

**MEETING MINUTES  
ST THOMAS DOWNTOWN DEVELOPMENT BOARD  
WEDNESDAY OCTOBER 4, 2017 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, Sarah Van Pelt, Ian Gillespie, Advisors Sean Dyke, Megan Pickersgill, Councillor Rymal  
Regrets: Tara McCaulley, Gord Hall, Russell Schnurr

**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 October 4, 2017 Agenda as distributed" Carried

**4. Confirmation of Minutes**

Motion by Sarah, Seconded by Dave "To confirm the minutes of the September 13, 2017 meeting as distributed" Carried

**5. Deputations**

**6. Chair Report**

Social Media

Earl mentioned that our Twitter account is @stthomasddb and we now have 339 followers (was 331 last month) and our DDB Facebook page has 688 Likes (was 690 last month).

A Facebook event for the Tree Lighting Celebration has been published with 22 Going and 55 Interested so far.

Strategic Plan

Earl reported that the plan is written and in the hands of the Core Committee for review. Tara and Beth have provided feedback and updates made accordingly.

A meeting to review in more details is October 13, 2017 at 8:00am at Earl's office.

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.

Downtown Summit - October 25, 2017

Earl reported that Annette has distributed an invitation to all downtown businesses and approximately 20 people have signed up so far.

Tara has arranged for Shawn De Vree to talk about Small Business Best Practises.

Doors open at STEPAC at 7:45 with breakfast at 8am

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**

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

Motion by Dave, Seconded by Ryk "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 delay the purchase until we could determine a colour and UV protection coatings.

Due to the 2018 Talbot Street construction, we should move the STEPAC and TD planters to a new location.

Adrienne also reported that the 27 planters will be planted with winter greenery after Remembrance Day until mid January 2018.

8.2 Council Update - Councillor Rymal

Joan reported that the Veterans Memorial grand opening is October 28th.

8.3 Municipal Heritage Committee Update - Russell

Joan reported that the September 26th PIC was poorly attended and that only 176 citizens responded to the Public Budget review.

8.4 Railway City Tourism Report - Megan

Based upon our participation in a number of "The Resurgence of Downtowns" webinars, Earl presented a proposal to join the Destination Development program at the Community level at a cost of \$395 which will allow 10 other groups to login and take advantage of the program.

Motion by Beth, Seconded by Sarah "To register for the Destination Development program at a cost of USD\$395 Which permits 10 registrant logins" Carried

Megan reported that the Whistle Stop Trail kiosks are being deferred until the spring 2018.

Discussions are underway to sponsor a series of train rides during the November 18-19th Hometown Hockey event.

Also, discussions are underway with PSTR to bring a train car to the L&PS for the month of December for use as a Santa stop. Perhaps this car could remain in place for the February 23-24th Arts Crawl.

#### 8.5 Economic Development Report - Sean

Sean reported that the tent is being removed. This venue was a great success and over 3 months, 10,000 people visited the events.

Sean is investigating receipt of the FICE report that was produced by the Grimsby Committee.

#### 8.6 SBEC - Tara

Earl reported that he has submitted a write-up to Tara for our Downtown Small Business Award winner.

#### 8.7 Beautification Report - Ryk

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

#### Downtown Business Signs:

Earl reported that no new signs were installed this month but that a sign for the Hygienist Next Door, L'or Canine Clips and Spaw Services is underway.

Ryk reported that the "Horton Market" banner was installed on September 24th and the "VON" banner on October 8th. The "Optimist Santa Claus Parade" banner will be installed on October 23rd 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 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 also reported that 98 Snowflakes were shipped out to the Timmins BIA on October 2, 2017.

Earl has designed an implementation plan to remove 29 banners and install 29 brackets for 39 LED Snowflakes on the weekends of October 22nd and 29th. 28 old Snowflakes will be installed in the 2018 Talbot Reconstruction area. 63 winter banners will be installed on the remaining banner brackets, leaving approximately 25 Canada Flag banners in place. The 6 existing Historical banners are also being re-printed since they are fading.

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

The next committee meeting is scheduled for Wednesday October 18, 2017 at 8:00am at Earl's office.

#### 8.8 CIP Selection Committee - Beth

Beth reported that a timeline of 2 years to complete a project has been implemented and that 1 new project is under review.

#### 8.9 Downtown Dollars Promotions - Beth

Beth reported that \$315 DDB Dollars have been redeemed in September.

#### 8.10 Promotions Report - Beth

##### St Thomas Optimist Parade Float

Beth reported that an application has been submitted to enter a DDB float in the November 18th Optimist Santa Claus parade.

#### Rogers Hometown Hockey

Beth revealed that St Thomas has been chosen as the site of this event for November 18-19th. Setup is on White Street and Talbot Street will be closed on Saturday from 12pm to 6pm and Sunday from 12pm to 10pm

#### Downtown Pumpkin Prowl

Plans are underway to develop a Family Friendly Halloween event for Friday October 27th from 5:30 - 8:30 where merchants would welcome Halloween visitors and hand out treats. Earl reported that we will provide a "Pumpkin banner" for the window of each participating merchant, Annette is producing a Passport listing all participating businesses and Earl is developing a Facebook event, a new website and updating the DDB website. Five prizes of \$50 DDB Dollars will be given out - 3 from ballots submitted and 2 from Facebook posts of visitors in costume at any participating business.

### Tree Lighting Celebration

Earl reported that a Special Events Application will be presented at the Committee meeting today which includes a Mondamin Street road closure for 5 - 9pm. Ryk has booked "The Sunshiners" musicians. The Art Gallery is producing decorations - Earl is organizing with Kevin Atterbury to install them on the tree on Friday afternoon. Ryk reported that he has upgraded the Tree Lighting to the next lighting level.

### Century Sound Mural

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

### Google Street View

Earl reported that he is trying to get a photo shoot setup for Yureks Pharmacy and Railway City Vapes. Reflections Beads who is leaving our Downtown has volunteered to return their \$150 rebate.

### Membership Discount Program

Earl reported that the development of a Discount Card is now postponed until 2018.

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

The next committee meeting is scheduled for Wednesday October 18, 2017 at 8:30am at Earl's office

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

Earl presented the new City Sign Bylaw. A discussion resulted in no action being taken at this time.

### **10. Coming Events**

- Downtown Summit - Wednesday October 25, 2017 at 7:45 at STEPAC
- Tree Lighting Celebration - Friday November 17, 2017 at 6pm

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

### **12. Adjournment**

Motion by Beth, Seconded by Joan "To adjourn the meeting at 9:55am." Carried

### **Upcoming Committee Meetings**

Beautification, Promotions and Budget Committee meeting - Wednesday October 18, 2017 at 8:00am at Earl's office.

**Next Meeting: Wednesday November 1, 2017 at 8:00am Room 204, City Hall**

**BEAUTIFICATION MEETING MINUTES**  
**Coldwell Banker Office**  
**Wednesday September 20, 2017**  
**8:00 a.m.**

Attendance: Beth Burns, Earl Taylor, Ian Gillespie, Ryk Snetselaar

1. Upgrade lighting package for Christmas Tree lighting event. Due to a special event, Roger's Hometown Hockey, the committee decided to increase the amount of lights for the tree.
  
2. Old-style snowflakes may have found a new home. Some snowflakes and wreaths have been spoken for. The rest of the wreaths are being used for the DDB Santa Claus parade float.
  
3. New banner brackets are being fabricated to fit poles so banners and snowflakes can hang securely. Some heritage banners are fading and need to be replaced. New design for the banner has been proposed.
  
4. Urn covers are being considered to protect the urns for the winter season. They will keep garbage and cigarette butts from accumulating inside the urn. The cost is \$135 per cover for a total of around \$4000.00.
  
5. Urns to be decorated for the Christmas season.

Meeting Adjourned at 8:35

Next Meeting: TBA