

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY SEPTEMBER 2, 2020 8:30am 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	N
Secretary - Jazz Staddon	N	Barry Fitzgerald	Y
Reza Alavie	Y	Duane Orth	Y
Russ Schnurr	Y		
Ian Gillespie	Y	Annette S'barra	Y
Mayor Joe Preston	Y		

- 1. Call to Order:** The meeting was called to order at 8:32am

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 Russ, Seconded by Grayden, "To confirm the September 2, 2020 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Russ, Seconded by Susan, "To confirm the minutes of the August 5, 2020 meeting as distributed" Carried

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

- 5. Deputations**

None

- 6. Chair Report**

Ian and Duane are completing their Police Check and the online Accessible Customer Service Training program.

Grayden and Jazz are also working to complete these 2 requirements as soon as possible.

Social Media

Earl reported that our Twitter account @stthomasddb now has 464 Followers (was 459 last month), our DDB Facebook page www.FB/downtownstthomas has 1782 Likes (was 1746 last month) and our Instagram/stthomasDDB page has 1009 Followers (Was 1005 last month).

Crime Prevention / CCTV Cameras

Earl reported that a new mounting pole, which replaced one of our cross street banner poles, has been installed to hold the Moore Street camera. New connectors, to replace the old worn out connectors were installed.

COVID-19 Update

Earl reported that all Downtown businesses are enforcing the face covering mandated by Southwest Health and the City.

7. Finance Report

Earl provided an update on the accounts that were paid in August. Earl reported that the annual audit results are not yet available.

Motion by Joe, Seconded by Reza, "To accept the financial report and pay the bills"
Carried

8. Reports

8.1 Parks Dept Update - Adrienne

Adrienne reported that 162 Red and Bronze Mums have been ordered and will be planted in the 27 Urns the week of September 14th with removal scheduled for the week of November 14th. The cost of \$1,000 has been budgeted. Earl reported that he has made arrangements for watering the urns once planted. Adrienne also reported on the Carron Parkette cleanup and a design phase has begun for Hepburn Parkette.

8.2 Council Update - Mayor Preston

Mayor Joe reported that Council begins sitting September 11th.

8.3 Municipal Heritage Committee Update - Russell

Russell reported that they are working on a heritage assets list of significant St Thomas properties. This list will cause a 60 day hold on the issuance of demolition permits. The MHC has hired 2 part time students working to December 31st to complete these projects.

8.4 Railway City Tourism Report - Megan

Megan provided a report stating that the Tourism office will be reopening in mid to late September.

8.5 Economic Development Report - Sean

Sean reported on the ongoing murals project stating that many have been completed with a number yet to come.

8.6 SBEC - Tara

Tara reported that the GROW project at the Jumbo Caboose is offering space to a new business.

Business Development Fund

Tara provided some information on the COVID-19 Business Development Fund, which the DDB participated in however more information will be available in the next few months.

8.7 Chamber of Commerce Report - Barry

Barry reported on the following upcoming events:

- Partners Program Luncheon - September 5th at CASO
- Members Golf at Union Golf Course- September 16th.
- Building Capacity Series - September 9th at CASO
- Impact Awards Virtual Event - October 21st

8.8 Downtown Dollars - Susan

\$30.00 DDB Dollars and \$35.00 Christmas Care DDB Dollars were redeemed in August.

8.9 Promotions Report - Susan

Business Welcome Package

Susan reported that Welcome no new packages were delivered this month

Downtown Vibe - Reza

Reza reported that the first issue of 7500, as printed by Scott's Printing at a cost of \$1,300, were delivered on August 18th with 5000 going to Wendy's and 800 to Yureks for delivery. Annette delivered 1700 pieces to Downtown businesses for distribution by the merchants. Reith and Associates has been invoiced for their \$300 ad.

Business Video Production

Grayden reported that the DSS program continues. The first phase of the program is ending and a full reconciliation of the \$10,000 funding, which Earl is working on, is due to Digital Main Street by September 15th.

Radio Advertising

Dave provided a report that the Downtown Jingle continues to run as programmed.

Website Design - Sarah

No update however Annette continues to update the membership database.

Newsletter - Annette

Annette reported that she continues to produce and email a weekly newsletter to 200+ business addresses.

So Much More Life Program - Barry

Barry reported that a small committee consisting of representatives from the DDB, St Thomas EDC, Elgin County EDC, St Thomas Elgin Home Builders, St Thomas Chamber of Commerce and Kenny Insurance have launched a new program to expand upon the 25% More Life program and produce a new vibe and understanding of the City and County.

A discussion about the DDB sponsorship opportunity resulted in the following decision: Motion by Grayden, Seconded by Susan "That the DDB contribute an initial \$200.00 funding followed by a further allotment of up to \$1,000.00 for a Downtown specific billboard sign based on the So Much More Life advertising campaign"

Downtown Pumpkin Prowl

After a discussion, it was decided to move it to a Promotions Meeting to see if we can "reinvent" this event for 2020.

Tree Lighting Celebration

After a discussion, it was decided to move it to a Promotions Meeting to see if we can "reinvent" this event for 2020.

Downtown Santa

After a discussion, it was decided to move it to a Promotions Meeting to see if we can "reinvent" this event for 2020.

The next Beautification / Promotion Meeting will be scheduled in the next week.

8.10 Beautification Report - Grayden

Cross Street Banner Schedule

Earl reported that the Horton Market banner was removed on Sunday August 30th and the Alzheimer's banner was installed. This banner will remain in place until September 20th.

The new Love Where You Shop banner will be installed on September 20th, and since the Optimist Santa Claus Parade has been cancelled, it will remain in place until November 15th when our repaired Merry Christmas banner will be installed.

Earl reported that a new 2' x 4' Tourism banner was installed on the new cross street banner pole in front of the L&PS Station on Sunday August 30th.

Sidewalk Patio Program

Earl reported that Annette developed and sent a short survey to the 5 patio owners. Feedback was positive and 4 of the 5 are interested in using the patios next year.

Earl reported that a cheque for \$929.12 was issued to the City's to cover the costs to develop the patio agreement and a cheque for \$292.27 was issued to VanPelts for the production of 5 small recognition signs since a total of \$1,200 was collected from 5 donors to cover these costs.

Downtown Business Street Signs

Earl reported that a new sign was installed at The Angry Barber at 574 Talbot Street on August 19th.

Downtown Directional Signs

Earl reported that McBain Signs will be installing 6 more Downtown directional signs at South Edgware and Burwell, Kains and Flora, Scott and Hiawatha, First and Edward, Talbotville - Sunset and Talbot Line and Wellington at Regan Bourne.

Summer Students - Earl

Earl reported that Max McCaulley and Brayden Carvery finished work on Wednesday August 26th. Their work schedule was changed to 6 hours per day, 3 days per week to pickup garbage through our Downtown. An invoice will be submitted to the City to cover the wages of our 2nd student. 35+ bags of garbage were removed from city sidewalks and 2 small mountains of sand, gravel and cigarette butts were swept up.

Earl also reported that he took the students to the storage locker and tested the 68 Christmas lights and removed 2 loads of refuse to the recycle centre.

Needle Network - Joe

Earl reported that Mayor Joe received funding from Southwest Health to hire Brad Jones to search for and pickup needles. The payment for this service is being handled through the DDB and 4 cheque's for \$250.00 were written and issued for August 21st, August 28, September 4th and September 11th, to Mayor Joe to handle this service. The DDB will be invoicing the City for these funds at the end of the work term.

Talbot Street accessible Parking

The City has completed the installation of the 12 curb cuts in preparation for the On-Talbot Street Accessible Parking program. There was a lot of sand and gravel left on the sidewalk and roadway due to this construction, but our Summer students cleaned it up.

The next Beautification / Promotion Meeting will be scheduled in the next week.

8.11 CIP - Susan and Russell

Susan reported that no meetings are planned.

9. **Coming Events** - dependant on COVID restrictions status.

- Pumpkin Prowl - Friday October 30th 5-8pm
- Tree Lighting Celebration - Friday November 13th 5:30 - 7pm
- Downtown Santa - Saturday December 5th 10am - 2pm
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10. **Adjournment**

Motion by Russ, Seconded by Grayden, "To adjourn the meeting at 9: 56am." Carried

Upcoming Committee Meetings

Beautification / Promotion Meeting to be scheduled in the next week.

Next Meeting: Wednesday October 7, 2020 at 8:30am via ZOOM Meeting

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	Cancelled due to Covid-19 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	Cancelled due to Covid-19 Lions Car Show (June 21st)
June 22 - July 13	Cancelled due to Covid-19 Nostalgia Nights Car Show (July 11th)
June 22nd	Special installation - Horton Market
July 13 - September 1 (Revised to October)	Thanks for Shopping Downtown St Thomas
September	Alzheimer's
September 1 - September 28 (4th Sunday in Sept = 27th)	Cancelled due to COVID-19 Railway City Road Races
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	Cancelled due to Covid-19 Summer installation May 3rd - 10th Winter installation November 1st - 8th
LED Snowflakes	Installation November 2nd - 13th, 2020 Removal mid January / early February