

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY MARCH 6, 2019 at 8:00 am
CITY HALL ROOM 304

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	N	Sean Dyke	N
Treasurer - Sarah Van Pelt	Y	Tara McCaulley	Y
Beautification Chair - Grayden Laing	Y 8:44 in	Adrienne Jefferson	Y 8:44 out
Promotions Chair - Susan Boldt	Y	Megan Pickersgill	N
Secretary - Jazz Staddon	Y	Barry Fitzgerald	Y
Reza Alavie	Y		
Russ Schnurr	Y		
Mayor Joe Preston	Y		

- 1. Call to Order:** The meeting was called to order at 8:05am

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:**

Sarah declared a conflict in regards to the Directional Signs, Home Show Booth and Coupon Book.

Barry declared a conflict in regards to DDB Coach funding as Treasurer of the Railworks Coalition.

Grayden declared a conflict in regards to Digital Main Street

Earl discussed the new Conflict of Interest Act and the forms that must be completed should a member declare a Conflict of Interest.

- 3. Confirmation of Agenda**

Motion by Barry, Seconded by Susan "To confirm the March 6, 2019 Agenda as distributed" Carried

- 4. Confirmation of Minutes**

Motion by Barry, Seconded by Susan "To confirm the minutes of the February 6th, 2019 meeting as distributed" Carried

Note: Meeting Minutes can be found on our website at www.downtownstthomas.ca/monthly-minutes

5. Deputations

None

6. Chair Report

Social Media

Earl reported that our Twitter account @stthomasddb now has 443 Followers (was 440 last month) and our DDB Facebook page has 1071 Likes (was 1055 last month).

Crime Prevention / CCTV Cameras

Earl reported that he met with STPA, Entegrus and the Chamber of Commerce on February 20, 2019 to discuss crime prevention in our Downtown.

Earl also reported that a letter requesting funding for the CCTV Camera plan is being developed for submission to the Greenlane Foundation before their March 26th meeting.

Discussions about launching a city wide Neighbourhood Watch Program managed through the Police website is also on the agenda. We would try to develop one specifically for our Downtown.

Earl also reported that he along with Chief Herridge, Wendell Graves and Shawn Southern of Entegrus participated in a conference call on February 12th with the CAO of the Greater Sudbury Police Association to discuss how they implemented a CCTV Camera system in Sudbury.

* Report Attached

Digital Main Street - Digital Service Squad

Sarah, Grayden, Susan and Earl held a conference call on Thursday February 21st with our contact at Digital Main Street to get an update on next steps. We are planning a meeting in mid March with Downtown businesses that may be interested in participating in the program. The STEPAC is tentatively booked for Wednesday March 27th awaiting confirmation from our contact at DMS.

FICE

We are still waiting for OMAFRA to advise us of next steps.

OBIAA Conference

Susan, Sarah and Grayden have registered for the 2019 OBIAA Conference March 30th - April 3rd, 2019

7. Finance Report

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

Motion by Sarah, Seconded by Joe "To accept the financial report and pay the outstanding bills" Carried

8. Reports

8.1 Parks Dept Update - Adrienne

Adrienne reported that the Lions Bulletin Board will be installed in front of the L&PS Station in the west garden.

Earl and Grayden will work with Adrienne to identify the 2019 planter locations.

8.2 Council Update - Mayor Preston

Joe reported that the Mayor's cleanup will be April 22nd and the needle pickup will start again soon.

8.3 Municipal Heritage Committee Update - Russell

Russ reported that the facade improvements at 389-390 Talbot is in process, the Food Basics window prints are delayed slightly due to weather but are coming soon and Urban 360 Labs and Fanshawe will provide visualization designs. The next meeting is scheduled for March 21st.

8.4 Railway City Tourism Report - Megan

Megan provided a written summary of the Arts Crawl:

- About 900 people came through the L&PS Station
- Many people attended from outside the community or in neighbouring communities
- We haven't heard back from other venues about their numbers yet, but imagine them to be around that or higher as we usually attract smaller numbers at tourism vs. The Art Centre or Brewery
- Overall there was great energy and excitement from those attending, and feedback has been very positive with people already looking forward to next year
- The After Dark event sold out and a out 40 people had to be turned away at the door

Something of note:

- We had a complaint about the amount of garbage overflowing bins downtown. In the future we should try to work with the DDB and the City to ensure that the downtown is looking as neat as possible for this time of the year during the Crawl.

Doors Open is scheduled for October 4th.

8.5 Economic Development Report - Sean

No Report

8.6 SBEC - Tara

Tara reported on the following items:

- The 10th Anniversary Bridges to Better Business will be held on October 3rd at ECRM
- The Ready Set Grow event will be held on April 4th at the CASO Station with 14 entries to date.
- SBEC has partnered with Ryerson University for a Virtual Incubator to help entrepreneurs start a business.
- SBEC has partnered with Goodwill Impact micro loans to help small business.

8.7 Chamber of Commerce Report - Barry

Barry reported on the following Chamber of Commerce upcoming events:

- March 13th Business After 5 will be held at St Thomas Golf Course
- April 17th Business After 5 will be held at the Taking Care of Business (Keepers) building
- June 26th - MP/ MPP Lunch at CASO

- May 9th - New "Impact" Awards (formerly Free Enterprise) event at St. Anne's featuring Peter Mansbridge

8.8 Beautification Report - Grayden

LED Snowflakes

Earl reported that he has been in touch with Entegrus and they will be removing the snowflakes by the end of March and they will be placed back in storage. A few of the snowflakes have failed this winter and will be returned to the supplier for repairs.

Earl mentioned that we have the opportunity to obtain a few more new snowflakes at a cost of \$877.50. But orders have to be placed soon for Production in March.

Motion by Grayden, Seconded by Barry, "To purchase 6 new LED snowflakes from Classic Designs at a cost of \$877.50 each"

Summer Banners

Grayden is working on a new banner design in order to produce about 80 new summer banners. Samples of the layouts painted by local artists were presented.

Downtown Cleanup

Earl reported that he is discussions with Social Services to find someone to replace Jason McComb to help with a Downtown cleanup plan.

Downtown Business Signs

Earl reported that a new Street sign was produced and installed at Corner Glass. Mayor Joe mentioned that signs were required at the new businesses of Malachi Barbershop, Slade Metalwork and Loft Hair Salon.

Directional Signs

Earl reported that McBain has begun the production of the new 10" x 48" directional signs that will replace our old existing directional signs. Once an inventory of each location has been conducted, installation will begin in early spring.

City Hall Christmas Tree Lighting

Earl reported that the City Hall Christmas tree lights were removed on February 28th.

Cross Street Banner Schedule

The DDB Thanks For Shopping in Downtown St Thomas banner will remain in place until early April.

The next Beautification Meeting has been scheduled for March 21st, 2019 at 8:00am at Earl's office.

8.9 Downtown Dollars Promotions - Susan

Susan reported that Annette has created a new DDB Dollar tracking spreadsheet which will allow the reporting of accurate YTD results at each monthly meeting.

A letter asking for silent auction donation to the STEPAC Redtail event was received. Motion by Sarah, Seconded by Susan, "To donate \$250 Downtown Dollars to the May 25, 2019 STEPAC Annual Redtail Cocktail Party and Silent Auction"

8.10 Promotions Report - Susan

Home Show

Susan reported that the booth will allow one 10' x 10' space for the DDB booth and 2 10' x 10' spaces for Downtown businesses to display their products and services. To date Laing Studios, Wind n Willow, CTP Computers have requested space.

Susan reported that we will use the Plinko game to help interact with visitors and that Annette has been successful in collected many prizes and donations from Downtown merchants to be used as giveaways.

Sarah reported that a new Home Show booth design, to replace the existing face panels, along with 2 new pull-up banners are being created and will be ready for the Home Show.

Setup will happen on Thursday March 28th at 5:00pm. If you can help, please contact Susan or Earl.

A booth work schedule was passed around

Joe Thornton Community Centre DDB Wall

Sarah reported that a new wall panel, similar to the Home Show Booth design as well as the pull-up banner is being created and will be installed on our DDB wall in time for the home Show. Earl reported that he has cleared this installation with Wendell Graves and Gary Drouin.

DDB Coach

Earl reported that the new 5 year DDB Coach contract that was approved at the February 6, 2010 meeting subject to the possibility of extending it to a 6 year contract has been approved by the ECRM Board of Directors

As such, the contract will be signed and along with a cheque, will be submitted to the ECRM by the end of March.

Coupon Book

Sarah reported that sales of the coupons have started and that 18 coupons have been sold so far. A minimum of 24 coupons are required in order to proceed with printing.

Earl reported that he has collected or written 40 interesting St Thomas facts that will be used for the back of each coupon.

Iron Horse Festival

Joe reported that a new site for the 2019 event is being worked on.

Business Welcome Flowers

Flowers will be sent to Slade Metalworks, Malachi Barbershop and Loft Hair Salon

Shop Hop

Earl reported that the 2019 Shop Hop will be held on Saturday April 20th from 10am - 5pm. The Easter Bunny has been booked to be Downtown from 10am - 2pm and sufficient Easter Eggs have been purchased already since they sell out so quickly. Working with Annette, a Shop Hop Passport, Facebook event and flyers will be produced to ensure that this event is once again a success.

Nostalgia Nights Car Show

Earl reported that the Special Event application for the July 6th Car Show has been approved by City Council.

Business Video Production

Grayden reported that he is establishing a plan to conduct short individual business videos that can be used on our DDB social media channels and website at a cost of \$100 per video from our Video Production budget.

A new YouTube end screen design was displayed and approved by consensus.

Radio Advertising

No report

St Thomas Tomcats

The St Thomas Tomcats are a junior baseball team who have been successful in advancing to the Baseball National Championship for the past 3 years. The DDB is being asked to sponsor a banner that will be placed on the outfield fence at Emslie Field in Pinafore Park at a cost of \$750 for the 2019 and 2020 baseball season.

This proposal was sent to the Promotions Committee for review.

St Thomas Elgin Public Art Centre

In 2018, the DDB became a member of the STEPAC at the \$1,000 level which allowed the DDB to become a sponsor of a juried art show. To continue our relationship, we have the opportunity to become a 2019 STEPAC member.

Motion by Sarah, Seconded by Grayden "To once again become a member of the STEPAC for the 2019 season at a cost of \$1,000" Carried

The next Promotions Committee meeting has been scheduled for March 21st, 2019, at 8:30am at Earl's office (following the 8:00am Beautification meeting)

8.11 CIP - Susan and Russell

Earl reported that Russell Schnurr (rather than Earl) will join Susan as our DDB Representatives on the CIP Committee. The first meeting of 2019 will be held on March 15, 2019 at 9:00am

8.12 Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported that she attended the meeting on February 11th and the next meeting will be held on March 18th.

9. Coming Events

- 2019 OBIAA Conference, Westin Ottawa - March 31 to April 3, 2019
- Home Show - Friday March 29th to Sunday March 31st
- Shop Hop - Saturday April 20th
- 10th Anniversary Bridges to Better Business - October 3rd at ECRM
- Doors Open is scheduled for October 4th

Upcoming Committee Meetings

Beautification and Promotions Committee meeting - March 21, 2019 at 8:00am at Earl's office.

10. Budgetary and Personnel

No Report

11. Adjournment

Motion by Sarah, Seconded by Russ "To adjourn the meeting at 9:54am." Carried

Next Meeting: Wednesday April 10, 2019 (not April 3rd as originally planned) at 8:00am Room 304, City Hall

Attachment 1 of 1

ST. THOMAS CRIME PREVENTION TEAM MEETING MINUTES
Crime Prevention through Community Engagement

BOARD ROOM

St. Thomas Police Headquarters February 20, 2019

The meeting convened at 1:15pm

Attendance

J Rymal, City Councillor
J Herbert, City Councillor
M. Roskamp, Deputy Chief of Police
H. Zehr, Inspector – Police Operations
D. Gillies, Community Services/Crime Prevention
E. Taylor, Downtown Development Board
S. Southern, Entegrus

Agenda:

COP PROGRAM

Inspector Zehr provided an overview of the program status to date. Progress has been made and the launch date is expected to be April 22, 2019. The COP Website is in development stages. A new standalone server has been ordered specifically for the program. Applications for volunteers will be available online soon. Twenty one volunteers to be screened and will form our program. Upcoming meeting/presentation at the Kinsmen Club will be taking place. Discussion about startup costs and expected yearly costs to sustain the program. Stressed that this program is not a reactive tool,

but a crime prevention proactive program (extra eyes and ears). Initial training for volunteers will be 6 hrs and there will be an expectation of 3 hrs per month commitment. A search for a COP patrol vehicle is underway. Councillor Rymal inquired about a tax receipt for donations which is expected to increase community support if confirmed. No confirmation on this at this time - Wendall to confirm next meeting. ONGOING.

DOWNTOWN CAMERAS

D/C Roskamp reviewed updated details from teleconference with Sudbury CAO Sharon Baiden regarding their "eye in the sky" CCTV Program. Earl Taylor hoping to write a letter to specific community businesses with statistics from STPS detailing the value of this initiative. Financial support from community donors will be a focus to get this initiative started. At this point, lots of interest in the community. ONGOING

BICYCLE REGISTRY

D/C Roskamp reviewed this initiative as a NEW community service to be offered through STPS website. Research is underway to get this program to implementation – which is expected to be in the Spring. Many benefits to this program, including; better info – readily available for frontlines officers, less storage of recovered bicycles, returns to owners quicker, less bicycles to auction, more enforcement for stolen bicycles.

Shawn Southern suggested that a good event to showcase this new registry could be the Optimist Children's Festival on 14 September 2019. This could be an opportunity to register bicycles. Councillor Rymal proposed the possibility of keeping bicycle auctions local – as previously done in years past. If there was ever an opportunity to return to this practice using Timewell Auctions, perhaps it could be considered again. D/C Roskamp explained the efficiencies of the online Police Auctions process and benefits of using this company to clear out our storage sheds frequently. Many benefits to the online process for entire community. People can check the website and view the bicycles/property for sale from various police agencies. Modern, efficient and cost effective way to manage the accumulation of property. ONGOING

PSNE

D/C Roskamp provided an update from the meeting (with the LIHN) on February 11, 2019, that Chief Herridge attended. Earl Taylor mentioned that the owner of CTP Computers (Sandy Vazquez) would like to be involved in any future discussions regarding PSNE. Vazquez can speak on behalf of the neighbouring businesses – from a stakeholder position and offer insight on daily PSNE operations. Earl Taylor advised that Vasquez has not been encouraged to date, by not having an opportunity to speak to the issues surrounding PSNE and how it affects local businesses. PC Gillies will be assigned to followup with Vazquez. ONGOING.

NEIGHBOURHOOD WATCH

This initiative remains active in the research phase. PC Gillies spoke to the status to date and discussed the inherent positives / negatives that have been seen in other jurisdictions with similar neighbourhood email groups. The vibe on this project remains positive and the group encourages this to move forward as Tanya Calvert further establishes how the neighbourhood email groups will be formed/monitored. Earl Taylor indicated DDB interest in this initiative. ONGOING

Next Meeting – Wednesday March 20, 2019 at 1:15pm. Adjournment – at 2:23pm.

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	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