

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY OCTOBER 7, 2020 8:30am VIA ZOOM**

Attendance:

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

**1. Call to Order:** The meeting was called to order at 8:33am meeting the Quorum of 5 voting members

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 Reza, "To confirm the October 7, 2020 Agenda as distributed." Carried

**4. Confirmation of Minutes**  
Motion by Duane, Seconded by Joe, "To confirm the minutes of the September 2, 2020 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**  
Duane has completed his Police Check and the online Accessible Customer Service Training program. Ian, 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 472 Followers (was 464 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 1792 Likes (was 1782 last month) and our Instagram/stthomasDDB page has 1015 Followers (Was 1000 last month).

## Crime Prevention / CCTV Cameras

Earl reported that the first camera system was installed on Friday October 2nd on the Talbot Street / Moore Street cross streets banner pole and is currently in test mode.

## COVID-19 Update

Earl reported that new updates to the Ontario mandates were released on October 3rd and that all Downtown businesses are enforcing these rules and that the face covering rules as mandated by Southwest Health and the City.

## Talbot Street Accessible Parking

Earl reported that the City has completed the installation of the 12 curb cuts and painted the accessible symbols on the parking lanes on September 21st. Annette has published this information in the recent Newsletters.

## 7. Finance Report

Christene Scrimgeour from Scrimgeour & Company presented the 2019 Audited Financial Statements

Motion by Ian, Seconded by Reza "To accept the Unaudited Financial Report as presented" Carried

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

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

Earl reported that the 2021 Budget process will start soon in order to establish a Levy calculation for City Council by November 30th.

## 8. Reports

### 8.1 Parks Dept Update - Adrienne

Adrienne reported that 162 Red and Bronze Mums were purchased from Family Flowers at a budgeted cost of \$970.22 and planted in the 27 Urns on September 14th with removal scheduled for early November. Earl reported that Moonlight Painters are watering on Thursdays and Tuesday's depending on weather. Adrienne also reported that the Hepburn Parkette revamp started on September 21st.

Adrienne reported that plans are in place to purchase sufficient fall planting material for the 27 planters using the previously budgeted amount of \$2,000.00 as a guideline.

## 8.2 Council Update - Mayor Preston

Mayor Joe reported that Council began sitting September 11th. Mayor Preston reported on a meeting that was held with a number of Downtown merchants on September 24th. Earl attended on behalf of our DDB.

At the Mayor's suggestion, the DDB will offer to be a communication link between the Mayor's office and the Downtown merchants. The first Mayor's communication letter was distributed through the DDB email on September 30th.

City Council has raised the issue of opening the 2018 Sign Bylaw to allow Downtown businesses the opportunity to use the large "yellow signs" once again. These signs were banned from the Downtown based on the Heritage Conservation District footprint as well as approximately 60 other municipal addresses throughout the city. On September 12th, Earl sent a letter to the DDB asking for comments, of which only 5 of board members responded with the view to keep the Sign Bylaw intact as it currently exists.

## 8.3 Municipal Heritage Committee Update - Russell

Earl thanked Russell for creating a number of iterations of the St Thomas DDB footprint that were sent to OBIAA for their use in displaying the footprints of all BIA's.

Russell submitted the following report: I only have two heritage updates. The municipal heritage committee is currently creating a built heritage database for the entire city. New infill development does not consider proximity to heritage assets unless they are designated or listed in a registry. So we are mapping the assets before we request listing them. We are also looking for sponsors for our Courthouse Area, Old St. Thomas Church Area, and Talbot Street Walking Tour maps. We also have a new historic churches map that will be printed soon.

Earl mentioned that we will submit this request for sponsors through our DDB Newsletter.

## 8.4 Railway City Tourism Report - Megan

Megan reported that the Hexes and Jinx event at the ECRM was well attended and that many visitors expressed that they were very impressed with the Downtown mural project. The Tourism office remains closed at this time.

## 8.5 Economic Development Report - Sean

No report

RED Program - Earl raised the topic of the newly released Rural Economic Development funding announcement.

## 8.6 SBEC - Tara

Tara submitted the following report: She is gathering impacts on the covid 19 fund and will have them for the next meeting. Tara and Sarah are hosting an event on Thursday. We've partnered with CMHA to provide tips on managing mental health during the pandemic.

## Business Development Fund

Tara submitted some information on the COVID-19 Business Development Fund, which the DDB participated in. The follow up reporting has begun where each recipient is to provide a report on their recovery progress.

### 8.7 Chamber of Commerce Report - Barry

Barry reported on the following upcoming events:

- Impact Awards Virtual Event - November 18th

Barry reported that an online auction is being arranged to sell some ECRM items. The suggestion of moving the painted boxcars into the Downtown was discussed.

### 8.8 Downtown Dollars - Susan / Annette

Earl reported that, thanks to Annette's data collection, \$445.00 DDB Dollars including \$240.00 from the DDB Coupons as published in the August edition of the Downtown Vibe and \$0 Christmas Care DDB Dollars were redeemed in September.

## 8.9 Promotions Report - Susan

### Business Welcome Package

No report

### Downtown Vibe - Reza

Reza reported that the second issue of 8000, as printed by LKP Printing at a cost of \$1,080.28, were delivered on September 18th with 4000 going to Wendy's and 1500 to Yureks for delivery. Annette delivered 2500 pieces to Downtown businesses for distribution by the merchants. Reith and Associates has, for the second month, been invoiced for their \$300 ad.

During the distribution of the 2nd edition, 297 edition #1 newsletters were picked up.

### Business Video Production

Grayden reported that the DSS program continues as DMS 2.0. The first phase of the program has ended and Earl has submitted the final report by the September 15th due date. Earl is working on a new Phase 2 application.

### Radio Advertising

Dave provided the following report: The Downtown Jingle continues to run as programmed. The Christmas spots are ready and will begin after Remembrance Day - the same as we did last year. The Fall spot is set to begin to air on Thursday October 8th as well.

### Website Design - Sarah

No update

However, Annette continues to maintain the current DDB website and 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 meeting is scheduled for next week to discuss further.

#### Downtown Pumpkin Patch

Earl reported that Tara prepared and presented an event plan to Southwest Health which, based on health concerns, was not accepted. A second proposal was presented but since the Province implemented a role back to Phase 2 of the Covid-19 protocol in the GTA area, it was decided that this event may pose too much risk. Other concerns included a) having people gather to pickup the pumpkins, would it create a health risk to our community, b) would this event be viewed negatively by the public for creating a possible risk c) what would happen if something went wrong and d) does this event draw shoppers to our Downtown to create a shopping opportunity for our members. Earl proposed that the re-invented Downtown Pumpkin Prowl event be cancelled for 2020.

#### Tree Lighting Celebration

Earl reported that the CLC Tree Service has been booked with a light installation scheduled for the week of November 16th.

Earl raised the possibility of bringing Santa Downtown on a Fire Truck on November 20th, the date of our normally scheduled Tree Lighting, to light the City Hall tree. Without drawing a crowd, perhaps MYFM could do a radio broadcast and Grayden could do a social media post. Earl mentioned that he has had a discussion with Rogers TV that could open an opportunity. After the Tree Lighting, either the DDB or the Optimist could host Santa ( at Earl's office perhaps ), to read Letters to Santa for an hour or two.

#### Downtown Santa

Earl reported that, in discussions with Dave and Grayden, they will continue the Downtown Santa tradition, hosting this event on Saturday December 5th from 12pm - 2pm using the \$750 Downtown Dollars as budgeted.

#### Reverse Santa Claus Parade

Earl reported that MP Vecchio, MPP Yurek and The City are planning a Reverse Santa Claus Parade in Pinafore Park. A date has not been selected yet. Earl mentioned that he is awaiting the first planning meeting. Rob Burns has volunteered to assist in resurrecting and installing the lighted Downtown skyline, as used on our previous parade entry.

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

## **8.10 Beautification Report - Grayden**

### Cross Street Banner Schedule

Earl reported that Alzheimer's banner was removed on Sunday September 20th and the new Love Where You Shop banner was installed. This banner will remain in place until November 23rd when the newly repaired Merry Christmas banner will be installed.

### Sidewalk Patio Program

Earl reported that The Bistro requested that his sidewalk patio be removed due to claims that the lack of parking is a deterrent to his business. However, in discussions with Andrew Gunn, who organized the patio installations, they can not be removed until the end of the season at some point between Thanksgiving and the end of October.

### Downtown Business Street Signs

Earl reported that no new signs were installed this month. Suggar, previously located at 633 Talbot has moved to Hush at 399 Talbot Street and Earl is making arrangements to have the sign moved.

### 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 (Fall) Students - Earl

Earl reported that Max McCaulley and Brayden Carvery have been hired to work 2 hours each on every Saturday, until snowfall, to make a cleanup pass through our Downtown.

### Neighbourhood Needle Network - Joe

Earl reported that an invoice for \$1,000 has been submitted to the City to cover the 4 week Neighbourhood Needle Network cleanup program.

### LED Christmas Lights / Carollers

Earl reported that he is making arrangements with Entegrus to have the LED Christmas Lights installed on the Downtown lamp poles during the week of November 16th. The possibility of installing the Carollers, perhaps in front of the L&PS again, is an option dependant on help.

The next Beautification / Promotion Meeting will be scheduled as required.

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

No report

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

- Downtown Pumpkin Prowl (Patch) - Cancelled
- Tree Lighting Celebration - Friday November 20th
- Downtown Santa - Saturday December 5th 12Noon - 2pm
- Reverse Santa Claus Parade - Date TDB

## 10. Adjournment

Motion by Barry, Seconded by Reza, "To adjourn the meeting at 9:55am." Carried

### Upcoming Committee Meetings

Beautification / Promotion Meeting to be scheduled as required.

**Next Meeting: Wednesday November 4, 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 1 - September 20	Alzheimer's Scavenger Hunt
September 1 - September 28	Cancelled due to COVID-19 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	Love Where You Shop
October	VON (No contact)
October 28 - November 16	Cancelled due to COVID-19 Optimist Santa Claus Parade (November 21st)
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 16th - 20th, 2020, Removal mid January / early February