

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY JUNE 7, 2017 at 8:00 am
CITY HALL ROOM 204**

Attendance: Chair Earl Taylor, Vice Chair / Promotions Chair Beth Burns, Beautification Chair Ryk Snetselaar, Treasurer Dave Thomson (arrived 8:12), Sarah Van Pelt (arrived 8:49), Ian Gillespie, Councillor Rymal, Advisors Sean Dyke, Megan Pickersgill and Tara McCaulley

Regrets: Adrienne Jefferson, Russell Schnurr, Tom Johnston, Gord Hall

1. Call to Order: The meeting was called to order at 8:03 am

2. Declaration of Conflict: None

3. Confirmation of Agenda

Motion by Ryk, Seconded by Beth "To confirm the June 7, 2017 Agenda as distributed"
Carried

4. Confirmation of Minutes

Motion by Joan, Seconded by Ryk "To confirm the minutes of the May 3, 2017 meeting as distributed" Carried

5. Deputations

David Aristone - Mr Aristone provided an overview of the proposed vacant property tax rebate. Earl informed Mr Aristone of the OBIAA's position on this topic.

Maria Konefal - Ms Konefal explained how the Customer Service system works. Submit all request to customerservice@stthomas.ca

6. Chair Report

Social Media

Earl mentioned that our Twitter account is @stthomasddb and we now have 302 followers (was 292 last month) and our DDB Facebook page has 652Likes (was 636 last month). The increased numbers can be attributed to the Shop Hop posts.

Strategic Plan

Earl reported that the plan is being worked on.

Canada Summer Jobs

Earl reported that we have received confirmation of our CSJ funding for 2 students in the amount of \$3,420 which is 50% of what we received last year.

Moore Street Garden

Earl reported that he, Ryk and Beth attended a presentation breakfast at Destination Church on May 30th at 8am.

7. Finance Report

Earl gave an overview of expenses - a summary will be provided.

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

Outstanding Accounts

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

29 new planters have been placed and filled with sand/soil) and will be planted soon

8.2 Council Update - Councillor Rymal

Joan provided an overview of activities related to the Talbot/Sunset/Wellington Roundabout, the Memorial project, the Police Station and the Sutherland Press building

8.3 Railway City Tourism Report - Megan

Megan reported on the Big Top events which will be installed July 15th to October 15th. See www.railwaycitybigtop.ca for more information.

Volunteers for the DOWT are needed - members are asked to contact Earl.

8.4 Economic Development Report - Sean

The new Tourism sign is in production will be installed soon

8.5 SBEC - Tara

Tara reported on the status of the Summer Company program. 21 businesses will participate in the Small Business Alley at the Car Show.

Plans are underway for the October 5th Bridges to Better Business event. Visit sbecinnovations.ca for more information.

8.6 Beautification Report - Ryk

Ryk reported that the Lions Club Car Show banner was installed on May 30th and the Nostalgia Nights banner will be installed on June 20th.

Earl reported that 2 planters each have been distributed to Yureks, Oh My Fur and Whiskers, State Farm, Coldwell Banker and The Wine Station.

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

Downtown Business Signs:

Earl reported that signs have been installed at Fitness Dynamics and Edward Jones. Designs are underway for Destination Church

Cross Street Banner Schedule:

The proposed 2017 cross street banner schedule is as follows:

May 29 - June 19	Lions Car Show
June 19 - July 10	Nostalgia Nights Car Show
July 10 - August 14	Thanks for Shopping Downtown St Thomas
August 14 - September 5	Railway City Road Races
September 5 - September 25 New	Violence Against Women - Walk a Mile in Her Shoes Horton Market
September 25 - October 23	VON
October 23 - November 20	Optimist Santa Claus Parade
November 20 - January 2, 2018	DDB Merry Christmas / Love Where You Shop
January 2 - March 6, 2018	NEW DDB Merry Christmas Banner

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

Report attached

The next committee meeting is scheduled for Wednesday June 21, 2017 at 8:00am at Earl's office.

8.7 Promotions Report - Beth

Nostalgia Nights Car Show

Beth reported that the July 8th Car Show plans are underway.

Earl and Dave are working on a Poker Run designed to bring visitors into the stores that remain open throughout the show. Merchants who participate may qualify for a MYFM Radio advertising package prize.

Sponsorship for the 6 trains have been obtained thanks to Dave's work.

Win This Space

Beth gave an overview of the program.

Century Sound Mural

Dave discussed the installation of a mural on the south wall of the Century Sound building but it was decided to hold any commitment until a design is approved.

Culture Days

Beth reported that she attended a Culture Days meeting at the library on May 15th.

Kraft Hockeyville

Beth reported that she and Earl attended a meeting on May 18, 2017 to discuss the plans to submit an entry for the 2018 Kraft Hockeyville event.

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

The next committee meeting is scheduled for Wednesday June 21, 2017 at 8:30am at Earl's office

8.8 CIP Selection Committee - Beth

Beth reported that a number of projects are underway including the Habitat for Humanity project at 40 Alma Street, 277-283 Talbot Street for 8 apartments and 37 St Catharine Street for 6 apartments.

8.9 Downtown Dollars Promotions - Beth

Beth reported that \$670 DDB Dollars (\$195 Christmas Care and \$475 regular) have been redeemed from the Home Show, the Redtail event and the Arts Crawl.

9. New and Ongoing Business

No Report

10. Coming Events

- Nostalgia Nights Car Show Saturday July 8th, 2017
- Thomas and Friends July 15 - 16 and 21 - 23rd, 2017

11. Budgetary and Personnel

12. Adjournment

Motion by Joan, Seconded by Dave "To adjourn the meeting at 9:47am." Carried

Upcoming Committee Meetings

Beautification, Promotions and Budget Committee meeting - Wednesday June 21st, 2017 at 8:00am at Earl's office.

Next Meeting: Wednesday July 5, 2017 at 8:00am Room 204, City Hall

BEAUTIFICATION MEETING MINUTES

**Coldwell Banker Office
Wednesday May 17, 2017
8:00am**

Attendance: Beth Burns, Earl Taylor, Dave Thomson, Ryk Snetselaar

1. Yurek Pharmacy has expressed interest in sponsoring the Christmas tree lighting event.
2. New Planter urns have been placed in different locations along Talbot Street They are to be planted in the beginning of June. The hanging flower baskets soon to follow.
3. Flag pole from the Moore Street parkette to be moved to west end entrance to St. Thomas.
4. Large planter boxes have been donated to Destination Church for their use.

Next Meeting: Wednesday June 21 - 8:00am at Earl's Coldwell Banker Office

Changing the Vacant Unit Rebate – March 22, 2017
FOR IMMEDIATE RELEASE – March 22, 2017
Changing the Landscape by Changing the Vacant Unit Rebate

The Ontario BIA Association works with the Province, through the Planning, Environment, Resources and Land Deputies Committee (PERL) and the Ministry of Finance to help BIAs change the landscape through Municipal Act Changes.

Ontario's BIAs have continued to raise the Vacant Unit Rebate (Municipal Act 364) as a deterrent from their beautification and revitalization efforts. Vacant and deteriorating buildings can and do result in a decrease in the marketable lease rates or the overall 'lease-ability' of a BIA area.

At the recent meeting of the PERL Deputy Ministers and the Board of OBIAA, the board sited contradicting strategies between BIAs and the Province, stating "that BIAs build programs and invest funds to promote vacant property to prospective lessees and in order to achieve full occupancy, but", the board went on to state, "the provincial incentives assist property owners with remaining vacant."

Through consultation with the province's BIAs, the Board informed the Deputy Ministers, "Once a property owner is accepted, to our knowledge, there is no mechanism in place to ensure that the property owner is actively seeking tenant occupancy." Noting that "Property owners purchasing property for purely financial reasons (tax write offs) and not for positive investment." The OBIAA Board indicated that in the case of both large and small BIAs (Downtowns), those vacant and derelict buildings are a challenge.

OBIAA applauds The Province's consultation with Municipalities to consider changing the wording to allow Municipalities to opt in or out of the Vacant Unit Rebate, and would like to suggest to BIAs and Municipalities that the Vacant Unit Rebate be renamed and used as an Economic Development Tool. The Board is suggesting a new business classification of "Main Street Business" that would assist BIAs and Property Owners around the province to apply for an "Attraction Rebate". The OBIAA Board is suggesting the following timelines and guidelines:

Attraction Guidelines for Main Street Class: (non-office towers)

Attraction Rebate for Main Street Class: (non-office towers)

- Year One – 100% of the 30% or 35%
- Year Two – 50 % of the 30% or 35%
- Year Three – 25 % of the 30% or 35%
- Year Four – 0% of the 30% or 35%

- Property Standards as set by the Municipalities. Validation of state of the building(s)
- Market Value Rental Value as set by the local marketplace
- Education of local Economic Development Tools stimulus, as provided by the Municipalities (CIPs, Heritage etc.).
- Pop Up vs Incubator – to allow a property owner to have either of these without losing the Vacant Unit Rebate.