

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY MAY 2, 2018 at 8:00 am
CITY HALL ROOM 204

Attendance: Chair Earl Taylor, Promotions Chair Beth Burns, Sarah Van Pelt, Susan Boldt, Advisors, Sarah Noble, Councillor Rymal

Regrets: Beautification Chair Ryk Snetselaar, Treasurer Dave Thomson, Ian Gillespie, Russ Schnurr, Reza Alavie, Advisors Sean Dyke, Tara McCaulley, Adrienne Jefferson, Barry Fitzgerald

Guests: Jazz Staddon

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

Since a quorum was not achieved, the meeting continued with reports only.

2. **Declaration of Conflict:**

None

3. **Confirmation of Agenda**

Motion by Sarah, Seconded by Joan, "To confirm the May 2, 2018 Agenda as distributed" Carried

4. **Confirmation of Minutes**

Motion by Sarah, Seconded by Joan "To confirm the minutes of the April 4, 2018 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 401 followers (was 391 last month) and our DDB Facebook page has 852 Likes (was 840 last month).

Canada Summer Jobs

Earl reported that we have been advised that we have been approved for 3 summer students for 8 weeks at 30 hours per week beginning June 25th. Total funding is \$5,040.00.

Board Membership

Gord Hall has been removed from the DDB Board due to non-attendance.

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.

Since a quorum was not achieved, a motion to pay outstanding bills was not obtained.

8. Committee Reports

8.1 Parks Dept Update - Adrienne
No Report

8.2 Council Update - Councillor Rymal
Joan reported that the old Giant Tiger property is being developed into a Food Basics, 400 residential units at Alma College is under discussion and an Accessibility Solution proposal was provided.
An Accessibility Open House is planned for September 27th at the Seniors Centre.

8.3 Municipal Heritage Committee Update - Russell
No report

8.4 Railway City Tourism Report - Sarah
Sarah reported that the Super Hero's Day is scheduled for May 5th with participation by 24 Downtown businesses including the STEPL, Fan of the Sport, Tourism and Yureks.

The Beerleque event is scheduled for May 26th at CASO - our DDB is the main Entertainment sponsor.

A Downtown Tracks with live music is planned for the L&PS patio on July 7th Nostalgia Nights and August 4th.

The summer students started on May 1st and the Tourism office will be open Tuesday to Saturday 10am - 6pm.

8.5 Economic Development Report - Sean
No report

8.6 SBEC - Tara
No report

8.7 Chamber of Commerce Report - Barry
Barry submitted the following written report regarding upcoming Chamber events:
May 9th Free Enterprise Awards Evening – St. Anne's Centre
May 16th Business After 5 Geerlinks Home Hardware (in furniture section) co-hosted by St. Thomas Soccer Club. Also at that event , we are doing a pilot program TED talk in a segment called Business Before Business After 5 at 4:30 focused on young entrepreneurs. Our first presenter for this series is Doug Tarry.
June 13th the Chamber along with the Elgin St. Thomas Community Foundation are mounting a series working to support capacity in our not-for-profit sector. Paul Jenkins

from the St. Thomas Elgin Hospital Foundation is hosting our first event , a breakfast session entitled Fundraising 101. All not-for-profits are welcome but need to register as there is limited space. (mail@stthomaschamber.ca)

That same day, Business After 5 at the new Iron Creek Golf Course co-sponsored by the St. Thomas Times Journal.

8.8 Beautification Report - Ryk

Written report attached

Downtown Business Signs:

Earl reported that no new signs were installed this month.

LED Christmas Lights

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

Banners

The Clark McDougall banners where installed on April 22nd and 29th. The banners at Horton Market along Manitoba Street were also updated with existing Canada flag banners.

Flower Baskets

3 sets of flower basket brackets were installed in front of the Open Kitchen and one set in front of Boston Pizza.

Cross Street Banner Schedule:

The "Thanks for Shopping" banner was replaced with the Alzheimer's Banner on April 27th.

Garbage:

Earl reported that Jason's work schedule has been set at 5 hours per week through May and June.

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

The next committee meeting is scheduled for Wednesday May 9, 2018 at 8:00am at Earl's office.

8.9 CIP Selection Committee - Beth

No activities to report

8.10 Downtown Dollars Promotions - Beth

Beth reported that \$490 DDB Dollars (\$240 of this is Christmas Care Dollars) have been redeemed in April.

8.11 Promotions Report - Beth

Downtown Dustup Project

Phase 2 of the Talbot St construction began on April 9th.

- Earl reported that City updates are being distributed by weekly email newsletters. A separate email list, targeting only the business and property owners in the construction zone has been developed and will be used to specifically inform this group. Beth also hand delivered the City's recent April update letter by hand on Friday April 27th.
- A 3rd walk-about was held on Monday April 30th at 8am with 1 business owner in attendance.
- Beth is doing weekly walk-about's and talking to merchants in the construction zone. 2 new signs have been installed at each end of the construction zone on Talbot Street.
- A Dustup Meeting was held on May 2nd at 7pm at SBEC - report attached.

Nostalgia Nights Car Show

Beth reported that the posters will be available next week, we have Dominos Pizza confirmed but we are looking for more food vendors, an Old Autos ad is being developed.

10% Discount Card

Reza has stepped in to handle this project.

Iron Horse Festival:

No information is available. We will try to find out when the next meeting is and get involved in the planning process so that we can inform our Downtown merchants.

New Businesses:

1 new business opened this month - Elgin Harvest is now located at 481 Talbot Street. Earl will deliver flowers on Saturday.

OBIAA Conference Report - Beth

Beth reported that this was a worthwhile conference to attend. Report attached.

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

The next committee meeting is scheduled for Wednesday May 9, 2017 at 8:30am at Earl's office.

9. New and Ongoing Business

No Report

10. Coming Events

- Super Hero Comic Book Day - Saturday May 5, 2018
- Bridges Out of Poverty - Saturday May 5, 2018 at 5pm at The Brow Boss
- Business After 5 Geerlinks Home Hardware - Wednesday May 16, 2018
- Beerlesque at ECRM - Saturday May 26, 2018
- STEPAC Redtail Cocktail Party and Silent Auction - Saturday May 26, 2018
- 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 May 9, 2018 at 8:00am at Earl's office.

11. Budgetary and Personnel

No Report

12. Adjournment

Motion by Beth, Seconded by Sarah "To adjourn the meeting at 9:20am." Carried

Next Meeting: Wednesday June 6, 2018 at 8:00am Room 204, City Hall

Attachments:

Beautification Report

Downtown Dustup Meeting Synopsis

OBIAA Conference Report

BEAUTIFICATION MEETING MINUTES
Coldwell Banker Office
Wednesday April 11, 2018
8:00 a.m.

ATTENDANCE: Beth Burns, Susan Boldt, Earl Taylor, Ryk Snetselaar

1. New Banners for light poles have been ordered from company that supplies the D.D.B. with the lighted snowflakes.
2. Cross-street banner for April – Alzheimer’s Society.
3. Discussed Christmas Tree light package for this year’s event.
4. D.D.B. has hired one student for this summer’s cleanup position.

Meeting Adjourned at 8:20.

Next meeting – Wednesday May 9th at 8 a.m., Coldwell Banker Office

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 (Mothers Day May 13th)
May 14 - June 2 (West Pole)	Victim Services (week of May 27- June 2nd)
May 28 - June 18	Lions Car Show (June 17th)
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

Downtown Dust Up Meeting Synopsis
Wednesday May 2 2018
7 pm SBEC

Attendees: Jewell McKenzie(Now and Zen), Brenda and Steve (Why not Cookies)
Terry Hall (Wind in Willow) Beth Burns (DDB) Tara McCaulley (SBEC)

Interested but did not show: Renee Carpenter(Jennings), Jay(Macs), Shannon and
Curtis Bartley(370 Talbot)

- Discussed construction concerns: Main : sidewalk access and when Elgin will be closed and parking
- Discussed back door access possibilities
- Need for promotion/marketing strategies both as a group and as individuals
- Need for all businesses to support each other

Action Items

- Develop events and activities to highlight "Open for Business"
 - DDB to feature one business per week in newsletter from the construction zone
 - Tara will do her Facebook features on construction zone business each week
- Radio and print ads

Next meeting Thursday May 17th at 7pm at the SBEC 10 Mondamin Street

OBIAA CONFERENCE REPORT
April 15-18, 2018
by Beth Burns

I attended the 2018 OBIAA Conference at the Blue Mountain Conference Centre in Collingwood on Monday April 16 - Wed April 18, 2018

All of the presentations that I attended along with the concurrent presentations are available for viewing at www.obiaaconference.com

The sessions that I attended are:

(Note: Due to adverse weather conditions(freezing rain/snow) I arrived late and was only able to attend one session on Monday)

Monday April 16

**How to survive downtown revitalization with great communication
(Paul Minhas/Entrepreneur House)**

Take aways:

Know who you're talking to

everyone motivated by different mindset such as:

service based vs product based

entrepreneur vs small business

self employed vs franchisee

Talk TO them /repeat what they say/don't try to control the conversation

Communication channels - always positive messaging/manage communication and reputation

Tools SMS messaging/online/email/print out/door to door

Tuesday April 17th

**Construction Zone Realities
(The Eglinton Way BIA)**

Keep beautification items in construction zone

BIA provide window cleaning

free bus service to the area

merchant share back entrances

MEMBERS NEEDS ASSISTANCE LUNCH

topic: demolition by neglect - CIP needs to have serious \$ to encourage absentee landlords to restore buildings rather than leave them vacant

BUILDING BLOCKS FOR A CREATIVE ECONOMY

(Dartmouth/Barrie)

I literally got no take a-ways from this presentation

Trade show

Ogilvie Site Furnishings

Incredible and unique outdoor furniture some are train themes Spectacular

NETWORKING

Tara and I networked with the people from Minto who have gone through a "Big Dig" lots of great ideas

Met with a person from Listowel who is the only employee for BIA she does everything.

Found it interesting as this is a similar levy . This is a governing Board rather than a working one. Interesting to hear different approach.

Met a person from Grimsby who was also on the FICE team discussed the take a-ways from that

WED APRIL 18TH

METAMORPHOSIS ON MAIN - BEST PRACTICE

Leadership/economics/design/promotion

highest growth - specialty foods 90% growth over last 10 yrs

Roger Brooks short program

Largest demographic shift

Quality of life is leading economic development

DOWNTOWNS is leading economic development and tourism

80% of spending is from visitors

70% retail sales come after 6 pm 9Are you open?)

want space to decompress - pedestrian friendly /entertainment

EVENING farmers market

Brewery downtown

ROGER BROOKS

20 INGREDIENTS OF AN OUTSTANDING DOWNTOWN

Everything he said was GOLD!!

I truly believe we need to develop partners to bring him to our community to help us make our downtown Outstanding.