

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY MAY 1, 2019 at 8:00 am
CITY HALL ROOM 304

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	Y	Sean Dyke	Y Left 8:55
Treasurer - Sarah Van Pelt	Y	Tara McCaulley	Y
Beautification Chair - Grayden Laing	Y	Adrienne Jefferson	Y Left 8:35
Promotions Chair - Susan Boldt	Y	Megan Pickersgill	Y
Secretary - Jazz Staddon	Y	Barry Fitzgerald	Y
Reza Alavie	Y	Arrived 8:17	
Russ Schnurr	X		
Mayor Joe Preston	Y		

1. Call to Order: The meeting was called to order at 8:04am

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

3. Confirmation of Agenda

Motion by Barry, Seconded by Joe, "To confirm the May 1, 2019 Agenda as distributed"
Carried

4. Confirmation of Minutes

Motion by Dave, Seconded by Jazz, "To confirm the minutes of the April 10, 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 451 Followers (was 448 last month), our DDB Facebook page www.FB/downtownstthomas has 1184 Likes (was

1099 last month) and our Instagram/stthomasDDB page has 439 Followers (Was 434 last month).

Crime Prevention / CCTV Cameras

Earl reported that a formal letter has been submitted to City Council outlining the proposed program. A brief overview of the plan was provided showing that the complete system costs are estimated at \$100,000 and that the DDB will be asked to contribute funding.

The next meeting is scheduled for Wednesday May 8th at 1:15pm at STPS.
See Attachment 1

Digital Main Street - Digital Service Squad

Grayden is developing the DSS plan and setting up merchant visits.

FICE

Annette is compiling the data provided by our St Thomas DDB members during their visit to Woodstock.

OBIAA Conference - Susan, Sarah and Grayden

Report attached

7. Finance Report

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

Motion by Sarah, Seconded by Dave, "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 will be installed during the week of June 10th, silver and purple.

The Lions bulletin Board will be located on the east side of the Whistle Stop Trail near the info kiosk.

Development of the Royal Bank walkway garden is being coordinated with a local family.

8.2 Council Update - Mayor Preston

Joe reported that the Mayor's cleanup on Saturday April 27th was well attended

- The William Street from Talbot to Centre construction starts April 11th to mid June.
- The Transit meeting raised a few suggestions like relocating the Transit Hub to the Moore Street area, a Hop-On / Hop-Off tourism bus in our Downtown and potential free trip days. Check the on-line survey
- A report by Sarah and Russ (attached) will be submitted to the City

8.3 Municipal Heritage Committee Update - Russell

Russ provided a verbal report that he was attending the April 30th Transit Strategy meeting.

Fanshawe is looking for 3 - 5 business owner volunteers who would like to have a free facade visual retrofit design.

8.4 Railway City Tourism Report - Megan

Megan reported that the Super Hero Saturday is planned for Saturday May 4th from 10am - 2pm. About 20 venues, most Downtown, will be on the Passport list.

- The Beerlesque Event is scheduled for May 11th at the ECRM
- The London Free Press Shunpikers Tour will highlight a number of St Thomas stops

8.5 Economic Development Report - Sean

Earl thanked Sean for participating in Real Estate visit to Toledo and that we could Re-introduce our sister City Partnership with Bowling Green, Ohio.

- Sean introduced the new industrial project being developed on Dennis Road.

8.6 SBEC - Tara

Tara reported on the following items:

- The April 4th Ready Set Grow event was well attended
- The Small Business Alley will once again appear on Mondamin Street and a new "Creators Alley" will be established in Hepburn Parkette during the Nostalgia Nights Car Show.
- SBEC is working with Fanshawe College
- A pop-Up Shop location called GROW has been established at the SBEC headquarters
- The Starter Company and Summer Company programs are well underway.
- The 2019 Bridges event is scheduled for October 3rd at the ECRM
- West end Wednesday's will feature a bring your Lunch program at STEPAC. Dates are 11:30am - 1:30pm starting May 15th and running monthly through June, July and August.

Motion by Joe, Seconded by Susan "That the DDB sponsor the West End Wednesday event with a donation of \$500.00 to cover their operating costs". Carried

8.7 Chamber of Commerce Report - Barry

Barry reported on the following Chamber of Commerce upcoming events:

- May 9th - New "Impact" Awards (formerly Free Enterprise) event at St. Anne's featuring Peter Mansbridge
- May 15th - Business After 5 at Home Hardware
- May 15th Brownfield Initiative Meeting at CASO at 7:30pm
- June 26th - MP/ MPP Lunch at CASO

8.8 Beautification Report - Grayden

LED Snowflakes

Earl reported that the 6 new LED Snowflakes are ready and will be picked up in early summer when the defective units are returned for repair.

Since the building on Harwill has been sold, we have secured storage from the new owner.

Summer Banners

Grayden reported that 80 new banners are ready and Earl will be picking them up on May 3rd

- The Banners installed on Sunday May 5th starting at 8am

Downtown Cleanup

Earl reported that Logan Wilson, our 2018 summer student, continues to work 2-3 hours every Saturday to do a pass through Downtown to pickup garbage.

Downtown Business Signs

Earl reported that new street sign will be designed and installed for Malachi Barbershop, Slate Metalwork and Loft Hair Salon as soon as the logos have been received. A new sign will be produced and installed at L'Or Dog Grooming to replace a destroyed sign.

Directional Signs

Earl reported that McBain has completed the production of the new 10" x 48" directional signs.

- Final approval of the installation locations is being sought from the City Engineering Dept.

Cross Street Banner Schedule

The Horton Market Banner will be installed on Sunday May 5th when the summer banners are installed.

Summer Students

Earl reported that our CSJ funding has been confirmed. 1 student has been hired and interviews for a second student are being conducted.

The next Beautification / Promotion Meeting has been scheduled for Wednesday May 15th, 2019 at 2:00pm at Legends.

8.9 Downtown Dollars - Susan

\$360 DDB Dollars and \$130 Christmas Care DDB Dollars were redeemed in April.

8.10 Promotions Report - Susan

Slide Show at Joe Thornton Community Centre

Grayden reported that the TV monitor program will be updated next week.

Coupon Book

Sarah reported that books continue to be distributed as supplies in local stores run out.

- A sufficient supply will be set aside for the Car Show, DOWT and Shop Hop. Others will be distributed to participating businesses, Tourism, ECRM, CASO, STEPAC and the Arena.

Iron Horse Festival

No further information is available at this time.

Business Welcome Flowers

Susan reported that she is investigating developing a Welcome package containing pertinent Downtown information.

Shop Hop

Earl reported that the April 20th Shop Hop was cool and rainy which may have kept some shoppers at home.

Susan reported that very few Passports were collected since the weather was poor.

- Grayden reported that a video has been produced and is ready for viewing on YouTube.

Nostalgia Nights Car Show

Earl reported that a meeting was held on April 3rd at his office with Rob Burns, Bob Ward, Tara, Megan and Dave to confirm the plans.

- Tara reported that the Art / Vendors Alley in Hepburn Parkette has been sold out.

The next meeting is scheduled for Thursday, May 2nd at 8:30am at Earl's office

Business Video Production

Grayden reported that he is starting to get a few videos scheduled. Annette will send a newsletter to inform Downtown businesses to sign up.

Radio Advertising

Dave reported that the Shop Hop ads were well received.

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.

The next Promotions / Beautification Committee meeting has been scheduled for Wednesday May 15th at 2:00pm at Legends.

8.11 CIP - Susan and Russell

Susan reported that the next meeting is scheduled for Monday May 6th, 2019

8.12 Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported that the next meeting is scheduled for May 13th, 2019.

9. Coming Events

- Beerlesque - Saturday May 11th at the ECR!
- Super Hero Saturday - May 4th 10am - 2pm
- Shunpiker's Mystery Tour - Mother's Day Sunday May 12th
- Day Out With Thomas - Friday July 12 - Sunday July 14th at Memorial Arena
- Iron Horse Festival - Thursday August 15 - 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

Upcoming Committee Meetings

- Beautification / Promotions Committee meeting - Wednesday May 15th at 2:00 at Legends.
- Nostalgia Nights Car Show Meeting - Thursday May 2nd at 8:30am at Earl's office

10. Budgetary and Personnel

No Report

11. Adjournment

Motion by Barry, Seconded by Sarah "To adjourn the meeting at 9:40am." Carried

Next Meeting: Wednesday June 5, 2019 at 8:00am Room 304, City Hall

Attachment 1

Transit Recommendations:

Suggestion #1: Relocate the bus transfer hub to behind Talbot Street on or off Moore

Reasons the Current Location is Not Ideal:

- the current hub has poor shelter and no green space
- the current hub is not pedestrian friendly, as people have to get across a large parking lot without sidewalks to go shopping

Reasons having the Hub Downtown is Recommended:

- it will allow for connections with PSTR trains / tourism buses (see below for more information) / Whistlestop Trail
- the gas pumps and parking lot are already there to make the switch
- there is more green space, and room for better shelters
- it is closer to shopping areas
- it is easier to access for lower income and high school students from Arthur Voaden, increasing the potential for bus use
- it is close to Railway City Tourism to encourage bus use for tourist events (see below for more information)
- this would also lead to the potential of Moore Street one day becoming a pedestrian / bus only street (if another entrance to that parking lot was put in on the East side)
- if the Sutherland Press property is ever acquired by the city, this land could be incorporated into the future transit hub

Suggestion #2: Create Special Days Each Month for target users to ride the buses for free

Reasons:

- people are hesitant to use something unfamiliar to them, so it would make it an opportunity for the target users to learn more about the transit while riding for free
- target users could be: seniors / high school students / tourism events (see below for more information)

Suggestion #3: Have a Branded Tourism Bus

Uses:

- special events, such as sporting events, where it would go regularly between the arena / sports field to the downtown restaurants

- every 15 minutes through the downtown between the Elevated Park / Jumbo / other art or cultural stops, and the shops / restaurants
- have it be a “hop on hop off” ticket system so it could be used for a half day or full day during tourism season
- focus on 11am-9pm
- can be branded to look unique, like Kingston's Trolley Bus (see below)

Suggestion #4: Tie in the Bus Transit System with the Trains

Uses:

- connect the bus and train hub
- utilize the trains more, especially between Tourism (trains can turn around at the Railway Museum), the downtown, and Port Stanley to encourage more tourism opportunities and interaction with the Port Stanley tourism

OBIAA CONFERENCE REPORT BY SARAH VAN PELT

SOCIAL MEDIA:

Social Media For BIAs by Avery Swartz, Founder of Camp Tech (www.camptech.ca)

When using social media have a Goal, an Audit of what you currently have, Social Media Activity, and Key Performance Indicator.

For example, say your goal is to grow attendance at Nostalgia Nights the Audit would be the number of attendees you had in the previous year, the social media activity could be releasing short promotional videos on Facebook and YouTube, and the Key Performance indicator would be the number of attendees you had at the event this year after your campaign.

After each social media campaign, determine “if the juice is worth the squeeze”, ie; was the effort/cost worth the result based on the Key Performance indicator.

Other examples:

Goal

Audit

Social Media Activity

Key Performance Indicator(s)

Enhance Member business visibility in our community

Members want to be more prominently featured

YouTube video series featuring BTS looks at member businesses

Number of views, response from member businesses

Strengthen ties between member businesses

Anecdotal information on the current relationships

Tag member businesses on Twitter with #FollowFriday

Number of comments, retweets, and likes. Number of followers of participating businesses should increase.

Your Social Media Audience

Who do you want to reach?

- General public?

- Member businesses

- Anyone else (eg. Bridge and Tunnel Crew in NYC)

For the St. Thomas DDB this could be all the new residents that are moving into the new subdivisions.

Build a character profile for them by finding out these key characteristics:

1. What is their age and gender? (40+)
2. What is their job title? (Occupation: Retired)
3. Where do they live? (New Subdivisions)
4. Who lives in their home with them? (?)
5. How do they get around? (Drive)
6. Where do they shop? (Café, Jewellery, Artisanal Food, Kitchen Store, Furniture Store, Theatre, Cinema?)
7. What do they want from their community or neighbourhood? (Maybe a 4pm matinee for elderly retirees at the theatre so they can drive home while it's still light out – Orangeville did this successfully with Monday Night at the Movies)

Where do you reach people online?

- Facebook, Youtube, Instagram, Twitter, LinkedIn, Pinterest,
- Top performers: Facebook, YouTube, Instagram

Where is your BIA active? And is it where your prospective audience is?

Monthly active users worldwide

- Facebook: 2.3 Billion (3-5 posts/wk required)
- YouTube: 1.3 Billion (1 post/wk required)
- Instagram: 1.0 Billion (5-7 posts/wk required)
- Twitter: 336 Million (20 posts/day required)

What do you post?

- Social Media is Social (post things that will create social interaction)
- Ask how you want people to feel when they see your post
- Engagement is key (comments, likes, shares)
- Posts with low engagement are less likely to be seen

The best messages make you feel something. These are the top four to go for: laugh, care, feel informed, feel special.

How do get more engagement?

- Boost post: \$5 for 24hrs to increase engagement in first 1st few hours. Anything more is a waste.

Contest Ideas:

1. Contest and giveaways
2. Explore the neighbourhood/video tours
3. Little known facts/secret spots in the hood
4. Historical info (#throwbackthursday)
5. User generated content (repost others posts)
6. BIA member spotlight
7. Friendly rivalry with other organizations (eg. Museums competing with each other in the UK)
8. "A Perfect Day in our town" guide with various directions. (eg. Perfect Day for Parents with Small Kids)
9. Tie-in's with pop culture (which fictional town is our town most like?)
10. Social media take-overs (eg. have a local influencer take over the DDB Instagram account for a week)

Posting Days & Times

Reference Hootsuite Blog:

<https://blog.hootsuite.com/best-time-to-post-on-facebook-twitter-instagram/>

Then measure your own metrics to hone in on your target demographic. No audience is identical so while broad statistical data may get you in range, your own stats will allow you to zero in on the best times to post for your social media audience.

In terms of engagement, social media platforms give top placement to shares, followed by Comments, and then by likes.

You Can Game your Engagement The RISE of STORIES

- Stories are now growing faster than feed based sharing
 - Use Instagram stories 'Highlight' feature to allow your content to live longer than 24hrs, Example: Cabbage Town BIA: https://www.instagram.com/cabbagetown_bia/?hl=en
- OBIAA's Social Media Policy

All BIA's should have a social media policy listing what you can and can't do with the BIA social media accounts. If you don't reference the OBIAA one: <http://obiaa.com/wp-content/uploads/2017/11/OBIAA-Social-Media-Policy.pdf>

Social Media etiquette rules for business:

<https://blog.hootsuite.com/social-media-etiquette-rules-for-business/>

If you're looking to find hashtags for your demographic check out Hashtagify:

<https://hashtagify.me/hashtag/tbt>

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