

**MEETING MINUTES  
ST THOMAS DOWNTOWN DEVELOPMENT BOARD  
WEDNESDAY SEPTEMBER 13, 2017 at 8:00 am  
CITY HALL ROOM 204**

Attendance: Chair Earl Taylor,, Beautification Chair Ryk Snetselaar, Sarah Van Pelt, Ian Gillespie, Advisors Megan Pickersgill and Tara McCaulley, Councillor Rymal, Terry Hall - representing Gord Hall

Regrets: Vice Chair / Promotions Chair Beth Burns, Treasurer Dave Thomson, Tom Johnston, Gord Hall, Russell Schnurr, Sean Dyke

Guest: Rena Alavie representing Yureks

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

**2. Declaration of Conflict: None**

**3. Confirmation of Agenda**

Motion by Joan, Seconded by Ryk "To confirm the September 13, 2017 Agenda as distributed" Carried

**4. Confirmation of Minutes**

Motion by Sarah, Seconded by Ryk "To confirm the minutes of the August 2, 2017 meeting as distributed" Carried

**5. Deputations**

**6. Chair Report**

Social Media

Earl mentioned that our Twitter account is @stthomasddb and we now have 331 followers (was 310 last month) and our DDB Facebook page has 686 Likes (was 665 last month).

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 to be arranged.

Canada Summer Jobs

Earl reported that the 2 summer students, Lucas Glanville and Victoria Wilson, finished their summer employment on Wednesday September 27th.

Abigail Miller, Student Administrator finished her summer empty net on Tuesday September 26th.

Sign Bylaw

Earl reported that he attended a Reference Committee meeting at City Hall on Monday September 11th at 4:30pm regarding the proposed Sign Bylaw. Our position is that the Bylaw should be a) fair to all Downtown businesses and b) that enforcement of the Bylaw is critical.

### Policy and Procedures Manual

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

### Vacancy Tax Rebate Bylaw

Earl reported that he has been invited to attend a Reference Committee Meeting on Monday September 18th at 4:30 to present our position on the proposed Bylaw. Our position will be as defined by OBIAA. Reference the details provided in the June 7th DDB Meeting.

### Membership Meeting

Earl reported that plans are in place for a catered breakfast meeting at STEPAC on Wednesday October 25th at 7:45am. Tara is contacting a guest speaker to talk about Small Business Best Practices plus we will provide an update on downtown activities and ask our membership for their input to improve our downtown.

### 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 Joan, Seconded by Sarah "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 hanging baskets were removed the 1st week of September due to an aphid infestation.

Also, the 27 new Planter Urns will be emptied next week and remain empty until after Remembrance Day when the fall display will be presented. Adrienne asked that due to the size an number of urns, that we increase the budget from \$1,000 to \$2,000.

Adrienne also reported that she has sourced a secure urn cover at a cost of \$135 each. We'll need to have these covers ready for mid January when the fall displays are removed.

## 8.2 Council Update - Councillor Rymal

Councillor Rymal reported that the Memorial Gardens grand opening is scheduled for October 28th.

A public Municipal Heritage Conservation District PCI meeting will be held the CASO Station on Tuesday September 26th from 6-8pm

Joan reported that through a Fanshawe College report, it was estimated that attendance at the Nostalgia Nights Car Show was 7000 people.

## 8.3 Municipal Heritage Committee Update - Russell

Earl reported that we have paid our \$1,200 sponsorship fee for the Downtown Municipal Heritage Walking Tour.

## 8.4 Railway City Tourism Report - Megan

Earl reported that he, Ian and Megan participated in webinar #3 on Wednesday September 6th about the Resurgence of Downtowns.

Earl suggested that we 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. Visit [www.rogerbrooksinternational.com](http://www.rogerbrooksinternational.com) for more details.

Megan reported that there 8 more events scheduled for the Big Top. Visit [www.railwaycitybigtop.com](http://www.railwaycitybigtop.com) for more information.

Trail kiosks are being designed and should be in place by the end of September.

Culture Days is being held on Sat September 30th - Sunday October 1st with lots of activities planned. Visit [www.culturedays.ca](http://www.culturedays.ca) for more information.

Megan reported that plans are underway for the 2018 Arts Crawl and train rides, scheduled for February 23rd - 24th.

## 8.5 Economic Development Report - Sean

No report

## 8.6 SBEC - Tara

Tara reported that plans are being finalized for the Bridges to Better Business event on October 5th from 5 - 8pm at the Big Top. 7 sweet and 13 savoury restaurants are participating. Our DDB will be able to install our pop up banner.

Tara also mentioned that the Summer Company and the Summer Company Plus programs were very successful this year.

Earl reported that we have paid our \$1,000 sponsorship fee for the Bridges to Better Business event. We have also chosen a business for the Downtown Small Business Award which will be revealed at the October 5th event.

## 8.7 Beautification Report - Ryk

Ryk reported that the "Railway City Road Races" banner was installed on August 14th followed by the "Fanshawe Colleges 50th Anniversary" banner on September 2nd.

The "Horton Market" banner will be installed on September 24th, the "VON" banner on October 8th and the "Optimist Santa Claus Parade" banner on October 23rd.

#### 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 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

#### Downtown Business Signs:

Earl reported that signs have been installed this month at Aline's and David Pentz. A sign for Scrappy Chick and Hygienist Next Door are underway.

#### Snowflakes and Wreaths

Earl also reported that an ad was placed in the OBIAA bulletin regarding the sale of 100 non-working Snowflake decorations at \$5.00 per unit in lots of 50 which will include the storage rack + shipping. 5 inquiries were received but none were purchased however Downtown Timmins may still be interested

An ad was placed online and 50 Snowflakes and 50 Wreaths have been sold.

- see Ryk's Report as attached.

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

The next committee meeting is scheduled for Wednesday September 20th, 2017 at 8:00am at Earl's office.

#### 8.8 CIP Selection Committee - Beth

No report / activity this month

#### 8.9 Downtown Dollars Promotions - Beth

Earl reported, on Beth's behalf, that \$880 DDB Dollars were redeemed in August. A \$100 DDB Dollar donation was given to the ECRM for a Silent auction fund raising event.

## 8.10 Promotions Report - Beth

Earl reported on Beth's behalf that Beth has submitted a Nostalgia Nights Car Show report and financial statement as attached.

### Rogers Hometown Hockey

Earl revealed that St Thomas has been chosen as the site of this event for the week of November 13-19th. This will coincide with our Tree Lighting Celebration.

### Tree Lighting Celebration

Earl reported that a Special Events Application and a Road Closure Permit Application has been submitted for this event.

### Google Street View

Earl reported that the plan to implement a new Google Street View program was very successful with 19 businesses participating including Reflections, Oh My Fur and Whiskers, Aline's, Manulife, Sherry's, Wind n Willow, Boston Pizza, REPS, Employment Services, Century 21, Vesta, Muscat Jewellers, Jennings Furniture, Century Sound, Boxcar Shoes, Coldwell Banker, Your Fish and Chips, Juniors eBikes and Natures Balance.

Yureks and Railway City Vapes have also expressed an interest.

### Membership Discount Program

Guest Reza Alavie presented a plan to implement a DDB Discount Card program. This would permit all Downtown members and employees to be issued a DDB Discount card that would offer a discount to encourage downtown businesses and employees to shop downtown. Reza proposed a test period of November 1 to December 31st.

### Talbot Street Reconstruction 2018

Earl reported that he and Beth are meeting with Wendell Graves and Environmental Services on Wednesday September 13th at 2:00pm to discuss plans to implement a communications plan between the DDB, Merchants, Business owners and the City during the construction period. We will also be presenting a plan to promote the CIP program to property owners to encourage them to take advantage of the program during the construction period.

### Downtown Halloween Event

Ian presented an idea that his business is planning - a Halloween Treat Event on Friday October 27th at Oh MyFur and Whiskers. A discussion raised the idea of expanding this idea to all Downtown businesses - similar to the Spring Shop Hop event.

Motion by Earl, Seconded by Sarah "To accept the Promotions report as presented"  
Carried

The next committee meeting is scheduled for Wednesday September 20, 2017 at 8:30am at Earl's office.

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

No Report

## **10. Coming Events**

- Municipal Heritage Conservation District Meeting - Tues Sept 26 at 6-8pm at CASO
- Culture Days - September 30th to October 1st
- Bridges to Better Business - Thursday October 5th 5-8pm
- DDB Membership Summit Breakfast - Wednesday October 25th at 7:45am STEPAC
- Veterans Memorial Gardens Grand Opening - Saturday October 28th
- Tree Lighting Ceremony - Friday November 17, 2017 at 6pm

## **11. Budgetary and Personnel**

## **12. Adjournment**

Motion by Sarah, Seconded by Joan "To adjourn the meeting at 9:25am." Carried

## **Upcoming Committee Meetings**

Beautification, Promotions and Budget Committee meeting - Wednesday September 20, 2017 at 8:00am at Earl's office.

**Next Meeting: Wednesday October 4, 2017 at 8:00am Room 204, City Hall**

## **BEAUTIFICATION MEETING MINUTES**

Coldwell Banker Office

Wednesday August 23, 2017

8:00 a.m. – 8:20 a.m.

Attendance: Beth Burns, Earl Taylor, Ryk Snetselaar

1. New Brackets for light poles to hold new snowflakes. Some of the old style snowflakes have been sold as well as some of the Christmas wreaths. With the placement of the new snowflakes on the existing poles we will lose some of the banners for the Christmas season.
2. We will touch base with London Decor for this years Christmas Tree lighting.
3. We are waiting on Adrienne Jefferson to let us know about covers for the new planter urns. Planters to be planted with Fall/Winter decorations. Beth Burns brought forward a suggestion to decorate light poles with fall decorations  
ie.. Corn stalks, ribbons, etc.

Meeting Adjourned at 8:35

Next Meeting: TBA

**NOSTALGIA NIGHTS CAR SHOW 2017 RECAP**  
**By Beth Burns**

THE BIG QUESTION THAT IS ALWAYS ASKED IS HOW MANY CARS?  
THIS OF COURSE IS THE HARDEST TO ANSWER.  
I HAVE HEARD MULTIPLE ESTIMATES SO I WILL GO WITH THEM

800-1200 CARS

I HAVE SEEN SEVERAL CROWD PHOTOS OF THE EVENT AND WOULD  
CONSIDER IT VERY WELL ATTENDED. I BELIEVE IT IS SAFE TO SAY WE HAD  
1000'S OF PEOPLE FILL THE STREETS OF DOWNTOWN ST THOMAS ON  
SATURDAY JULY 8TH, 2017. REGARDLESS OF NUMBERS I BELIEVE OUR CAR  
SHOW COMMITTEE SHOULD BE INCREDIBLY PROUD OF THIS EVENT THAT  
PROVIDES FREE FAMILY FUN IN OUR DOWNTOWN

HERE IS A RECAP OF THE EVENT

SPONSORS: BAND ST THOMAS CANADIAN TIRE  
TRAIN MESSENGER FREIGHT

LEGENDS  
YOUR FISH AND CHIPS  
AUTO GUYS  
BRIWOOD FARM MARKET  
EDC

ADVERTISING MYFM  
THE WEEKLY NEWS  
POSTERS  
OLD AUTOS AD

COMMUNITY PARTNERS  
ECRM  
STEPAC  
SBEC  
RAILWAY CITY TOURISM  
OPTIMIST CLUB

FOOD VENDORS  
MR COOL  
ST THOMAS RACEWAY PARK  
DOMINOS  
DANDY COTTON CANDY

KIDS ACTIVITIES  
FACE PAINTER/BALLON ARTIST /MAGICIAN  
ENTERTAINMENT DAVE HOY

BUDGET - SEE ATTACHED

NEW ITEMS FOR 2017

ADDITIONAL TRAIN

PURCHASED DRIVER DRAW PRIZES

POKER RUN - ORGANIZED SEPARATELY BY EARL

MEETINGS WERE COMBINED WITH REGULAR PROMOTIONS MEETINGS

ONDR GROUP INVITED TO PARTICIPATE

SPECIAL TRIBUTE TO DENNIS WILSON

PRINT AD THANK YOU TO SPONSORS AND VOLUNTEERS

REDNECK ART - AUTO RELATED RATHER THAN GENERIC ARTISTS

NEXT YEAR

IF THE DOWNTOWN STREETScape PROJECT CONTINUES THERE MAY BE SEVERAL ISSUES:

TIMELINES FOR CONSTRUCTION

IF THE DESIGN REMAINS AS IN THE WEST END THERE WILL NOT BE ENOUGH SPACE ON THE STREET TO ALLOW FOR CARS AND EMERGENCY VEHICLE ALLOWANCE. THIS WOULD SHRINK THE FOOTPRINT OF THE CAR SHOW SIGNIFICANTLY IF THE RULES FOR BLOCKING JOHN ST CAN BE RECONSIDERED IT MAY BE POSSIBLE TO EXTEND IT EASTWARD.

THERE WILL NEED TO BE A NEW CHAIR OF THE NOSTALGIA NIGHTS CAR SHOW AS I AM RESIGNING THIS POSITION. I WILL BE MORE THAN HAPPY TO ASSIST ANYONE WHO STEPS FORWARD TO FILL THIS POSITION.

BEST REGARDS

BETH BURNS  
CHAIR  
2017 NOSTALGIA NIGHTS CAR SHOW COMMITTEE