

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY JANUARY 18, 2017 at 8:00 am
CITY HALL ROOM 204**

Attendance: Chair Earl Taylor, Vice Chair Beth Burns, Beautification Chair Ryk Snetselaar, Treasurer Dave Thomson, Tom Johnston, Advisors Sean Dyke, Megan Pickersgill

Regrets: Tara McCaulley, Adrienne Jefferson, Councillor Rymal

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 Tom, Seconded by Beth "To confirm the January 18, 2017 Agenda as distributed" Carried

4. Confirmation of Minutes

Motion by Dave, Seconded by Ryk "To confirm the minutes of the January 4, 2017 minutes as distributed" Carried

5. Deputations

None

6. Chair Report

6.1 Social Media

Earl mentioned that our Twitter account is @stthomasddb and we now have 264 followers (was 254 last month) and our DDB Facebook page has 588 Likes (was 578 last month).

6.2 AGM

Earl presented a 2016 DDB Activity report to council on Monday December 12th.

Earl reported that he is working on finalizing the 2016 AGM Report.

Frank Lattanzio called to ask if the Municipal Heritage Committee could present the Downtown Heritage District project at the AGM. The committee decided that we would allow them time to present.

The STEPAC and Cathy's Catering have been booked. We have 27 confirmed registrations.

6.3 Strategic Plan

Earl reported that he submitted our application for the OBIAA / OMAFRA Strategic Planning Program webinar beginning January 16, 2017 and running February 6th, February 27th and March 20th. Beth, Earl, Dave, Tom and Tara will meet at the SBEC on January 16th before the 7pm start time.

7. Finance Report

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

Motion by Dave, Seconded by Ryk "To pay the outstanding bills". Carried

Earl reported that a 2017 budget planning meeting was held on Friday December 2nd and Wednesday January 11, 2017 at 8am at Earl's office.

7.1 2017 Budget

Earl presented the proposed 2017 budget as compared to actual spending through 2016 based on the 2016 Budget plan.

Motion by Tom, Seconded by Ryk "To accept the proposed 2017 Budget as presented" Carried

Earl noted that we will now present this budget to the members at the January 25, 2017 AGM.

Outstanding Accounts

Earl noted that 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
No Report

8.2 Council Update - Councillor Rymal
No report

Earl noted that the City has once again removed all of the garbage cans in the downtown core.

8.3 Railway City Tourism Report - Megan

- Arts Crawl is planned for Friday Feb 24th 6-9pm and Saturday Feb 25th 11am-5pm with an after party at the STEPAC. \$500 DDB Dollars have been donated for prizes.
- The new Tourism sign is in production

8.4 SBEC - Tara
No Report

- International Women's Day event is being planned for March 2017.

8.5 Economic Development Report - Sean

- Earl reported that we have submitted our \$10,000 to Tourism for our commitment to the L&PS Railway City Tourism sign. Sean reported that it is in production and scheduled for installation soon.
- Sean reported that the FICE report is delayed due to health reasons.

8.6 Beautification Report - Ryk

Ryk reported that the new Merry Christmas banner was installed on November 21st and the new winter Love Where You Shop banner should have been installed the week of January 2nd but due to holidays it will be replaced this week.

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

- Downtown Business Signs:

Ryk reported that signs have been installed at Century 21, Your Fish and Chips, Coldwell Banker, Chef Bondi, Scotts, Ansells, Studio 36, Medlyn's Stained Glass, Lockes Insurance, Back Door Laundry/Now and Zen and HWC Insurance on the first application.

Juniors eBikes, Sherry's Gifts, Spice Spa/Bailey Maxwell RMT, Chick Boss Cake, Conrad Dental, Titewads, Maxwells Foto, Railway City Vapes, Legacy Tattoo and Bliss Hair under the second application with the \$100 fee which was submitted December 5th and both permits were finally received on January 11th.

Oh My Fur and Whisker, Henri's Barbershop, Midtown Tavern, Reflections and Fish and Sticks have not been confirmed yet.

- Tree Lighting

Ryk reported that the City Hall tree lights will be removed mid February.

- Snowflakes

Ryk reported that St Thomas Energy will remove the snowflakes late January.

- Banners

Ryk raised the topic of producing a set of Canada Flag banners that would remain in place from spring to winter for the Canada 150 program.

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

The next committee meeting is scheduled for Wednesday February 15, 2017 at 8:00am at Earl's office.

8.7 Promotions Report - Beth

- Santa in Downtown

Beth reported that Santa and his 2 Elves were in Downtown St Thomas on Saturday December 10th from 11am - 2pm handing out candy bags and Christmas wishes to all

- On-going Radio Advertising Schedule

Dave reported that 6 sets of winners have been chosen so far and have picked up their prizes at the station. Dave also reported that 580 Facebook entries were received over the 6 week period.

Earl reported that all but 2 of the 6 weeks winners of the Country 107 and Easy 101 radio contest have picked up their DDB Dollars.

The next committee meeting is scheduled for Wed Feb15, 2017 at 8:30 at Earl's office

8.8 CIP Selection Committee - Beth

Beth reported that the next meeting is January 20th. One new project is coming up.

8.9 Downtown Dollars Promotions - Beth

Beth reported that \$4,700 DDB Dollars have been redeemed this past month of which \$3,400 is Christmas Care Dollars.

A donation of \$200 was provided to the January 7th Talbot Teen Centre Curling Bonspiel and \$200 was provided to Katherine Medlyn for the Unlocking Youth Potential event at the STEPAC on February 3, 2017.

8.10 Home Show

We will be sharing a booth with Railway City Tourism at the Match 31, April 1-2, 2017 Home Show. Beth will create a short 3 question survey.

Earl reported that he has send a \$200 cheque for the production of our new Game Board. Tom will forward a duty schedule to all.

9. **New and Ongoing Business**

Genotaph Memorial- funding for this project will be considered in the 2017 budget.

10. **Coming Events**

- Annual General Meeting - Wednesday January 25, 2017 at 7:30am at STEPAC
- Home Show - March 31st, April 1-2, 2017

11. **Budgetary and Personnel**

12. **Adjournment**

Motion by Ryk, Seconded by Dave "To adjourn the meeting at 9:11 am." Carried

Upcoming Committee Meetings

Beautification, Promotions and Budget Committee meeting - Wednesday February 15, 2017 at 8:00am at Earl's office.

Next Meeting: Wednesday February 1, 2017 at 8:00am Room 204, City Hall

BEAUTIFICATION MEETING MINUTES
Wednesday January 11, 2017
COLDWELL BANKER OFFICE

ATTENDANCE: Earl Taylor, Beth Burns, Tom Johnston and Ryk Snetselaar

1. We want to purchase Canada Flag Banners to coincide with Canada's 150th Anniversary.
2. Everyone was happy with the amount of lights on the Christmas tree. We would like to have the tree lit again this coming year. This time with coloured lights.
3. The new snowflakes have received many compliments. We are looking at purchasing more.
4. New planter boxes are needed for the upcoming year. An option instead of planter boxes would be large urns. This idea was brought up by Adrienne Jefferson from the Parks Department.
5. The small planter box program will not continue.

NEXT MEETING: Wednesday February 15th – 8 a.m.
Coldwell Banker Office