

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY SEPTEMBER 4, 2019 at 8:00 am
CITY HALL ROOM 304

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson - left 8:45	Y	Sean Dyke	Y - left 9:00
Treasurer - Sarah Van Pelt	Y	Tara McCaulley	Y - left 9:00
Beautification Chair - Grayden Laing	Y	Adrienne Jefferson	Y
Promotions Chair - Susan Boldt	Y	Megan Pickersgill	Y
Secretary - Jazz Staddon	Y	Barry Fitzgerald	Y
Reza Alavie	Y	Guest - Michael Rice	
Russ Schnurr	X		
Mayor Joe Preston - left 9:30	Y		

- 1. Call to Order:** The meeting was called to order at 8:01 am

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

Barry declared a conflict in regards to Railworks

Sarah declared a conflict in regards to Website design and Members Booklet

- 3. Confirmation of Agenda**

Motion by Dave, Seconded by Jazz, "To confirm the September 4, 2019 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Joe, Seconded by Sarah, "To confirm the minutes of the August 7, 2019 meeting as distributed" Carried

Note: Meeting Minutes can be found at www.downtownstthomas.ca/monthly-minutes

- 5. Deputations**

None

6. Chair Report

Social Media

Earl reported that our Twitter account @stthomasddb now has 453 Followers (was 453 last month), our DDB Facebook page www.FB/downtownstthomas has 1483 Likes (was 1420 last month) and our Instagram/stthomasDDB page has 584 Followers (Was 555 last month).

Crime Prevention / CCTV Cameras

Earl reported that a meeting was held on August 9, 2019 to discuss funding needs and opportunities. We will revise the application and resubmit to the Greenlane Foundation in September.

Digital Main Street - Digital Service Squad

Grayden reported that 2 businesses have received their \$2,500.

FICE

We are working on plans for a presentation in Ingersoll on September 16th at 2-4pm

Downtown Patios

Earl reported that 1 quote has been received from one of the potential contractors contacted. As such, due to timing, the project has been placed on hold until 2020. The person handling the source of funds has asked that we continue to work to obtain other quotes and to begin construction through the winter so that a May 15th, 2020 installation happens.

HIRA

Earl reported that he is delivering lunch to the team at HIRA as a Thank You for allowing us to store our LED Snowflakes at their facility at no cost for the past 5 years.

7. Finance Report

Sarah provided and update on the accounts that were paid in August

Motion by Sarah, Seconded by Susan, "To accept the financial report and pay the outstanding bills" Carried

8. Reports

8.1 Parks Dept Update - Adrienne

Adrienne reported that 162 Yellow/Orange Mum's will replace the petunias in the 27 Planters and will remain in place until early November, per our budgeted fall planting program.

The hanging baskets will be removed the week of September 16th.

The winter planting will be installed mid November per the budgeted winter planting program.

8.2 Council Update - Mayor Preston

Joe reported that a 4 storey, 48 unit addition is planned for 230 Talbot.

8.3 Municipal Heritage Committee Update - Russell

No report

8.4 Railway City Tourism Report - Megan

Megan reported

- The Boxcar mural project is completed.
- Trails Open event is planned for September 14th at Pinafore and Waterworks Parks
- Culture Days is planned for September 28th with many events including chalk art on Moore Street, a boxcar unveiling at 4:30pm and the Wings mural project will be announced.
- Doors Open - Spooky St Thomas is planned for October 5th and the trains will be running 10am-4pm with performances by Rail City Theatre

8.5 Economic Development Report - Sean

Sean reported on the new businesses coming to town like Element 5

8.6 SBEC - Tara

Tara reported:

- Bridges to Better Business is planned for Thursday October 3rd at ECRM featuring Mike Downey plus Choir-Choir-Choir, a team building group.
- Pop up Art Show at The Nook on October 4th as a Respite fundraiser.
- Inn Out of The Cold Fundraiser at CASO \$50

Earl reported that the criteria for the Downtown Small Business Award was provided to Barry who will meet with the DDB advisors to chose a 2019 winner.

8.7 Chamber of Commerce Report - Barry

Barry reported on the following Chamber of Commerce upcoming events

- September 18 - Business After 5 at COAD
- October 23 - Small Biz Expo at St Anne's Centre 3pm - 7pm
- November 13 - Business After 5 at Grand Central Place

8.8 Downtown Dollars - Susan

\$390.00 DDB Dollars (YTD \$2,340) and \$5.00 Christmas Care DDB Dollars (YTD \$780) were redeemed in August.

8.9 Promotions Report - Susan

Coupon Book

Earl reported that 15 - 20 booklets were distributed by the summer students to each participating Downtown businesses on August 30th

Business Welcome Package

The Downtown events and activities booklet has been produced and delivered. They will be distributed to new businesses as part of the Welcome packages. Earl will provide a Susan with an updated Welcome letter.

Nostalgia Nights Car Show - 6th Annual

Earl presented Rob Burns with a plaque as a Thank You for his work with the Nostalgia Nights Car Show.

All but 1 of 6 train sponsorships have been received.

Business Video Production

Grayden reported that, to date, he has shot 19 short promotional videos at Hush Hair Boutique, Crocker's, Myrtle, Limitless Tattoo, Southern Charm Barbershop, Given, The Brow Boss, Smittys Convenience, St T Fashion, Legends, Forest of Flowers, Step Above, Loft Hair Studio, Rail City Tourism, Fan of The Sport, Yureks Pharmacy, Van Pelts Business Solutions, Rail City Bistro and Titewads

Radio Advertising

Dave reported that the Love Where You Shop radio ads continue to run.

Joe Thornton Community Centre Slide Show

Grayden reported that the TV monitor program will be updated soon.

Website Design

Sarah provided an update on the new DDB website design. A full presentation will be presented at the September DDB meeting.

Horton Market Program

Earl reported that none of the \$100.00 DDB Dollars have been redeemed at any Downtown business.

Mural Program

Susan and Sarah reported that the new mural Program is progressing per Megan's report.

- Earl reported that a mural preservation meeting took place on Monday August 12th to discuss ways to protect out existing murals since the mural on the OK Tire building on Elgin Street was painted over. The DDB will take on the project of identifying and finding ways to preserve the existing murals through such things as contract renewals with the property owners.

Pumpkin Prowl - 3rd Annual

Earl reported that plans are underway for the Friday October 25th event running from 5pm to 8pm. Dave has an approved copy of the radio script ready for production. Annette will begin visiting businesses and create a Passport. DDB Dollars will be awarded for social media postings.

Tree Light Celebration

Earl is submitting a Special Event request for the Friday November 15th event at City Hall from 5:30pm - 7:00pm. Santa and the St Thomas Fire Dept have been booked. Annette is checking Santa supplies. Earl will book Christmas Decor to install the lights. We are looking for 2019 tree Lighting sponsor again.

The next Beautification / Promotion Meeting has been scheduled for Wednesday October 9th at 12Noon at Rail City Bistro

8.10 Beautification Report - Grayden

Downtown Business Signs

Earl reported that no new street sign were installed this month.

Directional Signs

Earl reported that he has created the mapping and drawings and discussed the plan with McBain Signs who will now begin the installation of the Directional signs.

Cross Street Banner Schedule

The Railway City Road Races Banner was installed the week of August 26th and will remain in place until September 28th when the Horton Market Banner will be installed.

Summer Students

Earl reported that our Summer Students have completed their work on August 30th. A claim form will now be submitted.

L&PS Clock

Earl reported that the clock works appear to be unrepairable and the cost of a new internal system is being investigated.

Sidewalk Patio Program

Grayden gave an update on the proposal that his company is submitting. The sponsor of this program is asking the we obtain 3 quotes before proceeding next spring.

LED Christmas Lights

Earl reported that he and the Summer Students visited the Harwill property on Tuesday August 27th and tested the 64 LED fixtures. A total of 6 are in need of repair. They will be returned to Milton for repair and the 6 new units will be picked up.

Winter Banners

Earl reported that we will use the existing winter Banners for the 2019-2020 season. Installation is scheduled for Sunday October 27th.

The next Beautification / Promotion Meeting has been scheduled for Wednesday October 9th at 12Noon at Rail City Bistro

8.11 CIP - Susan and Russell

Susan reported that there is no news to report.

8.12 Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported that the next meeting is scheduled for September 13th.

Iron Horse Festival

Earl reported that 2 calls were received during the festival, one from the City Clerks Dept and 1 from City Councillor, reporting problems at the festival, thinking that the DDB was involved.

9. Coming Events

- 10th Anniversary Bridges to Better Business - Thursday October 3rd at ECRM
- Doors Open - Saturday October 5th with a theme of Spooky St Thomas.
- Downtown Pumpkin Prowl - Friday October 25th 5:00 - 8:00pm
- Tree Lighting Celebration - Friday November 15th at 5:30 - 7pm

10. Adjournment

Motion by Grayden, Seconded by Barry, "To adjourn the meeting at 9:32am." Carried

Upcoming Committee Meetings

- Beautification / Promotions Committee meeting Wednesday October 9th at 12Noon at Rail City Bistro

Next Meeting: Wednesday October 2, 2019 at 8:00am Room 304, City Hall

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