

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY MARCH 4, 2020 at 8:00 am**  
**CITY HALL ROOM 304**

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	Y	Sean Dyke	Y
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	Y		
Russ Schnurr	Y	Guests - Ian Gillespie	
Mayor Joe Preston	Y	Duane Orth	

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

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 Barry, Seconded by Russ, "To confirm the March 4, 2020 Agenda as distributed." Carried

**4. Confirmation of Minutes**

Motion by Reza, Seconded by Susan, "To confirm the minutes of the February 5, 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 449 Followers (was 440 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 1631 Likes (was

1596 last month) and our Instagram/stthomasDDB page has 7 Followers (Was 711 last month).

#### Crime Prevention / CCTV Cameras

Earl reported that Grayden attended the Tuesday February 25th to discuss the final hardware requirements which will finally determine an actual installation plan. Grayden provided an overview of that meeting.

#### 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.

### **7. Finance Report**

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

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 the baskets are planted and will be ready for installation after the May 24th weekend.

#### 8.2 Council Update - Mayor Preston

Joe reported that the Mayors Cleanup is scheduled for Saturday May 16th.

#### 8.3 Municipal Heritage Committee Update - Russell

Russell reported on a number of Downtown activities including a 3 storey residential building at Flora. The next HCD meeting is scheduled for March 18th.

#### 8.4 Railway City Tourism Report - Megan

Megan reported that the Arts Crawl was very successful and lots of positive feedback was received. The After Party at Railway City Brewing was well attended.

The Free Comic Book Day is scheduled for Saturday May 2nd.

Visit [www.railwaycitytourism.ca](http://www.railwaycitytourism.ca) for information on all upcoming events.

#### 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 that the \$5,000 Starter Company program has opened, March is designated as Women in Business month and that the Bridges to Better Business is scheduled for October 1st. Reference [www.sbecinnovation.ca](http://www.sbecinnovation.ca) for more information on all upcoming events.

### 8.7 Chamber of Commerce Report - Barry

Barry reported on the following upcoming events:

- March 18th - Business After 5 at 1 Silver Street
- March 24th - building Capacity event
- April 15th - Meet the Makers at Elgin Mall
- May 14th - Impact Awards featuring Brent Butt

Visit [www.stthomaschamber.on.ca](http://www.stthomaschamber.on.ca) for more information on all upcoming events.

### 8.8 Downtown Dollars - Susan

\$155.00 DDB Dollars and \$15.00 Christmas Care DDB Dollars were redeemed in February.

### 8.9 Promotions Report - Susan

#### Coupon Book

Sarah reported that the Coupon Books were printed in time for the Arts Crawl event. However, due to errors in the event dates, the books will be re-printed.

#### Business Welcome Package

Susan did not deliver any flowers or a Welcome package in the month of February.

#### Business Video Production

The You Tube channel will be launched soon.

#### 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 have updated the business video / 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. X businesses have signed up to display their products and services in the booth.

Earl passed around a volunteer sign up sheet for the show. 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

Sarah has produced the name badges but the T-shirts are on hold for now.

### Beerlesque

The DDB will share booth space with Railway City Tourism.

### Nostalgia Nights

Earl reported that a meeting was held on February February 12th and plans are progressing smoothly.

### Earth Week

A discussion was held about holding this event on Saturday April 18th. Possibility of blocking off Moore Street, the YMCA has a supply of spray chalk to be used for a fun event on the street.

### Shop Hop

This event has been cancelled for 2020 due to poor results in 2019. Also, it's the same day and time as the Kinsmen Easter Egg hunt in Pinafore Park.

The next Beautification / Promotion Meeting has been scheduled for Wednesday March 18th, at 12:00pm Noon at Earls Coldwell Banker office

## **8.10 Beautification Report - Grayden**

### Downtown Business Signs

Earl reported that a new sign for Pets Friends for Life is being designed.

### Cross Street Banner Schedule

The Thanks For Shopping Banner remains in place. The Horton Market banner will be installed on May 4th.

### LED Snowflakes

Earl reported that Entegrus has now completed the removal of the LED Snowflakes on the week of February 24th.

### 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 has been confirmed as being received by OSJ Canada.

The next Beautification / Promotion Meeting has been scheduled for Wednesday March 18th, at 12:00pm Noon at Earl's Coldwell Banker office.

## **8.11 CIP - Susan and Russell**

Susan reported that a meeting is being planned. An application has been received for work on the building at Talbot and John Street (Pawn Shop). The City has hired a consultant to review the CIP Program.

8.12 Elgin Drug and Alcohol Strategy - Justice Pillar  
Sarah advised that there is nothing new to report.

## 9. Coming Events

- Home Show - March 27 - 29, 2020
- Shop Hop - Cancelled - Saturday April 11th 10am - 2pm
- OBIAA Conference - April 20 - 22
- Summer banner installation - May 3rd - 10th
- 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

Reza reported that Yurek' is sponsoring a Euchre Tournament on Friday March 27th at 7:30pm at CASO with proceeds going to VAW Centre.

## 10. Adjournment

Motion by Sarah, Seconded by Barry, "To adjourn the meeting at 9:35am." Carried

## Upcoming Committee Meetings

- Beautification / Promotions Committee meeting - Wednesday March 18th, at 12:00pm Noon at Earl's Coldwell Banker office.

**Next Meeting: Wednesday April 1, 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 (East Pole)	Horton Market (Mothers Day May 10th)
May 4 - June 1 (East Pole)	Cancelled - 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