

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY MAY 3, 2017 at 8:00 am
CITY HALL ROOM 204**

Attendance: Chair Earl Taylor, Vice Chair Beth Burns, Beautification Chair Ryk Snetselaar, Ian Gillespie, Gord Hall (left 9:12am) Sarah Van Pelt, Councillor Rymal

Regrets: Adrienne Jefferson, Russell Schnurr, Treasurer Dave Thomson, Tom Johnston, Advisors Sean Dyke, Tara McCaulley and Megan Pickersgill

1. Call to Order: The meeting was called to order at 8:00am

2. Declaration of Conflict: None

3. Confirmation of Agenda

Motion by Gord, Seconded by Joan "To confirm the May 3, 2017 Agenda as distributed" Carried

4. Confirmation of Minutes

Motion by Sarah, Seconded by Gord "To confirm the minutes of the April 5, 2017 meeting as distributed" Carried

5. Deputations

John Scott of Graham Scott Enns presented the 2016 Audited Financial Statement. Motion by Gord, Seconded by Ryk "To accept the 2016 audited financial statement as presented" Carried.

6. Chair Report

Social Media

Earl mentioned that our Twitter account is @stthomasddb and we now have 292 followers (was 281 last month) and our DDB Facebook page has 636 Likes (was 619 last month). The increased numbers can be attributed to the Shop Hop posts.

Strategic Plan

Earl reported that this Core Group met with the Strategic Planning Committee on Wednesday April 12th for Phase 4 of the program.

So far we have created a Mission and Vision Statement, identified PESTO and SWOT items and established 5 Goals and related Objectives.

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, Barry Fitzgerald - Chamber of Commerce and Wendell Graves - City Manager along with Beth, Dave, Tara, Ian and Earl.

The next step is to complete the writing of our Strategic Plan

OBIAA Conference

Earl reported that a conference report will be attached to the May 3rd Minutes.

Canada Summer Jobs

Earl reported that we have received confirmation of our CSJ funding for 2 students in the amount of \$3,420 which is 50% of what we received last year.

7. Finance Report

In Dave's absence, Earl gave an overview of expenses paid this month and invoices yet to be paid.

Motion by Ryk, 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 submitted a list of the suggested locations for our 27 new Urns as follows:

North Side of Talbot Street heading west from First Avenue (11 Total)

Pro Oil change

Tim Hortons

Pizza Hut

McDonalds

BMO

3 @ L&PS Station

Southwick and Talbot Street

Royal Bank

Lotus Thai

South Side of Talbot Street heading west from First Avenue (16 Total)

Global Pet Foods

Giant Tiger

Ross and Talbot Street

2 at Moore Street Walkway (next to K&K)

2 at Legends Tavern

3 at Holy Angels Church

3 at Discount Max

2 at Hepburn Park entrance

1 at TD

Parks will be working through the month of May to get these setup (placed and filled with sand/soil) and planted within the first 2 weeks of June.

8.2 Council Update - Councillor Rymal

Joan reported that Street sweeping occurs 2 times per week in 2 shifts from April to November, the HCD report is being presented to Council on May 15th and the Veterans Memorial grand opening is October 28th.

8.3 Railway City Tourism Report - Megan

No report

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

8.4 SBEC - Tara

No report

8.5 Economic Development Report - Sean

No report

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

8.6 Beautification Report - Ryk

Ryk reported that the Alzheimer's banner was installed on April 27th and the Horton Market banner will be installed on May 14th.

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

Downtown Business Signs:

Earl reported that he fourth application has been approved and signs at Seed Confectionery, The Bake Shop, Ted's Place, Yureks, Phantastic Nails, Coffeys and Toth's Jewellers have been installed. Grace Cafe, Destination Market and Fitness Definition are being designed.

Tree Lighting:

Ryk reported that he has confirmed the 2 year plan for the professional installation of coloured tree lights and that Earl has submitted a 50% deposit for 2017.

Snowflakes:

Earl reported that the 25 new LED Snowflakes are in production and will be delivered soon.

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	Cancelled - 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
May 13 - May 29	Horton Market
May 29 - June 19	Lions Car Show
June 19 - July 10	Nostalgia Nights Car Show
July 10 - August 14	Thanks for Shopping Downtown St Thomas

August 14 - September 5	Railway City Road Races
September 5 - September 25	Violence Against Women - Walk a Mile in Her Shoes
New	Horton Market
September 25 - October 23	VON
October 23 - November 20	Optimist Santa Claus Parade
November 20 - January 2, 2017	DDB Merry Christmas / Love Where You Shop
January 2 - March 6, 2017	NEW DDB Winter Banner

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

Report attached

The next committee meeting is scheduled for Wednesday May 17th, 2017 at 8:00am at Earl's office.

8.7 Promotions Report - Beth

Nostalgia Nights Car Show

Beth reported that the July 8th Car Show plans are underway.

Earl and Dave are working on 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.

Dave is seeking sponsors for the 6 train rides.

Win This Space

Beth gave an overview of this program and that she and Earl met with Sean again on March 30th to discuss this program.

Earl reported that he made contact at the OBIAA Conference with representatives from Peterborough who recently completed a successful Win This Space program. Earl also reported that he has purchased the domain www.WinThis.Space for use in this program.

Century Sound Mural

No report

Chamber of Commerce

Beth asked that the DDB join the St Thomas Chamber of Commerce

Motion by Beth, Seconded by Gord "That the DDB join the St Thomas and District Chamber of Commerce at a cost of \$195/year with a \$45 administration fee" Carried

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

The next committee meeting is scheduled for Wednesday May 17th, 2017 at 8:30am at Earl's office

8.8 CIP Selection Committee - Beth

Beth reported that a number of projects are underway and that the next meeting is scheduled for May 19th

8.9 Downtown Dollars Promotions - Beth

Beth reported that \$655 DDB Dollars have been redeemed and that \$200 was donated to the TTC as prizes for a Fashion Show event.

8.10 Shop Hop

Earl reported that the Friday April 7th and 9am - 6pm and Saturday April 8th event was a success. 250 posters and 500 Scavenger Hunt Clue sheets were distributed and 42 Scavenger Hunt forms were completed and returned.

A reusable white board using a #WhyDowntownStThomas slogan was used to allow businesses to post to their social media sites.

The Easter Bunny was on Talbot Street from 11am - 2pm handing out candy and visiting with shoppers and was well received.

This event was completed with a budget of \$800.

Sponsorship

Earl advised that the DDB will once again sponsor a Minor Baseball Team at a cost of \$350/year. The DDB logo will be displayed on the team jersey and their website. The plaque that we received from the 2016 sponsorship is on display in the DDB office.

Sign Bylaw

Sarah presented details on the revised 2017 Advertising Sign Bylaw and details on how it may affect businesses in our downtown.

A copy of the Bylaw will be attached to these Minutes for reference.

9. **New and Ongoing Business**

No Report

10. **Coming Events**

- Nostalgia Nights Saturday July 8th, 2017
- Thomas and Friends July 15 - 16 and 21 - 23rd, 2017

11. **Budgetary and Personnel**

12. **Adjournment**

Motion by Sarah, Seconded by Ian "To adjourn the meeting at 9:27am." Carried

Upcoming Committee Meetings

Beautification, Promotions and Budget Committee meeting - Wednesday May 17th, 2017 at 8:00am at Earl's office.

Next Meeting: Wednesday June 7, 2017 at 8:00am Room 204, City Hall

BEAUTIFICATION MEETING MINUTES
Coldwell Banker Office
Wednesday April 19, 2017
8:00 a.m.

Attendance: Beth Burns, Earl Taylor, Dave Thomson, Ryk Snetselaar, Rob Burns

1. New Planter Urns have arrived. They will be planted for the upcoming season.
Wooden Planter Boxes to be donated to Destination Church.
2. Committee to look at replacing "Downtown St. Thomas" directional signs with new logo.
3. Committee agrees to commit to 2 year contract with London Decor to install Christmas lights on the tree next to City Hall.
4. If current Cenotaph Property on corner of Princess Avenue and Talbot Street becomes available to use, D.D.B would be interested in beautifying space.

Meeting Adjourned at 8:30.

Next Meeting: Wednesday May 17, 2017 – Coldwell Banker Office.

OBIAA CONFERENCE REPORT

April 3 - 4, 2017

by Earl Taylor

I attended the 2017 OBIAA Conference at the Westin Prince Hotel in Toronto on the Monday April 3 and Tuesday April 4, 2017

All of the presentations that I attended along with the concurrent presentations are available for viewing at www.obiaaconference.com/indexcfm?iD=213

The sessions that I attended are:

Monday April 3

9:00 - 10:45 Paul Bedford, former City of Toronto, Chief Planner

Take a-ways:

- Compare prices of products in Big Box stores / Mall vs price in a Downtown store.
- Place signs / product display decals on vacant buildings to look like a real store that might be needed downtown.
- Tool Lending Library business
- Yorkdale Mall - you walk further to visit all stores than walking through Uptown Yonge BIA.
- Repeal tax breaks for vacant buildings

10:45-12:00 MA1 BIA Staff Professional Development Session - Is Your Board Accountable

Take a-ways:

- Every city needs an Integrity Commissioner
- Municipal Conflict of Interest Act - how does personal interest affect voting

1:30 - 2:30 MP1 8-80 Cities - How a Small Investment Can Make A Dramatic Change

Take a-ways:

- Designing your Downtown to appeal to age 8 to 80

3:00 - 4:00 MP5 Using Data to Understand Trends and Drive Real Business

Take a-ways:

- investigate Eco-Counters to study event activity
- Engage in counting activities to understand your BIA

4:30 - 6:00 OBIAA AGM

A number of motions were voted on and the 2017-2018 executive were voted on and elected. Visit the OBIAA website for details

6:00 - 9:00 Awards Dinner

I attended the awards dinner and was fortunate to sit with Kay Mathews - OBIAA Executive Director and the group from Peterborough who just finished a successful Win This Space promotion. The groups that received the many awards were impressive and inspirational. Winners can be viewed under the Awards tab on the OBIAA Conference website.

Tuesday April 4, 2017

9:15 - 10:15 TA 2 Strategic Planning: Communities Ignite

- I was a panelist on this presentation
- 32 people in attendance
- Most did not have a Strategic Plan, those that did had not looked at it for awhile.

10:45-11:45 TA7 Bringing the Master Story of Your Place to Life

Take a-ways:

- This presentation talked about using a proper tag line to describe your community. This lead me to the use of #WhyDowntownStThomas as part of our Shop Hop Social Media campaign.
- Live Work Play type of slogans don't give an investor / visitor a reason or understanding of your message.
- Why Edmonton
- Public pianos
- Tell the story, make it true, sincere and compelling

12:00-12:30 Bricks and Clocks: Digital Main Street

Reference www.digitalmainstreet.ca

Trade Show

I was able to visit all of the vendors that were setup throughout the facility and gathered information about our current product supplies like Christmas Lights as well as other possible products that could benefit our downtown.

2018 Conference

The 2018 OBIAA Conference will be held in Collingwood