

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY MARCH 1, 2017 at 8:00 am
CITY HALL ROOM 204

Attendance: Chair Earl Taylor, Vice Chair Beth Burns, Beautification Chair Ryk Snetselaar, Treasurer Dave Thomson, Russell Schnurr, Ian Gillespie, Gord Hall, Sarah Van Pelt, Councillor Tinlin - left at 9:30am, Advisors Sean Dyke - left at 9:00am, Megan Pickersgill and Adrienne Jefferson

Regrets: Tara McCaulley, Tom Johnston, Councillor Rymal

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

2. Declaration of Conflict: None

3. Confirmation of Agenda

Dave asked that a new item be added to discuss a Century Sound Mural project. Motion by Dave, Seconded by Russ "To confirm the March 1, 2017 distributed Agenda as amended" Carried

4. Confirmation of Minutes

Motion by Russ, Seconded by Ryk "To confirm the minutes of the February 1, 2017 minutes as distributed" Carried

5. Deputations

None

6. Chair Report

Earl reported that the applications by Ian Gillespie, Gord Hall, Russell Schnurr and Sarah Van Pelt have been approved by City Council. Welcome to our board!

Social Media

Earl mentioned that our Twitter account is @stthomasddb and we now have 275 followers (was 267 last month) and our DDB Facebook page has 607 Likes (was 597 last month).

Strategic Plan

Earl reported that we have completed the first 3 of 4 webinars of the Strategic Planning Program program on Monday January 16th, February 6th and February 27th with Beth, Dave, Tara, Ian and Earl in attendance. The last webinar is on Monday March 20th at 7pm at SBEC.

Earl also reported that this Core Group met with the newly formed Strategic Planning Committee on Tuesday January 31st for Pease 1 and Wednesday February 22nd at 8am to discuss phase 2 of the program. This committee includes Kevin Stover- Scotiabank, Matt Janes - CASO, Kevin Jackson - Elgin Business Resource Centre, Paul Jenkins - Hospital Foundation, Renee Carpenter - Jennings, Dana Vanzanten - Library, Cathy Taylor - Employment Services, Shawn Devree, Russell Schnurr - Fanshawe,

Sean Dyke - EDC and Wendell Graves - City Manager along with Beth, Dave, Tara, Ian and Earl.

The next Strategic Committee Meeting will be held on Wednesday March 8th at 8:00am City Hall Room 204

OBIAA Conference

Earl reported that the OBIAA Conference is in Toronto on April 3-5, 2017 and that he will be attending.

DDB Appointments

Earl welcomed Gord Hall, Russell Schnurr, Ian Gillespie and Sarah Van Pelt as new Board members.

7. Finance Report

Dave gave an overview of expenses paid this month and invoices yet to be paid. The audited financial statements should be ready for presentation at our May meeting.

Motion by Dave, Seconded by Gord "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

Adrienne presented the details on a 42" diameter x 40" tall planter at a cost of \$261.00 each.

Motion by Beth, Seconded by Ryk "To move forward with the purchase of up to 36 new fibreglass planters as sourced by Parks Dept" Carried

8.2 Council Update - Councillor Tinlin

Councillor Tinlin reported that the First Ave construction will begin soon.

The Gateway Project at Talbot, Wellington and Sunset will begin April 11th. Beth asked Councillor Tinlin to ensure that directional signage is in place to alert paths to downtown and that businesses will be open during construction.

The Queen Street construction will begin March 13th

The War Memorial has raised about \$80,000 of the planned \$100,000 fundraising goal for the \$263,000 project cost.

8.3 Railway City Tourism Report - Megan

Megan reported that the Friday Feb 24th 6-9pm and Saturday Feb 25th 11am-5pm and the after party at the STEPAC Arts Crawl was a great success. The DDB supplied \$500 DDB Dollars for prize.

The new Tourism sign is in production will be installed soon.

8.4 SBEC - Tara

No Report

International Women's Day event is planned for March 8, 2017 at the CASO Station.

8.5 Economic Development Report - Sean

The circus tent will be installed on July 15th through to October 15.

8.6 Beautification Report - Ryk

Ryk reported that the new winter Love Where You Shop banner was installed on the week of January 18th and will remain in place until the installation of the Home Show Banner on the week of March 6th

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

Downtown Business Signs:

Earl 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

Oh My Fur and Whisker, Henri's Barbershop, Reflections and Fish and Sticks, Natures Balance, Wind and Willow, Cafe Siam, Tabby's Treasures, Fan of the Sport, TTG Financial and Why Not Cookies under the third application.

The fourth application is being submitted and signs at Seed Confectionery, Bake Shop, Ted's Place and Yureks are being designed and will be installed soon

Tree Lighting:

Ryk asked for discussion about committing to a 2 year plan for the professional installation of coloured tree lights. Ryk will obtain an updated quote.

Earl reported that he is in discussions with a downtown business about the possible sponsorship of this event.

Snowflakes:

Ryk reported that St Thomas Energy removed most of the snowflakes beginning January 26th.

Earl reported that a quote has been received for the purchase of 25 new lighted Snowflake decorations that are identical to the existing 14 Snowflakes. Each unit is \$752.50 + tax.

Motion by Ryk, Seconded by Beth "To purchase 25 new lighted Snowflake decorations at a cost of \$20,975.63 with funds from reserves" Carried

Banners:

Earl reported that he has ordered 100 new Canada Flag banners and 20 new Canada 150 banners. Delivery is expected by mid March for installation on April 2nd or 9th depending on weather conditions.

Ryk will apply for a new installation permit.

Cross Street Banner Schedule:

The proposed 2017 cross street banner schedule is as follows:

January 4 - March 7	Thanks For Shopping Downtown St Thomas
March 7 - April 4	Home & Garden Show
April 4 - April 18	MS Society
April 18 - May 2	Victim Services
May 2 - May 30	Alzheimer's Society or Thanks for Shopping Downtown St Thomas
NEW	Opening May 14th??? Horton Market
May 30 - June 20	Lions Car Show
June 20 - July 11	Nostalgia Nights Car Show
July 11 - August 15	Thanks for Shopping Downtown St Thomas
August 15 - September 5	Railway City Road Races
September 5 - September 26	Violence Against Women - Walk a Mile in Her Shoes
New	Horton Market
September 26 - October 24	VON
October 24 - November 21	Optimist Santa Claus Parade
November 21 - January 2, 2017	DDB Merry Christmas / Love Where You Shop
January 2 - March 6, 2017	NEW DDB Merry Christmas Banner

Earl suggested that we need to install the cross street cables on the west end poles to expand the cross street banner program work.

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

Report attached

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

8.7 Promotions Report - Beth

Beth reported that the Car Show is planned for July 8th, discussions are underway about adding a 6th train ride, implementing a Pit Crew Challenge and an Auto Vendor Alley in place of the Art on Track. Also in the planning stage is 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.

Home Show

We will be sharing a booth with Railway City Tourism at the Match 31, April 1-2, 2017 Home Show.

A discussion about the DDB Dollar prizes took place.

Motion by Beth, Seconded by Sarah "To provide 3 \$100 DDB Dollar daily prizes and a \$500 DDB Dollar prize for anyone who completes the survey" Carried
Annette and Earl are working on gathering Plinko prizes and business cards from Downtown businesses for the card display.

Beth will create a short 3 question survey.
Earl presented a duty schedule to all in attendance
Earl will arrange delivery of the Plinko game.

Win This Space

Beth gave an overview of this program and that she and Earl met with Sean on Feb 23rd to discuss this program.

Motion by Dave, Seconded by Russ "To proceed with plans for a 2017 Win This Space program with a budget of up to \$10,000 with funds from reserves" Carried

Century Sound Mural

Dave raised the idea of a installation of a mural on the south wall of the Century Sound building. Dave will provide more information at the April meeting.

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

Report Attached

The next committee meeting is scheduled for Wednesday March 15, 2017 at 8:30am at Earl's office

8.8 CIP Selection Committee - Beth

Beth reported that a number of projects are underway

8.9 Downtown Dollars Promotions - Beth

Beth reported that \$1,025 DDB Dollars have been redeemed this past month.
Employment Services purchased \$180 DDB Dollars

A thank you letter was received from STEPAC for our donation of \$250 DDB Dollars to the May 27th Redtail event and from the Talbot Teen Centre for the \$250 supplied for their Curling Bonspiel.

Yureks Pharmacy is running a #StThomasProud event in April and is asking for a donation of \$500 DDB Dollars to be given in \$5.00 prizes to the first 100 participants.
Motion by Russ, Seconded by Dave "To supply \$500 DDB Dollars to Yureks Pharmacy for the #StThomasProud event being held in early April" Carried

9. **New and Ongoing Business**

No Report

10. Coming Events

- Home Show - March 31st, April 1-2, 2017
- Nostalgia Nights Saturday July 8th, 2017
- Thomas and Friends July 15 - 16 and 21 - 23rd, 2017

11. Budgetary and Personnel

12. Adjournment

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

Upcoming Committee Meetings

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

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

BEAUTIFICATION MEETING MINUTES
Coldwell Banker Office
Thursday, February 15, 2017
8:00 a.m.

Attendance: Dave Thompson, Beth Burns, Rob Burns, Earl Taylor, Megan Pickersgill

1. To celebrate Canada's 150th anniversary the D.D.B. will purchase 120 Canada flag banners to be installed this spring until the winter banners return. A motion to go ahead and purchase the banners.

2. D.D.B. would like to purchase 25 more of the new snowflake decorations for the downtown. These will be installed using a bracket attached to the streetlight poles along Talbot street. A motion to go ahead and purchase these snowflakes.

3. D.D.B. looking to purchase new urn planters for the downtown. Will ask Adrienne Jefferson from Parks Department for information and guidance for this project. Looking to maybe purchase up to 10 urns for this coming year.

4. Discuss donation to the War Memorial Foundation.

5. Asked to contact Pam Cook from Christmas Décor about quote for next 2 years of Christmas Tree lighting.

Next Meeting: Wednesday March 15, 2017 - Coldwell Banker Office

**PROMOTIONS MEETING MINUTES
FEB 15, 2017**

ATTENDEES: Megan, Ryk, Dave, Earl, Rob Burns, Beth
Regrets: Tara

1 CAR SHOW

Rob reported: Saturday July 8th same times and footprint(John to Hincks including Moore and Mondamin)

Optimist will help park cars and do the 50/50

TRAIN

-Possibly adding another train so 3-8 on the hour. Will depend on whether or not we get sponsors.

SBEC - will participate again

KIDS ACTIVITIES - go ahead will do more research

SPONSORSHIPS- Dave for 6 trains, Rob/Beth for band. Will go to last years first then open it up to others as space is available.

ENTERTAINMENT

Dave Hoy - Earl

Pit Crew Challenge - Earl

ART ON TRACK

-go with auto related vendors - Rob

CONTEST

-new this year perhaps a pedestrian Poker Run to merchants who stay open - want big prizes! and a prize for one of the merchants Earl and Dave to contact

2 HOME SHOW

-\$500 DDB for survey entries

-\$250 for non participants

-Plinko prizes- Annette

schedule for volunteers - Earl to circulate

3 WIN THIS SPACE

-we would like to move forward with this

-set up meeting with EDC to see what timelines work

(Feb 23rd - Earl, Beth , Sean)

NEXT MEETING MARCH 15TH @ 8:30 EARL'S OFFICE