

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY JANUARY 3, 2018 at 8:00 am**  
**CITY HALL ROOM 204**

Attendance: Chair Earl Taylor, Vice Chair / Promotions Chair Beth Burns, Ian Gillespie, Sarah Van Pelt, Reza Alavie, Susan Boldt, Advisors Adrienne Jefferson, Barry Fitzgerald and Tara McCaulley, Councillor Rymal

Regrets: Beautification Chair Ryk Snetselaar, Treasurer Dave Thomson, Russ Schnurr, Gord Hall, Megan Pickersgill, Sean Dyke

1. **Call to Order:** The meeting was called to order at 8:04am

2. **Declaration of Conflict: None**

3. **Confirmation of Agenda**

Motion by Barry, Seconded by Sarah "To confirm the January 3, 2018 Agenda as distributed" Carried

4. **Confirmation of Minutes**

Motion by Joan, Seconded by Ian "To confirm the minutes of the December 6, 2017 meeting as distributed" Carried

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

5. **Deputations**

None

6. **Chair Report**

Social Media

Earl reported that our Twitter account is @stthomasddb and we now have 359 followers (was 357 last month) and our DDB Facebook page has 794 Likes (was 779 last month). The increase this month was due to Downtown Santa and the myFM Downtown Dollar Giveaways.

Annual General Meeting

Earl reported that the St Thomas Elgin Public Art centre and Cathy's Catering have been booked for our January 31, 2018 Annual General Meeting. Doors open at 7:30 with a free hot breakfast to be served at 7:45am.

An Eventbrite email will be sent to our email list, a formal letter will be mailed to all property owners and a poster will be distributed to all businesses.

Our Strategic Plan and 2018 Budget will be presented for approval.

## Strategic Plan

Earl asked for updates to the Strategic Plan that was presented to the board at the December 6, 2017 meeting.

Motion by Earl, Seconded by Joan "To accept the Strategic Plan as presented" Carried

This Strategic Plan will be presented to all members at the January 31, 2018 AGM.

## Canada Summer Jobs

Earl reported that an application will be made again this year and that applications are due by February 2nd.

## Elgin News Article

Earl informed the board that a cover page article was published in the December issue of the Weekly News describing the function and tasks of our DDB.

## St Thomas Times Journal News Article

Earl reported that what was thought to be a bad news story about 5 Downtown businesses closing was turned into a good news story. A December 29th St Thomas Times Journal article reported that Winston's Fashions, Maxwell Photo, Midtown Tavern and Capri Pizza were closing but in an interview Earl informed them that these were business owner retirements only.

## 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 Draft 2018 budget was presented and discussed showing 2017 Actual versus Budget and a proposed 2018 Budget. No levy increase is proposed.

Motion by Joan, Seconded by Beth "To accept the 2018 Draft Budget as submitted" Carried

Invoices submitted to The City of St Thomas for \$1,250 and Railway City Tourism/EDC \$625 for their part in sponsoring the train rides and to EDC for the Nostalgia Nights Train Rides have been paid

An invoice was submitted to Yurek Pharmacy Home Healthcare for their sponsorship of the Tree Lighting Celebration and has been paid.

An invoice submitted to Christmas Care for their purchase of \$8,750 Downtown Dollars for their 2017 program and for \$10,000 for 2016 Downtown Dollars have been paid.

## Outstanding Accounts

Earl reported that the NARHF balance of \$1,250 was received on December 7 and is now paid in full.

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

## 8. Committee Reports

### 8.1 Parks Dept Update - Adrienne

Adrienne reported that the planter urn covers were delivered in late December. The flower colours for 2018 baskets and planters will be Purple and Grey.

### 8.2 Council Update - Councillor Rymal

Joan reported that the 2018 budget has been passed, the Talbot Street phase 2 reconstruction is being tendered soon and the Round-about project has been installed.

### 8.3 Municipal Heritage Committee Update - Russell

No report.

### 8.4 Railway City Tourism Report - Megan

No Report

### 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.

Tara is starting a "Downtown Fridays" Facebook Live post beginning January 19th. The popular L&PS Station live music events will happen again this summer.

### 8.7 Beautification Report - Ryk

Earl gave a report, on Ryk's behalf, of recent activities - see Ryk's report as attached.

### Downtown Business Signs:

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

Earl also reported that the "DDB Thanks For Shopping Downtown" banner will be installed soon and that we are investigating the possibility of installing war memorial type banners along Moore Street this summer.

### Cross Street Banner Schedule:

The 2017 cross street banner schedule is as follows:

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 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
January 2 - January 31	NEW DDB Winter Banner
February 1 - March 7	New Hockeyville banner

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

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

The next committee meeting is scheduled for Wednesday January 17, 2018 at 8:00am at Earl's office.

#### 8.8 CIP Selection Committee - Beth

Beth reported that 2 projects are underway - a facade improvement at 555 Talbot Street and a 3 unit residential construction at 16 Pearl Street.

#### 8.9 Downtown Dollars Promotions - Beth

Beth reported that \$1,365 DDB Dollars have been redeemed in December.

Earl reported that we experienced an incident were someone tried to submit a forged Downtown Dollar to a Downtown business in mid December. Fortunately, the business owner identified the Downtown Dollars as suspicious, did not accept them, then alerted us to the problem. We called the Police and filed a report which became a popular news report item. To mitigate future forgeries and to further identify our Downtown Dollars as being legitimate, we have ordered an embossing machine. Currently our Downtown Dollars are printed on special paper, individually serialized and all Downtown Dollars in our possession as well as future purchases, will be embossed when the machine is received.

Reza asked if a plan could be established to allow Downtown Dollars to be used for transit Fares. Beth will investigate.

82 businesses are now shown on the [www.DowntownStThomasDirectory.ca](http://www.DowntownStThomasDirectory.ca) website as accepting Downtown Dollars.

#### 8.10 Promotions Report - Beth

##### Big Dig Project

Beth reported that she is working with the City to coordinate a smooth flow of information between downtown businesses and the City through this summers Talbot Street reconstruction project.

### Downtown Dollar Giveaway

Earl reported that myFM has completed their 3 weeks of on-air Downtown Dollar giveaways and that Dave and his team visited many Downtown businesses on Saturday December 9th and gave away \$750 to surprised in-store shoppers to pay for their purchases.

Earl reported that the 5 week Easy 101 and Country 107 Downtown Dollar give-away program is completed and that all but one prize has been picked up from his office.

### Downtown Santa

- Beth reported that our December 9th Downtown Santa event was well received. Thanks to Bev Nixon from Bulk Barn for being Santa and to Lucas Glanville and Logan Wilson for being our elves.
- Although not possible for this year, the possibility of having Santa available at the PSTR train car at the L&PS in December 2018 will be investigated.

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

The next committee meeting is scheduled for Wednesday January 17, 2017 at 8:30am at Earl's office

### 9. New and Ongoing Business

Earl reported that a letter was submitted to the ECRM regarding their request for a \$15,000 sponsorship opportunity for all 2018 events stating that we were interested but that our approval was conditional upon a) DOWT happening at the ECRM in 2018 and b) that our DDB Coach graphics be extended by a further 3 years (to 2021). It appears that this may be acceptable to the ECRM but no formal approval has been received yet.

### 10. Coming Events

- Chamber of Commerce Business After 5 - Wednesday January 17, 2018 at CASO
- Annual General Meeting - Wednesday January 31, 2018 7:30 - 10:30am at STEPAC
- 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 January 17, 2018 at 8:00am at Earl's office.

### 11. Budgetary and Personnel

### 12. Adjournment

Motion by Sarah, Seconded by Susan "To adjourn the meeting at 9:57am." Carried

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

**BEAUTIFICATION MEETING MINUTES**  
**Coldwell Banker Office**  
**Wednesday December 13, 2017**  
**8:00 a.m.**

Attendance: Beth Burns, Susan Boldt, Earl Taylor, Ryk Snetselaar

1. Repairs to Snowflakes due to burnt fuses.
2. Considering new Streetlight Banners for Spring and/or Fall season.
3. Covers for Planter Urns have been received by Adrienne Jefferson from Parks Dept. and will be installed when winter decorations have been removed.
4. Cross-Street Banner will be changed after Christmas to Winter "Shop Downtown St. Thomas" Banners.
5. Budget for Beautification Committee was discussed for 2018.

Meeting Adjourned at 8:30am

Next Meeting: Wednesday January 17, 2018 at Earl's office