

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY JULY 3, 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	Y
Promotions Chair - Susan Boldt	Y	Megan Pickersgill	Y
Secretary - Jazz Staddon	Y	Barry Fitzgerald	Y
Reza Alavie	N		
Russ Schnurr	Y		
Mayor Joe Preston	Y		

- 1. Call to Order:** The meeting was called to order at 8:01 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:**

Grayden declared a conflict in regards to Digital Main Street

Barry declared a conflict in regards to Railworks

Sarah declared a conflict in regards to Website design and Members Booklet

- 3. Confirmation of Agenda**

Motion by Susan, Seconded by Sarah, "To confirm the July 3, 2019 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Jazz, Seconded by Susan, "To confirm the minutes of the June 5, 2019 meeting as distributed" Carried

Note: Meeting Minutes can be found at [www.downtownstthomas.ca/monthly-minutes](http://www.downtownstthomas.ca/monthly-minutes)

- 5. Deputations**

None

## **6. Chair Report**

### Social Media

Earl reported that our Twitter account @stthomasddb now has 453 Followers (was 452 last month), our DDB Facebook page www.FB/downtownstthomas has 1326 Likes (was 1248 last month) and our Instagram/stthomasDDB page has 505 Followers (Was 483 last month).

### Crime Prevention / CCTV Cameras

Earl reported that a formal letter was submitted to the Green Lane Foundation, for review at their June 25th meeting, seeking funds to assist in the development of this program.

### Digital Main Street - Digital Service Squad

Grayden is developing the DSS plan and continues setting up merchant visits. Reith and Associates as well have received their \$2,500 grant and Limitless Tattoo, VanPelts Business Solutions, Medlyns Stained Glass and CTP Computers have applied.

### FICE

Annette has compiled the data provided by our St Thomas DDB members and Earl has installed the photos that were captured during their visit to Woodstock in December. We are working on plans to present our presentation in August.

### Downtown Patios

Earl provided an update on the patio program. The funding is now available and we will be visiting 5 Downtown businesses to seek their buy in. Grayden will be designing and building the patios.

### Entegrus

Earl reported that he is delivering lunch to the team at Entegrus as a Thank You for their volunteer help with the LED Snowflakes and the cross street banners.

## **7. Finance Report**

Sarah provided an update on the accounts that were paid in June.

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

Adrienne reported that the flower baskets were installed during the week of June 10th. 3 planters were located from the Open Kitchen area to the Food Basics area.

Earl reported that the development of the Talbot and White Street gardens were completed (due to complications, the Royal Bank walkway garden was not used). Many thanks to City Parks for the donation of flowers, Marilyn Hull, James Clarke and our summer students Logan and Jaxon for their hard work.

Earl asked Adrienne about the sidewalk weeding program since weeds seem to be more noticeable this year. Adrienne reported that one spray has been done and another will be completed on July 3rd.

Adrienne reported that the Cannon Parkette camper, who had setup camp for the past month was moved, returned for a few days and has finally vacated the park.

#### 8.2 Council Update - Mayor Preston

Joe reported that the City is investigating having the Inn Out of The Cold Open year round to assist with homelessness.

#### 8.3 Municipal Heritage Committee Update - Russell

Russ reported he is working with Fanshawe summer students to create an “of interest” list of heritage properties. Draft heritage bylaws are being developed for the NY Central Ball Park, the Mickleborough Building and maybe the Arthur Voaden High School facade.

A GPS location map of the significant Pinafore trees as well as the park benches along the walking trail is being developed.

#### 8.4 Railway City Tourism Report - Megan

Megan reported

- The Boxcar mural project has been released and open for applications until June 30th, more info can be found on the tourism website.
- The Kelsey Montague WINGS project has been booked and will begin December 30th at STEPAC
- A photo day, to collect significant photos of our city and Downtown for use in advertising materials, was conducted on Friday June 28th

Motion by Susan, Seconded by Jazz “To enter into a partnership agreement with St Thomas Tourism and to commit \$5,000.00 to the mural project, using funds from reserves”

#### 8.5 Economic Development Report - Sean

Sean was unable to attend.

#### 8.6 SBEC - Tara

Tara reported on the following items:

- The Small Business Alley on Mondamin Street has many Vendors and a new Creators Alley in Hepburn Parkette has 22 vendors.
- The next West End Wednesday’s are scheduled for July 17th and August 21st from 11:30am - 1:30pm at STEPAC.
- Continuing to work with Fanshawe College with the pop-up shop GROW.

#### 8.7 Chamber of Commerce Report - Barry

Barry reported on the following Chamber of Commerce upcoming events

- July 10 - Business After 5 at Legends.

- Building Capacity series - Grant Writing: August 13th 8:30 - 12 at CASO
- An invitation will be sent to all DDB members regarding a special promotion for the October 23rd Small Business Expo at the St Anne's Centre

#### 8.8 Downtown Dollars - Susan

\$215.00 DDB Dollars and \$55.00 Christmas Care DDB Dollars were redeemed in June.

#### Horton Market Membership

Earl reported that at the June 19th committee meeting the Promotions Committee has recommended that \$100.00 in Downtown Dollars be given to the Horton Market for use in a special promotion.

#### 8.9 Promotions Report - Susan

##### Coupon Book

Sarah reported that Myrtle says they are getting great response from their coupon.

##### Business Welcome Package

Sarah displayed a sample booklet that explains our Downtown events and activities.

##### Nostalgia Nights Car Show

Earl reported that a walk-about meeting was held on Friday June 21st with Rob, Bob, Susan, Annette and Earl.

- Megan has the tickets printed

##### Friday

9am - Rob is picking up garbage cans, Earl and Dave are picking up water

##### Saturday

9am - Setting up tents in Hepburn and at City Hall at 9am

##### Business Video Production

Grayden reported that, to date, he has shot 3 short promotional videos at Hush Hair Boutique, Crocker's, Myrtle and Southern Charm Barbershop.

Given, Souther Charm Barber and Limitless have been recently filmed and Jennings will be filmed shortly.

##### Radio Advertising

Dave reported that the 2 Nostalgia Nights Car Show radio ads continue to run.

##### Day Out With Thomas

The DDB will once again participate in this event on the weekend of July 12th-14th in partnership with Railway City Tourism. Volunteers are needed.

##### Slide Show at Joe Thornton Community Centre

Grayden reported that the TV monitor program will be updated soon.

##### DDB Website Re-Design

Sarah provided a detailed overview for a new DDB website design. A full presentation will be presented at the July DDB meeting.

Motion by Grayden, Seconded by Susan "To allocate \$5,000 to the development of a new website as designed and produced by Van Pelt Business Solutions" Carried

#### Horton Market

It was decided that we would supply The Horton Market with \$100 DDB Dollars to be used as a special promotion to determine how and where the Dollars are spent. Meet at the market at 8am on July 6th to setup a display table and to present the Dollars.

The next Beautification / Promotion Meeting has been scheduled for Tuesday July 16th at 12:00 Noon at Van Pelt's - Sarah will be ordering lunch.

#### 8.10 Beautification Report - Grayden

##### Downtown Business Signs

Earl reported that new street signs were installed Lyndon Security, the Fitness Definition sign will be removed since they have moved and the Jazz Brow Boss sign will be relocated since this business relocated to a new Downtown location.

##### Directional Signs

Earl reported that he is working with the City Engineering Dept to get approval of the sign locations.

##### Cross Street Banner Schedule

The Lions Club Car Show Banner was removed on June 16th and the Nostalgia Nights Banner was installed. The Thanks For Shopping in Downtown St Thomas will be installed on the week of July 8th.

##### Summer Students

Earl reported that our Summer Students began work on June 26th. After finishing the Talbot & White Street gardens that have begun picking up garbage and sweeping the streets.

##### Horton Market Banners

Earl reported that 6 new banners were installed around the Market on June 16th.

Earl reported that Dan Vernack from PSTR continues to help with the clock repairs.

The next Beautification / Promotion Meeting has been scheduled for Tuesday July 16th at 12:00 Noon at Van Pelt's - Sarah will be ordering lunch.

#### 8.11 CIP - Susan and Russell

Susan reported that there is no new news to report.

#### 8.12 Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported that there is no new news to report.

## 9. Coming Events

- Nostalgia Night Car Show and Train Rides - Saturday July 6th
- Day Out With Thomas - Friday July 12 to Sunday July 14th at Memorial Arena
- Iron Horse Festival - Thursday August 15 to Sunday August 18th
- 10th Anniversary Bridges to Better Business - Thursday October 3rd at ECRM
- Doors Open - Saturday October 5th with a theme of Spooky St Thomas.

## 10. Budgetary and Personnel

No Report

## 11. Adjournment

Motion by Russ, Seconded by Grayden "To adjourn the meeting at 9:50am." Carried

## Upcoming Committee Meetings

- Beautification / Promotions Committee meeting - 12:00pm at Van Pelt's Business Solutions - Sarah will be ordering lunch

**Next Meeting: Wednesday August 7, 2019 at 8:00am Room 304, City Hall**

## 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	Cancelled - 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