

**MEETING MINUTES  
ST THOMAS DOWNTOWN DEVELOPMENT BOARD  
WEDNESDAY FEBRUARY 5, 2020 at 8:00 am  
CITY HALL ROOM 304**

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	N	Sean Dyke	N
Treasurer - Sarah Van Pelt	Y	Tara McCaulley	Y
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	N		
Russ Schnurr	N	Guests- Ian Gillespie	
Mayor Joe Preston	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  
Sarah declared a conflict in regards to Website design  
Barry declared a conflict in regards to Railworks  
Dave declares a conflict in regards to MYFM Radio advertising

- 3. Confirmation of Agenda**

Motion by Susan, Seconded by Sarah, "To confirm the February 5, 2020 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Sarah, Seconded by Joe, "To confirm the minutes of the January 8, 2019 meeting as distributed" Carried

Note: Meeting Minutes can be found at [www.downtownstthomas.ca/monthly-minutes](http://www.downtownstthomas.ca/monthly-minutes)

- 5. Deputations**

None

- 6. Chair Report**

Social Media

Earl reported that our Twitter account @stthomasddb now has 450 Followers (was 449 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 1596 Likes (was

1588 last month) and our Instagram/stthomasDDB page has 711 Followers (Was 664 last month).

#### Crime Prevention / CCTV Cameras

Earl reported that a meeting is scheduled for Tuesday February 25th to discuss the final hardware requirements which will finally determine an actual installation plan.

#### Digital Main Street - Digital Service Squad

Grayden reported that he continues to work with applicants. Earl reported that our program, which was coming to an end on January 24th, has been extended to April 30th. 11 Downtown businesses have received or will receive their \$2,500 grants.

#### AGM

Earl reported that 36 business and property owners attended the January 22nd AGM held at the STEPAC. Many thanks to Sara Teare for the presentation on online safety.

### **7. Finance Report**

Sarah provided an update on the accounts that were paid in January.

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

### **8. Reports**

#### 8.1 Parks Dept Update - Adrienne

Adrienne reported that the 27 Urns were emptied on February 3rd and the protective covers were installed. The petunia planters have been seeded.

#### 8.2 Council Update - Mayor Preston

Joe reported that the Mayors Levee at 230 Talbot was well received. The 5 year Strategic Plan meeting is scheduled for February 12th - Sarah will attend.

A discussion about Earth Week took place - our DDB could handle the BBQ once again.

#### 8.3 Municipal Heritage Committee Update - Russell

Russell reported on a number of Downtown activities - watch "The Mayor's Update" for full details. The next meeting is scheduled for February 12th to review the Wings project.

#### 8.4 Railway City Tourism Report - Megan

Megan reported on the following activities:

- Arts Crawl - February 28 - 29, 2020 with most venues in Downtown. The After Party will take place at Railway City Brewing.
- Murals Program - working on finding installation locations

Earl asked Megan to create a new design for the Tourism banners which can be installed during the May banner change over.

#### 8.5 Economic Development Report - Sean

Plans are progressing to have the Circus Tent installed at 1Password Place this summer.

#### 8.6 SBEC - Tara

Tara reported:

March 1st - Business Plans training, Starter company opens April 1st with \$5,000 grants, The Jumbo Caboose is being developed as an incubator location, The GROW location will close March 31st, Group mentoring program - Monthly presentations continue, the 100 Women in Business plans are underway

#### 8.7 Chamber of Commerce Report - Barry

Barry reported on the following upcoming events:

- February 12 - Business After 5 at the Curling Club with Roy Inch as the sponsor.
- May 14 - Impact Awards featuring Brent Butt

#### 8.8 Downtown Dollars - Susan

\$320.00 DDB Dollars and \$0.00 Christmas Care DDB Dollars were redeemed in January.

#### 8.9 Promotions Report - Susan

Coupon Book

Sarah reported that sales of the new 2020 booklet are going well with plans to have it in place for the Arts Crawl.

Business Welcome Package

Susan did not need to deliver flowers or a Welcome package in the month of January

Business Video Production

Grayden reported that the You Tube channel will be launched soon.

Motion by Susan, Seconded by Jazz "To proceed with the production of 20 new business videos at a cost of \$350 per video with the DDB picking up \$150 of this cost"  
Carried

Radio Advertising

Dave submitted that the "Downtown - Downtown St Thomas" ads are still running at 12 spots per week.

Joe Thornton Community Centre Slide Show

Grayden reported that he and Annette are working to create a program that will incorporate the business videos and a slide show program to promote our upcoming events.

Website Design

Sarah reported work continues and a full presentation will be presented soon.

### Mural Program

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

### Home Show

Earl reported that Annette is working to find swag for the giveaways and businesses to display their products and services in the booth.

Susan reported that she has purchased a Prize Wheel to replace the Plinko game, which will be used for the swag giveaway.

Earl will provide a volunteer sign up sheet - Setup on Thursday 10-11am and 2.5 hours duty times on Friday 5-9pm, Saturday 10am - 8pm and Sunday 11am - 5pm. Tear down following the show at about 4:30pm

Motion by Susan, Seconded by Grayden "To purchase 25 various sized T-Shirts and name badges for each board member from Van Pelts Business Solution" Carried

### Beerlesque

The DDB will share booth space with Railway City Tourism.

### Nostalgia Nights

Earl reported that the July 11th 7th Annual Nostalgia Nights Special Events application was submitted to the City on February 4th. A request for the PSTR train has been requested. A meeting will be scheduled soon to begin the planning process.

Grayden will connect with the Bombshell Beauties to have them return this year.

### New Business

Earth Week - this project will be discussed at the meet Promotions Meeting

The next Beautification / Promotion Meeting has been scheduled for Thursday February 12th at 12:00pm Noon at Earls Coldwell Banker office

### 8.10 Beautification Report - Grayden

#### Downtown Business Signs

New signs for SUGARR and ARABLE were installed this month. A new sign for Arable and Sugarr are being designed.

The vandalized Merrymount sign was reinstalled and the David Pentz sign was serviced.

#### Cross Street Banner Schedule

The Thanks For Shopping Banner remains in place.

#### Downtown Banners

The Summer banner installation is scheduled for May 3rd - 10th. The art banners used in 2019 will be reused however a few damaged banners will be replaced.

#### LED Snowflakes

Earl reported that Entegrus has started the removal of the LED Snowflakes. They are being stored in the storage locker vs the Harwill property.

## Sidewalk Patio Program

Grayden reported that Andrew Gunn is taking the lead on this program.

## Summer Students - Earl

Earl reported that our funding application for 2 Summer Students was submitted on January 31st.

The next Beautification / Promotion Meeting has been scheduled for Thursday February 20th at 12:00pm Noon at Earl's Coldwell Banker office.

## 8.11 CIP - Susan and Russell

Susan reported that a meeting is being planned.

## 8.12 Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported on results of the January 27th meeting.

## 9. Coming Events

- Arts Crawl - February 28 - 29, 2020
- Home Show - March 27 - 29, 2020
- Shop Hop - Saturday April 11th 10am - 2pm
- OBIAA Conference - April 20 - 22
- Nostalgia Nights Car Show and Free Train Rides - Saturday July 11th 4-9pm
- Pumpkin Prowl - Friday October 30th 5-8pm
- Tree Lighting Celebration - Friday November 13th 5:30 - 7pm
- Downtown Santa - Saturday December 5th 10am - 2pm

## 10. Adjournment

Motion by Susan, Seconded by Grayden, "To adjourn the meeting at 9:36am." Carried

## Upcoming Committee Meetings

- Beautification / Promotions Committee meeting - Thursday February 20th at 12:00pm Noon at Earl's Coldwell Banker office.

**Next Meeting: Wednesday March 4, 2020 at 8:00am Room 304, City Hall**

## 2020 Cross Street Banner Schedule

The 2020 cross street banner schedule is as follows:

January 2 - May 4	NEW DDB Winter Banner
April 1 - April 22	MS Society (No contact)
April 22 - May 4	Cancelled - Alzheimer's Society (May 11th Walk)
May 4 - June 1 (West Pole)	Horton Market (Mothers Day May 10th)

May 4 - June 1 (East Pole)	Victim Services (week of May 4 - May 30)
June 1 - June 22	Lions Car Show (June 21st)
June 22 - July 13	Nostalgia Nights Car Show (July 11th)
July 13 - September 1	Thanks for Shopping Downtown St Thomas
September 1 - September 28	Railway City Road Races (4th Sunday in Sept = 27th)
August / September	Volunteer Elgin (No contact)
September	(Cancelled- Violence Against Women - Walk a Mile)
September 28 - October 28	Horton Market
October	VON (No contact)
October 26 - November 16	Optimist Santa Claus Parade (November 14th)
November 16 - January 2, 2021	DDB Merry Christmas / Love Where You Shop

Downtown Banners

Summer installation May 3rd - 10th  
Winter installation November 1st - 8th

LED Snowflakes

Installation November 2nd - 13th  
Removal mid January / early February