

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY NOVEMBER 1, 2017 at 8:00 am**  
**CITY HALL ROOM 204**

Attendance: Chair Earl Taylor, Vice Chair / Promotions Chair Beth Burns, Beautification Chair Ryk Snetselaar, Sarah Van Pelt, Ian Gillespie, Advisors Megan Pickersgill, Adrienne Jefferson, Councillor Rymal

Regrets: Treasurer Dave Thomson, Russ Schnurr, Gord Hall, Tara McCaulley, Sean Dyke

Guests: Barry Fitzgerald, Susan Bolt, Dean

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

**2. Declaration of Conflict: None**

**3. Confirmation of Agenda**

Motion by Ryk, Seconded by Joan "To confirm the November 1, 2017 Agenda as distributed" Carried

**4. Confirmation of Minutes**

Motion by Ryk, Seconded by Sarah "To confirm the minutes of the October 4, 2017 meeting as distributed" Carried

**5. Deputations**

**6. Chair Report**

Social Media

- Earl mentioned that our Twitter account is @stthomasddb and we now have 347 followers (was 339 last month) and our DDB Facebook page has 746 Likes (was 690 last month). The increase this month was due to the Downtown Pumpkin Prowl.

- A Facebook event for the Tree Lighting Celebration was published last month and Boosted on October 31st for 17 days at a cost of \$20.00. To date, 38 are Going and 164 Interested.

Strategic Plan

Earl reported that the plan is written and in the hands of the Core Committee for review. A meeting was held on October 13, 2017 at 8:00am at Earl's office to review the Goals section.

Canada Summer Jobs

Earl reported that the claim for Summer Jobs Canada for a rebate of \$3,420 has been submitted.

## Sign Bylaw

Earl reported that the City has asked that we provide a letter to define our position on the proposed new Sign Bylaw and to provide our input. Earl mentioned that our overall position needs to reflect that the proposed Bylaw must be a) fair to all Downtown businesses and b) that enforcement of the Bylaw is critical.

After discussion a decision was set.

Motion by Beth, Seconded by Sarah "To submit a letter to the City stating our position that the DDB supports the Draft Sign Bylaw as presented with changes to add Retail to the definitions section, revise Retail to include Services in Section 3.h, allow A-frame signs on City sidewalks in section 3.h., clarify section 3.L.iii regarding A-frame signs on City sidewalks, and to include 1010 Talbot Street in the Schedule document" Carried

## Downtown Summit - October 25, 2017

Earl reported that we had 57 people at our breakfast meeting which ran from 7:45 am to 9:30am. Shawn De Vree of Vesta gave a great presentation about Small Business Best Practises, Russ Schnurr provided an update on the HCD and Beth Burns presented on the Big Dig project

An online survey will be distributed to all members who attended.

## Policy and Procedures Manual

Earl reported that he has distributed a copy of the Policies and Procedures Manual to the Executive for review.

## Newsletter

Earl advised that Annette continues to produce a weekly newsletter that is sent every Friday morning.

## **7. Finance Report**

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

Motion by Ryk, Seconded by Joan "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 reported that the planter urn covers have been quoted at \$135 each. It was decided to purchase 27 black covers with a UV protection coating.

Motion by Ryk, seconded by Joan "To purchase 27 planter urn covers from St Thomas Canvas and Awning in colour black with UV protection and a locking cable system with a 12-15 year warranty at a cost of \$135/unit" Carried

Adrienne also reported that the 27 planters will be planted with winter greenery after Remembrance Day and remain in place until mid January 2018. We currently have a budget set at \$1,000 to complete this project. However, this may not cover the actual costs.

Motion by Ryk, Seconded by Beth "To revise the current budget from \$1,000 to \$2,000 for the winter planter urn decorating project" Carried

#### 8.2 Council Update - Councillor Rymal

Joan reported that the Veterans Memorial grand opening was October 28th, a design concept for 230 Talbot Street will be available soon, the Sutherland Press demolition is imminent and the Justice Building on St Catharines Street is under review.

#### 8.3 Municipal Heritage Committee Update - Russell

In Russ's absence, Earl reported that the Talbot Street Walking Tour brochures will be available soon..

#### 8.4 Railway City Tourism Report - Megan

Optimist Santa Claus Parade: Megan reported that they will be providing free hot chocolate and Las Chicas coffee during the Optimist Santa Claus Parade on November 18th.

Train Rides: Plans are in place to provide 5 Free train rides per day during the November 18-19th Hometown Hockey event from 1 - 5pm. The DDB Coach will be used during these rides.

Motion by Beth, Seconded by Ryk "To contribute up to \$1,000 as a 1/3 partner with the City and Railway City Tourism towards the costs of operating the November 18-19th Train rides" Carried

Train Car and Arts Crawl: Megan reported that the PSTR will be bringing a train car to the L&PS for the month of December for use as a Santa stop. This train car will remain in place for the February 23-24th Arts Crawl.

Megan also reported that 14 of the 16 Arts Crawl venues are located in Downtown St Thomas.

#### 8.5 Economic Development Report - Sean

Earl reported that the FICE report, as produced by the Grimsby Committee has been received and distributed to the team that visited Grimsby.

#### 8.6 SBEC - Tara

Tara reported

#### 8.7 Beautification Report - Ryk

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

#### Downtown Business Signs:

Earl reported that new signs at L'or Canine Clips and Spaw Services and Rail City Media were installed this month, repairs to Scotts Printing and David Pentz Law were completed and the signs at Bra Obsessed and Reflections were removed.

A sign for Hygienist Next Door will be installed soon.

Ryk reported that the "Optimist Santa Claus Parade" banner was installed on October 31st followed by the DDB Merry Christmas banner on November 20th.

#### Cross Street Banner Schedule:

The 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 27	MS Society
April 27 - May 14	Alzheimer's Society
May 14 - May 29	Horton Market
May 29 - June 19	Lions Car Show
June 19 - July 9	Nostalgia Nights Car Show
July 9 - August 14	Thanks for Shopping Downtown St Thomas
August 14 - September 3	Railway City Road Races
September 3 - September 24	Fanshawe College 50th Anniversary (Cancelled - Violence Against Women - Walk a Mile)
September 24 - October 8	Horton Market
October 8 - October 31 (23)	VON
October 23 - November 20	Optimist Santa Claus Parade
November 20 - January 2, 2018	DDB Merry Christmas / Love Where You Shop
January 2 - March 6, 2018	NEW DDB Winter Banner

#### Snowflakes and Wreaths

Earl reported that 29 LED Snowflake brackets and 63 winter banners were installed on Sunday October 22nd and 29th. 25 Canada Flag banners were left in place. The 7 existing Historical banners are being re-printed since they are faded.

St Thomas Energy will be installing the lighted Snowflakes on the week of November 13th.

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

The next committee meeting is scheduled for Wednesday November 15, 2017 at 8:00am at Earl's office.

#### 8.8 CIP Selection Committee - Beth

Beth reported that there are no new projects to report.

#### 8.9 Downtown Dollars Promotions - Beth

Beth reported that \$75 DDB Dollars have been redeemed in October

Earl reported that the new Downtown Dollar window decals have been produced and are being distributed, along with a Merchant instruction brochure, to all participating Downtown merchants.

#### 8.10 Promotions Report - Beth

##### St Thomas Optimist Parade Float

Beth reported that the plans for a DDB entry in the November 18th Optimist Santa Claus Parade are underway. Rob Burns is heading this project, but we need more members to help assemble the float as well as participate during the parade.

##### Rogers Hometown Hockey

Beth reported that she has attended a number of planning meetings and is awaiting receipt of the promotions package.

this will be a huge Downtown event bringing thousands of people to Downtown St Thomas. Beth encouraged business owners to get involved and to remain open during the event, have employees wear Hockey jerseys and decorate store windows in a red theme.

##### Downtown Pumpkin Prowl

Earl reported that the Downtown Pumpkin Prowl was a success. 39 businesses participated, 100 passports were returned and 21 people posted photos to the DDB Facebook page. Winners of the five \$50 Downtown Dollar prizes will be chosen as soon as all passports are collected.

##### Tree Lighting Celebration

Santa will arrive at 5:45pm on a St Thomas Fire Truck and turn on the lights at 6pm

- Earl reported that he met with The Sunshiner's to review their music setup.
- The Art Gallery is producing decorations on November 17th and Earl has organized with Kevin Atterbury to install them on the tree on Friday November 17th at 1pm.
- Ryk reported that the Tree Lights were installed on Monday October 23rd.
- Earl met with Reza Alavie and is organizing the production and installation of a Yurek Pharmacy sponsorship sign in front of the tree.
- Beth reported that Tim Hortons is supplying the Hot Chocolate and Why Not Cookies is supplying 200 cookies.

##### Downtown Dollar Giveaway

Earl reported that myFM will begin their giveaway promotion on November 27th. 3 weekly prizes of \$250 will be used for a Call-in and Facebook promotion and 3 weekly prizes of \$250 will be used for in store giveaways to surprise shoppers and pay for their purchases.

##### Downtown Santa

- Beth reported that plans are underway for Santa to tour Downtown St Thomas on Saturday December 9th from 10am - 2pm to visit stores and greet shoppers on the street.
- The possibility of having Santa available at the PSTR train car at the L&PS through December is being investigated.

### MYFM Santa's Sleigh Promotion

Earl presented the MYFM Santa's Sleigh project. Dave has reserved December 11th as one of the 12 Days of Christmas for the DDB. We would solicit Downtown businesses to provide a small gift or coupon that would be given away to only lucky radio caller on that day. The overall prize must have a value of at least \$250. After discussion, this plan was rejected.

### Home Show

Earl reported that he has submitted our 50% deposit for the March 23, 24, 25th Home Show booths.

### Century Sound Mural

No report - we are awaiting delivery of a proposed design.

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

The next committee meeting is scheduled for Wednesday November 15, 2017 at 8:30am at Earl's office

### **9. New and Ongoing Business**

No report

### **10. Coming Events**

- Chamber of Commerce Business After 5 at Jennings Furniture - due to our Chamber membership, all DDB Members are welcome to attend
- Tree Lighting Celebration - Friday November 17, 2017 at 6pm
- DDB Parade Float construction - Friday 6 - 10pm and Saturday 9am - 3pm
- Optimist Santa Claus Parade DDB Float entry - Saturday November 18, 2017
- Rogers Hometown Hockey with Free 1-5pm Train Rides - Saturday November 18th 12 - 6 and Sunday November 19th 12 - 10pm
- Downtown Santa and Elves - Saturday December 9th 10am - 2pm
- Home Show - March 23, 24 and 25th

### **Upcoming Committee Meetings**

Beautification, Promotions and Budget Committee meeting - Wednesday November 15, 2017 at 8:00am at Earl's office.

### **11. Budgetary and Personnel**

### **12. Adjournment**

Motion by Beth, Seconded by Ian "To adjourn the meeting at 9:42am." Carried

**Next Meeting: Wednesday December 6, 2017 at 8:00am Room 204, City Hall**

**BEAUTIFICATION MEETING MINUTES**  
**Coldwell Banker Office**  
**Wednesday October 18, 2017**  
**8:00 a.m.**

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

1. Moonlight Painters starting to change brackets and installing winter banners.
2. Snowflakes are scheduled to go up week of November 6<sup>th</sup>.
3. Christmas Tree lights scheduled to go up Friday, October 27<sup>th</sup>
4. Planter Urn covers are still being discussed.

Meeting Adjourned at 8:30am

Next Meeting: TBA