

**MEETING MINUTES  
ST THOMAS DOWNTOWN DEVELOPMENT BOARD  
WEDNESDAY MAY 6, 2020 2:00pm VIA ZOOM**

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	N	Sean Dyke	Y
Treasurer - Sarah Van Pelt	N	Tara McCaulley	Y
Beautification Chair - Grayden Laing	Y	Adrienne Jefferson	Y
Promotions Chair - Susan Boldt	Y	Megan Pickersgill	Y
Secretary - Jazz Staddon	N	Barry Fitzgerald	Y
Reza Alavie	Y	Guests - Ian Gillespie	
Russ Schnurr	Y	Duane Orth	
Mayor Joe Preston	Y	Annette S'barra	

- 1. Call to Order:** The meeting was called to order at 2:02pm

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:**

No new Declarations presented

- 3. Confirmation of Agenda**

Motion by Barry, Seconded by Russ, "To confirm the May 6, 2020 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Joe, Seconded by Grayden, "To confirm the minutes of the March 4th, April 8th and April 15th, 2020 meetings 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 452 Followers (was 449 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 1671 Likes (was 1631 last month) and our Instagram/stthomasDDB page has 830 Followers (Was 711 last month).

## Crime Prevention / CCTV Cameras

Earl reported that activity has slowed due to the shutdowns but the project is still active and needed more than ever due to recent criminal and nuisance behaviour in our Downtown.

## Letter to MP and MPP

Earl reported that he sent a letter to MP Vecchio and MPP Yurek in regards to the unfair practice which allows big box stores to operate and sell products that our Downtown merchants can not. MP Vecchio called and agrees, MPP Yureks sent an email stating that policy is set by a government committee but he would try to forward our concerns.

Our letter was picked up by Ian McCallum and presented in his weekly online news letter and Earl was interviewed on a live CBC Radio broadcast on April 29th.

Also, Grayden was featured in a CTV news article by Brent Lale. This article was picked up and published by OBIAA through their social media site.

## COVID-19 Business updates

Streamliners opened on Friday April 17th for Curbside pickup.

We have been advised that Yureks is offering PPE equipment and Van Pelts are supplying protective screens and sanitizer for Downtown businesses as they begin the re-opening process.

## **7. Finance Report**

Earl provided an update on the accounts that were paid in April.

Motion by Earl, 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 City has decided to suspend the installation of the flower baskets this year. However the 27 planters and the flower beds will be planted and maintained. The existing plants will be sold with funds donated to the Food Bank.

### 8.2 Council Update - Mayor Preston

Joe reported that the STPS are maintaining their foot patrols from the temporary office at the L&PS Station and they are receiving a great response from the public. The City is investigating the possibility of developing the second floor of the bus depot for housing.

### 8.3 Municipal Heritage Committee Update - Russell

Russell reported that no new activity has taken place.

### 8.4 Railway City Tourism Report - Megan

Megan reported that the May 2nd Free Comic Book Days event was cancelled.

The applications for the murals has been released and the private donor funding has been received. A call for artists has also been released to create a mural to honour front line workers.

#### 8.5 Economic Development Report - Sean

Sean reported that 200 bags consisting of local products are being prepared and the News Release will be issued on Friday. The bags will be sold to raise funds for the Food Bank.

#### 8.6 SBEC - Tara

Tara reported that the new Business Development Program has been launched between the St Thomas EDC, County of Elgin EDC, SBEC and the DDB. This fund of \$55,000 will be used to assist small businesses in St Thomas, Elgin County and Downtown St Thomas. Funding up to \$2,000 will help them advance their online businesses.

The Bridges to Better Business is being developed as an online event with a coupon book featuring 40 Elgin County businesses.

Tara also discussed the re-opening of the GROW facility.

Motion by Susan, Seconded by Grayden, "To allot \$10,000 as the DDB contribution towards Business Development Fund with these funds being used to assist Downtown St Thomas businesses" Carried

#### 8.7 Chamber of Commerce Report - Barry

Barry reported on the following upcoming events:

- May 14th - Postponed - Impact Awards featuring Brent Butt
- May 13th - Zoom Coffee Talk - Benefits program administered by Arc
- May 20th - Zoom Coffee Talk - MP/MPP Discussion

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

#### 8.8 Downtown Dollars - Susan

\$225 DDB Dollars and zero Christmas Care DDB Dollars were redeemed in March and April.

#### 8.9 Promotions Report - Susan

##### Coupon Book

Earl reported that the Coupon Books have been reprinted and are available for distribution.

##### Business Welcome Package

Susan reported that no flowers or a Welcome package in the month of March or April.

##### Business Video Production

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

A new program has been launched to replace the Business videos - each 2 - 3 minute interview allows businesses to tell who they are, what they are doing to maintain their business and how customers can connect with them. To date videos featuring Yureks,

Purely Wicked, Step Above Dance, Myrtle, Susan Pererra, Why Not Cookies and Oh My Fur and Whiskers have been released.

Grayden also reported that the following businesses received their \$2,500 DMS funding: L'Oréal Canine Clips and Spa, Limitless Tattoo, T-Shirt Junction, Reith & Associates, K&K Locksmith, Rail City Bistro, Locke Insurance and CTP Computers. The DMS program has now been extended to August 30th from May 30th.

#### Radio Advertising

Dave submitted that the new "Downtown St Thomas" ads which promote that Downtown businesses are open for business and is running at 12 + a bonus of 12 spots per week.

#### Joe Thornton Community Centre Slide Show

Grayden reported that he and Annette have not been able to make any updates due to the closure of the building.

#### Website Design

No update

#### Mural Program

Susan and Sarah reported that the new mural Program is on hold.

#### Home Show

Earl reported that the Home Show has been cancelled and we have asked for the return of our registration fees.

#### Beerlesque

Earl reported that this event has been cancelled for 2020.

#### Nostalgia Nights

Earl reported that this event has been cancelled for 2020.

#### Earth Week

Joe reported that this event has been cancelled for 2020.

The March 18th Beautification was cancelled due to the State of Emergency.

The next Beautification / Promotion Meeting will be scheduled only if required.

### **8.10 Beautification Report - Grayden**

#### Downtown Business Signs

Earl reported that a no new signs were installed in March or April.

#### Cross Street Banner Schedule

Earl reported that he is seeking input from Entegrus as to whether they are permitted to change our banner at this time. The Horton Market banner was scheduled to be

installed on May 4th but due to the delayed opening it's unsure if it will be installed or not.

#### Sidewalk Patio Program

Earl reported that he had a conference call on Monday May 4th with Wendell and Andrew Gunn. It was decided that Streamliners, The Roadhouse, The Bistro and Bella Jacks would complete their applications to City Hall in preparation of a possible installation. Installation of the patios is dependant on the Sate of Emergency timelines.

#### Summer Students - Earl

Earl reported that we have not received a funding confirmation yet.

The March 18th Beautification Committee was cancelled due to the State of Emergency.

The next Beautification / Promotion Meeting will be scheduled only if required.

#### 8.11 CIP - Susan and Russell

Susan reported that no meetings are planned.

### **9. Coming Events**

- Summer banner installation - TBD
- 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 Reza, Seconded by Susan "To adjourn the meeting at 3:04pm." Carried

### **Upcoming Committee Meetings - TBD**

**Next Meeting: Wednesday June 3, 2020**

### **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