:45am, Adrienne Jefferson  
Regrets: Treasurer Dave Thomson, Councillor Rymal, Gord Hall, Ian Gillespie, Susan Boldt, Sean Dyke  
Guest: Kim Gillespie

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

**2. Declaration of Conflict: None**

**3. Confirmation of Agenda**

Motion by Ryk, Seconded by Sarah "To confirm the February 7, 2018 Agenda as distributed" Carried

**4. Confirmation of Minutes**

Motion by Ryk, Seconded by Sarah "To confirm the minutes of the January 3, 2018 meeting as distributed" Carried

Note: Meeting Minutes can be found on our website at [www.downtownstthomas.ca](http://www.downtownstthomas.ca)

**5. Deputations**

Barry Fitzgerald gave an overview of the Chamber of Commerce benefits that would benefit our DDB Members.

**6. Chair Report**

Social Media

Earl reported that our Twitter account is @stthomasddb and we now have 369 followers (was 359 last month) and our DDB Facebook page has 805 Likes (was 794 last month).

AGM

Earl reported that 39 of the 46 members who sent an RSVP attended the January 31, 2018 Annual General Meeting. A Survey Monkey survey was sent to all attendees and the results will be reported next month.

An updated on past and upcoming projects was approved and the 2018 budget was approved and the Strategic Plan was presented

OBIAA

Earl reported that a submission of the October 27, 2017 Downtown Pumpkin Prowl event was made to the OBIAA Promotions Awards - Small category. The conference is being held in Collingwood on April 14-18th, 2018.

## Canada Summer Jobs

Earl reported that an application for 3 summer students was submitted and a confirmation of receipt has been received.

## DDB Office

Earl reported that our DDB office in the lobby of City Hall will be moved to a new location in the lower level of City Hall soon.

## Policy and Procedures Manual

Earl reported that the Executive Committee will begin work on completing the Policies and Procedures Manual.

## **7. Finance Report**

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

The accounts are being prepared and will be submitted to the auditor soon.

Motion by Sarah, Seconded by Kim "To pay the outstanding bills". Carried

## **8. Committee Reports**

### 8.1 Parks Dept Update - Adrienne

Adrienne reported that the plant materials will be removed from the planters and the new covers installed soon.

### 8.2 Council Update - Councillor Tinlin

Joan was absent but submitted a written report as follows:

"The plans for 230 Talbot are getting close to completion. The building will house the Social Services Dept and 2 floors of affordable housing above.

The city has also put in an application for funding for a childcare centre that would a separate building, built on the Queen street side."

Councillor Tinlin reported that a new \$20,000 lighting system will be installed at Jumbo, the sign bylaw will be implemented in spring 2018 and the needle bin will remain at the west side of City Hall.

### 8.3 Municipal Heritage Committee Update - Russell

Russ reported that the HCD is still being worked on.

### 8.4 Railway City Tourism Report - Sarah

Sarah reported that the February 23-24th Arts Crawl planning is well underway with 60 artists at 16 venues.

### 8.5 Economic Development Report - Sean

No Report

#### 8.6 SBEC - Tara

Tara reported that the 8th Annual Women in Business event is scheduled for March 8th at the CASO Station and the Starter Company funding is now available.

#### 8.7 Chamber of Commerce Report - Barry

See Deputation Report

#### 8.8 Beautification Report - Ryk

Ryk reported that Muma Manufacturing is shortening the S-Hooks which will be used to properly hang the new LED Snowflakes in the existing storage racks.

Ryk also reported that he and Earl met with Muma Manufacturing on January 30th to discuss the production of a new banner bracket that will fit the existing lamp post brackets.

#### Downtown Business Signs:

Earl reported that a new sign for Scrappy Chick and Reps Fitness were installed this month.

#### LED Christmas Lights

Earl gave an overview of a quote received for the procurement of 25 new LED Snowflakes.

Motion by Ryk, Seconded by Russ, "To purchase 25 LED Snowflakes from Classic Designs at a quoted cost of \$22,981.38 with funds from reserves" Carried

#### Cross Street Banner Schedule:

Earl also reported that the "Kraft Hockeyville" banner was installed January 26th.

#### Snowflakes:

St Thomas Energy will be removing the lighted Snowflakes in mid January.

Motion by Ryk, Seconded by Reza "To accept the Beautification Committee written report as presented" Carried (See attached)

The next committee meeting is scheduled for Wednesday February 14, 2018 at 8:00am at Earl's office.

#### 8.9 CIP Selection Committee - Beth

Beth reported that a new second floor two residential project is underway at 379 Talbot Street.

#### 8.10 Downtown Dollars Promotions - Beth

Beth reported that \$4,365 DDB Dollars (\$3,550 of this is Christmas Care Dollars) have been redeemed in January.

## 8.11 Promotions Report - Beth

Big Dig Project - Beth reported that plans are underway to work with the City. To ensure this project goes smoothly.

### Nostalgia Nights Car Show

Beth reported that the date of Saturday July 7th has been set for the 2018 event

### 10% Discount Card

A discussion regarding the plans to implement a program that would allow Downtown employees to receive a 10% discount when shopping at participating Downtown merchants.

Motion by Sarah, Seconded by Reza "To proceed with the implementation of the 10% Discount Card for a trial period ending December 31, 2018" Carried

### Home Show:

The Home Show is March 23rd - 25th and we have 3 booths this year. A volunteer work schedule and a business showcase schedule will be circulated via email next week.

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

The next committee meeting is scheduled for Wednesday February 14, 2017 at 8:30am at Earl's office.

## 9. New and Ongoing Business

Earl reported that the ECRM's request for a sponsorship opportunity for all 2018 events is on hold pending an environmental review of their grounds.

## 10. Coming Events

- Chamber of Commerce Business After 5 - Wednesday February 21, 2018
- Arts Crawl - February 23 - 24, 2018
- Women in Business - Thursday March 8, 2018 at CASO
- Home Show - March 23, 24 and 25th, 2018

### Upcoming Committee Meetings

Beautification, Promotions and Budget Committee meeting - Wednesday February 14, 2018 at 8:00am at Earl's office.

## 11. Budgetary and Personnel

## 12. Adjournment

Motion by Beth Seconded by Sarah "To adjourn the meeting at 9:55am." Carried

**Next Meeting: Wednesday March 7, 2018 at 8:00am Room 204, City Hall**

**BEAUTIFICATION MEETING MINUTES**  
**Coldwell Banker Office**  
**Wednesday January 17, 2018**  
**8:00 a.m.**

ATTENDANCE: Dave Thomson, Reza Alavie, Earl Taylor, Beth Burns, Ryk Snetselaar

1. London Decor Lighting has removed the Christmas lights from the tree at City Hall.
2. St. Thomas Energy will be taking down lighted snowflake decorations.  
Muma Manufacturing is making adjustments to the hanging hooks for snowflake storage.
3. Kraft Hockeyville Banner to be put up by St. Thomas Energy.
4. D.D.B. looking to purchase 25 more snowflakes for next Christmas season.
5. Ideas for new War Memorial Park Streetlight Banner Project.

Meeting Adjourned at 8:30

Next meeting TBA

The 2018 cross street banner schedule is as follows:

January 2 - January 26	NEW DDB Winter Banner
January 26- March 5	New Hockeyville banner
March 5 - April 4	DDB Winter Banner
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 3	Railway City Road Races
September 3 - September 24	Fanshawe College 50th Anniversary (Cancelled - Violence Against Women - Walk a Mile)
September 24 - October 8	Horton Market
October 8 - October 31 (23)	VON
October 23 - November 20	Optimist Santa Claus Parade
November 20 - January 2, 2018	DDB Merry Christmas / Love Where You Shop