

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY MARCH 7, 2018 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 - left at 9:30, Russ Schnurr, Sarah Noble, Sarah Van Pelt, Reza Alavie, Susan Boldt, Advisors Sean Dyke, Tara McCaulley, Barry Fitzgerald, Adrienne Jefferson, Councillor Rymal
Regrets: Gord Hall, Ian Gillespie, Reza Alavie

1. Call to Order: The meeting was called to order at 8:02am

2. Declaration of Conflict:

Barry declared a conflict regarding the Iron Horse deputation and did not comment during the presentation.

3. Confirmation of Agenda

Motion by Sarah, Seconded by Susan "To confirm the March 7, 2018 Agenda as distributed" Carried

4. Confirmation of Minutes

Motion by Dave, Seconded by Susan "To confirm the minutes of the February 7, 2018 meeting as distributed" Carried

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

5. Deputations

Elizabeth Nagy gave an overview of the May 26th Beer-lesque / Carniv-ale event.

Paul Corriveau gave an update on the August 16 - 19th 24th Anniversary Iron Horse Festival.

6. Chair Report

Social Media

Earl reported that our Twitter account is @stthomasddb and we now have 377 followers (was 369 last month) and our DDB Facebook page has 814 Likes (was 805 last month).

AGM

Earl reported that of the 10 survey's returned all showed that members were in favour of the program and the location of this this years AGM.

OBIAA

Earl reported that a submission of the October 27, 2017 Downtown Pumpkin Prowl event was made to the OBIAA Promotions Awards - Small category. The conference is being held in Collingwood on April 14-18th, 2018.

Beth, Sean and Tara will be attending this year.

Canada Summer Jobs

Earl reported that an application for 3 summer students was submitted but no confirmation of funding has been received yet.

DDB Office

Earl reported that our DDB office in the lobby of City Hall was moved to a new location in the lower level of City Hall on Tuesday March 6th.

Policy and Procedures Manual

Earl reported that the Executive Committee will begin work on completing the Policies and Procedures Manual.

7. Finance Report

Dave gave an overview of expenses paid this month and invoices yet to be paid.

The accounts are being prepared and will be submitted to the auditor soon.

Motion by Dave, Seconded by Ryk "To pay the outstanding bills". Carried

8. Committee Reports

8.1 Parks Dept Update - Adrienne

Adrienne reported that the new covers were installed on the 27 flower planter and that one has been slightly damaged ear Giant Tiger, 2planters will have to be moved due to the Talbot Street reconstruction and that the trees at Canron Parkette have been removed to open up the parkette.

8.2 Council Update - Councillor Rymal

Joan reported that the 230 Talbot Street gender will be released soon as that the Giant Tiger reconstruction will occur this summer. A new project for the ALMA College site has been presented to Council.

8.3 Municipal Heritage Committee Update - Russell

Russ reported that the 2nd HCD meeting was held on Tuesday March 6, 2018 at CASO. The link to the Heritage Conservation District Draft Plan is as follows:

<http://bit.ly/2oY61zN>

More information on the HCD can be found at:

<http://www.stthomas.ca/content/downtown-st-thomas-heritage-area-study>

8.4 Railway City Tourism Report - Sarah

Sarah reported that the February 23-24th Arts Crawl was a success with attendance increases over 2017. Comic Book Day is being planned for May 5th at Fan of the Sport, St Thomas Public Library and the Tourism office.

8.5 Economic Development Report - Sean

Sean reported on the economic development activities through 2017 - report attached.

8.6 SBEC - Tara

Tara reported that the 8th Annual Women in Business event is scheduled for March 8th at the CASO Station and the Starter Company Plus and Summer Company funding is now available.

The 2018 Bridges to Better Business event is scheduled for October 11th.

8.7 Chamber of Commerce Report - Barry

Barry reported that the next Business After 5 is scheduled for March 14th at the St Thomas Golf and Country Club, Meet the Makers is scheduled for September 26th at the Elgin Mall and that a collaboration with Non-Profits is scheduled for June 13th to build membership and teach fundraising skills.

8.8 Beautification Report - Ryk

Ryk reported that Muma Manufacturing has completed the revisions to the S-Hooks used to properly hang the new LED Snowflakes in the existing storage racks.

Ryk also reported that Muma Manufacturing is still designing a new banner bracket that will fit the existing lamp post brackets.

Downtown Business Signs:

Earl reported that a new sign for Limitless Tattoos was installed this month. The sign for Seed Confections was removed since this business has relocated out of our DDB area.

LED Christmas Lights

Earl reported that 25 new LED Snowflakes have been ordered with delivery expected in early summer.

Banners

Earl reported that he and Ryk will be meeting with Kevin Atterbury next week to plan the 2018 banner schedule. The Clark McDougall banners will be installed April through November 2017. The banners at Horton Market will be updated.

Plans are underway to develop 4 - 6 banners at the Memorial Gardens to commemorate the 100th Anniversary of the end of WW1.

Flower Baskets

Earl reported that he and Ryk will be completing a flower basket bracket audit so as to ensure we have a consistent flower basket display this year. Due to the Talbot Street reconstruction, we will not be installing flower baskets or banners in the Pearl Street to Mary Street section through summer 2018.

Cross Street Banner Schedule:

The "Kraft Hockeyville" banner was removed on February 28th and the Thanks for Shopping banner was installed.

Snowflakes:

St Thomas Energy will be removing the lighted Snowflakes soon.

Sidewalk Snow Removal

The snow banks along Talbot Street were removed for the second time this year on the week of February 12 - 15, 2018

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

The next committee meeting is scheduled for Wednesday March 14, 2018 at 8:00am at Earl's office.

8.9 CIP Selection Committee - Beth
No report

8.10 Downtown Dollars Promotions - Beth
Beth reported that \$790 DDB Dollars (\$430 of this is Christmas Care Dollars) have been redeemed in February

8.11 Promotions Report - Beth

Big Dig Project

Beth reported that plans are underway to work with the City to ensure this project goes smoothly.

Earl reported that a special email newsletter, regarding a March 6th and 13th Talbot Street 9:00am walk-about and a 6-8pm March 8th PIC Meeting at City Hall, were sent to all business owners on February 26, 28, March 6, 8 and 12th with special mention in our February 23rd, March 2nd and 9th weekly newsletters. Plus a copy of the City notices were hand delivered to all businesses in the affected area on February 26th.

The first walk-about on March 6th at 9am had 3 business owners attend.

Nostalgia Nights Car Show

Beth reported that the date of Saturday July 7th has been set for the 2018 event. The Special Events application will be heard today at 3pm.

10% Discount Card

Earl reported that he and Annette are busy working to develop and implement this program.

Home Show:

The Home Show is March 23rd - 25th and we have 3 booths this year. A volunteer work schedule and a business showcase schedule was circulated at the meeting and via email.

A schedule for the Business Showcase is also being circulated.

Iron Horse Festival:

It was decided that a survey would be developed and sent to all Downtown Merchants / Property owners. asking for feedback and comments.

Shop Hop

Earl reported that the date of March 31st from 10am - 5pm for the Shop Hop promotion, with the Easter Bunny hopping through Downtown from 10am - 2pm has been selected. Earl and Annette are busy developing and implementing this program. More information can be found at www.downtownstthomas.ca/st-thomas-shop-hop/

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

The next committee meeting is scheduled for Wednesday March 14, 2017 at 8:30am at Earl's office.

9. New and Ongoing Business

Earl reported that since the ECRM site can not be used for the Iron Horse Festival, it appears that they will be asking City Council to bring it back to Talbot Street.

10. Coming Events

- Chamber of Commerce Business After 5 - Wednesday March 14, 2018 at St Thomas Golf and Country Club.
- Women in Business - Thursday March 8, 2018 at CASO
- Home Show - March 23, 24 and 25th, 2018 at The Timken Centre
- Shop Hop - Saturday March 31, 2018 from 10am - 5pm, Easter Bunny 10am - 2pm
- Nostalgia Nights Car Show - Saturday July 7, 2018 from 4 - 9pm
- Downtown Pumpkin Prowl - Friday October 26th from 5:30 - 8:30pm
- Tree Lighting Celebration - Friday November 16, 2018 from 5:30 - 7:30pm
- Downtown Santa - Saturday December 8, 2018 from 10am - 2pm

Upcoming Committee Meetings

Beautification, Promotions and Budget Committee meeting - Wednesday March 14, 2018 at 8:00am at Earl's office.

11. Budgetary and Personnel

No Report

12. Adjournment

Motion by Sarah, Seconded by Susan "To adjourn the meeting at 10:04am." Carried

Next Meeting: Wednesday April 4, 2018 at 8:00am Room 204, City Hall

BEAUTIFICATION MEETING MINUTES
Coldwell Banker Office
Wednesday February 14, 2018
8:00 a.m.

ATTENDANCE: Beth Burns, Earl Taylor, Ryk Snetselaar

1. Metal S-Hooks have been altered to accept new style snowflakes.
2. Horton Market Banners need to be replaced.
3. Looking for ideas for banners around the War Memorial Park.
4. Re-install Clark McDougall Banners on Talbot Street. Tentative install date is April 15th.
5. New planter covers have been installed.

Meeting Adjourned at 8:25am

Next meeting – Wednesday March 14, 2018

2018 Cross Street Banner Schedule

The 2018 cross street banner schedule is as follows:

January 2 - January 26	NEW DDB Winter Banner
January 26 - February 26	New Hockeyville banner
February 26 - April 2	DDB Winter Banner
April 2 - April 23	MS Society (No contact)
April 23 - May 14	Alzheimer's Society (May 12th Walk)
May 14 - May 28	Horton Market
May 28 - June 18	Lions Car Show (June 17th)
May 14 - June 2 (West Pole)	Victim Services (No contact May 27- June 2nd)
June 18 - July 9	Nostalgia Nights Car Show (July 7th)
July 9 - August 27	Thanks for Shopping Downtown St Thomas
August 27 - September 17	Railway City Road Races (September 16th?)
August / September	Volunteer Elgin (No contact)
September 17 - September 24	(Cancelled- Violence Against Women - Walk a Mile)
September 24 - October 8	Horton Market
October 8 - October 29	VON (No contact)
October 29 - November 19	Optimist Santa Claus Parade (November 17th)
November 19 - January 2, 2018	DDB Merry Christmas / Love Where You Shop

Sean Dyke
St Thomas Economic Development Report - March 2018

2017 was the biggest year in history for infrastructure spending in the City (over \$48 million in capital projects), as we move to do everything we can to ensure the product that we have is worth marketing. It's likely also good to mention that 2016 was the previous highest spend ever, so we've had two incredible years filled with projects that have served to improve the quality of life in the City.

From a development standpoint:

Residential

1. Permit values in 2017 totaled over \$82 million, a record year for residential investment in the City
2. Total residential permit value was nearly equal to the previous two years combined and more than the total residential permit value achieved during the three full years of 2012 – 2014.
3. The 326 housing starts in 2017 eclipsed 2016 by 100 new starts
4. In the last 10 years, since the economic downturn, there have been 1,755 new housing starts in the City
5. The average sale price of a home in St. Thomas rose to just over \$261,000 in 2017, which still compares positively with Strathroy at \$304,000, Middlesex County at 401,000, Elgin County at \$282,000 and London at \$337,000

Industrial

1. 2017 was the best year for Industrial permits in the last decade and included growth at some of the City's top companies, including Cole-Munro Foods, Amino, Takumi and Formet
2. 2017 marked a nearly \$5 million growth in Industrial building permits over 2016

Commercial

1. From a building permit standpoint, Commercial development increased by nearly \$3 million over 2016, more than doubling that year's totals
2. 2017 saw the beginning of a major redevelopment of the former Timken property at First and Talbot, the opening of some exciting new businesses in the downtown core and positive news for Elgin Mall as they continued to fill some of the vacant space there

Overall

1. Building Permits for 2017 totaled nearly \$105 million, which represents a lot of jobs created in multiple sectors associated with the development and construction sectors.
2. In the last decade, the City has seen 2 other occasions where building permits topped \$100 million and both were driven by Institutional permits (Courthouse and Hospital). In 2017, the large permit value will translate into an equally impressive growth in assessment and revenue for the City, as nearly 80% of the \$15 million in 2017 was residential growth.

3. While not all industries are growing with physical additions, many of our local industries are hiring and vacancy in the industrial sector is at historic lows as there are very few industrial buildings available for prospective investors.
4. The Railway City Big Top project, overseen by the St. Thomas EDC, saw over 10,000 people attend events in the City to that venue alone
5. 'Perseverance' was installed and has had rave reviews from travel writers and art and rail fans alike

Sean