

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY JANUARY 6, 2021 8:30am VIA ZOOM**

Attendance:

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

- 1. Call to Order:** The meeting was called to order at 8:35am meeting Quorum.

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 Grayden, Seconded by Reza, "To confirm the January 6, 2021 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Reza, Seconded by Duane, "To confirm the minutes of the December 2, 2020 meeting as distributed" Carried

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

- 5. Deputations**

None

- 6. Chair Report**

Ian has completed his Police Check and the online Accessible Customer Service Training program. Grayden has completed his Police check will complete the online training this week. Jazz has yet to complete her items.

Social Media

Earl reported that our Twitter account @stthomasddb now has 506 Followers (was 493 last month), our DDB Facebook page www.FB/downtownstthomas has 1926 Likes (was 1861 last month) and our Instagram/stthomasDDB page has 1053 Followers (Was 1043 last month).

Crime Prevention / CCTV Cameras

Earl reported that a 2 more cameras have been installed at the intersections of Talbot and Hiawatha and Talbot and Flora/Ross.

AGM

Earl reported that the 2020 AGM will be held as a virtual Zoom meeting event on Wednesday January 20th at 8:30am. Based on a City Hall levy list, 220 letters have been mailed to Downtown property owners with 2 being mailed to US addresses. The Zoom link will be issued to all who RSVP, in the Newsletter and on the DDB website.

COVID-19 Update

Earl reported that Ontario has entered into Lockdown status effective at 12:01am December 26th, 2020 through to January 28th, 2021. A list of 27 businesses have been added to our DDB website that describes how they will be operating through the new COVID restrictions. This list will be published in the newsletter, in the January VIBE and through our social media channels.

7. Finance Report

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

Earl provided a line by line review of the updated Draft 2021 Budget, which was originally issued to board members on December 14th and updated on December 29th. After a discussion, a few amendments were proposed. Motion by Duane, Seconded by Grayden, "That the 2021 DDB Budget as presented, be approved by the board and presented at the January 20th, 2021 AGM for approval by the membership." Carried

8. Reports

8.1 Promotions Report - Susan

Business Welcome Package

No report

Dave reported that a new ice cream store will be opening in the Century Sound plaza.

Downtown Vibe - Reza

Reza reported that the 6th issue - December, was printed by LKP Printing at a cost of \$1,270.12 with \$700.00 recovered in paid advertising. Reza also reported that the January 2021 issue will be released on January 7th.

Earl reported that he has setup an account on www.issuu.com and that all VIBE issues since September have been uploaded for ease of use and distribution. The new

Downtown Vibe Facebook page is www.Facebook.com/TheDowntownVibe and now has 85 Likes.

Business Video Production

Grayden reported that he has completed a “business check-in” with JHR Studio and Cafe Siam. Crocker’s and Now and Zen are scheduled for production in the coming weeks.

Radio Advertising

Dave reported that the Downtown Santa spot completed on December 5th and the It’s a Magical Time ad completed on Christmas Day and the New Years ad completed on January 1st. The ad that informs the public how our Downtown businesses are operating during the the recent COVID restrictions is currently running. MYFM has doubled the ads through January at no additional cost.

Website Design - Sarah

No update

However, Annette continues to maintain the current DDB website - Annette continues to update the membership database as well.

Newsletter - Annette

Annette reported that she continues to produce and email a weekly newsletter to 408 business addresses.

Downtown Santa

Dave and Grayden, reported that the Downtown Santa event was a great success and created a number of great customer experiences. Thanks to Grayden for the production of a video of the event that was popular on our social media channels.

A donation of \$40.00 was delivered to the Food Bank at the request of a customer who declined our purchase payment.

Thanks to Susan, Liam and Charlotte for volunteering as elves.

Reverse Santa Claus Parade

Earl offered thanks to Rob Burns, Grayden and Susan for assisting with the installation of the lighted Downtown skyline, as used on our previous parade entry, in the December 4th - 6th EMI Reverse Parade. The display was removed on Monday morning and returned to our storage locker. It’s been reported that approximately 4000 vehicles toured the event and an amazing amount of food and money were collected for the Food Banks. A generator was rented and shared with The Chamber and the EDC at a cost of \$169.50.

The Most Local Time of The Year

A new Augmented Reality app based event using the “ENGAGE ARt” app, which began on December 10th has ended on January 4th.

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

8.2 Beautification Report - Grayden

Cross Street Banner

Earl reported that due to the destruction of the new cross street banner pole on November 2nd in a wind storm, a new pole is scheduled to be installed soon. As such, the cross street banner program is on hold.

Downtown Business Street Signs

A replacement Locke's Insurance sign was installed and the Sugarr sign was moved from 633 Talbot to 399 Talbot on December 21st.

Downtown Directional Signs

Earl reported that McBain Signs will be installing 8 more Downtown directional signs at South Edgware and Burwell, Kains and Flora, Highbury and South Edgware, Scott and Hiawatha, First and Edward, Talbot and Burwell, Talbotville - Sunset and Talbot Line and Wellington at Regan Bourne.

Downtown Summer Students

The final claim form has been accepted by CSJ and a rebate of \$2,016 is expected soon. Applications for the 2021 CSJ opened and an application for funding to cover 2 summer students has been submitted.

LED Christmas Lights

Earl reported that Entegrus will remove the 62 LED Christmas Lights in January and return them to storage. As a thank you, Earl reported that he delivered 10 gift cards to the Entegrus installation team.

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

8.3 Downtown Dollars - Susan / Annette

Earl reported that, thanks to Annette's data collection, \$45 DDB Dollars including \$45 from the VIBE and \$0.00 Christmas Care DDB Dollars were redeemed in December.

Earl mentioned that \$5,875 Downtown Dollars were purchased by Community Living for distribution to their 235 employees, and \$350 were sold to various people.

We received a call from a person looking for a way to use Downtown Dollars for an online purchase. Our solution was to make a purchase as normal, mail us the receipt and the original Downtown Dollars and we will return a cheque which also covers postage expenses.

Thanks to Susan for her dedication to responding to the many calls and picking up redeemed DDB Dollars and issuing cheques.

8.4 Parks Dept Update - Adrienne

Adrienne reported that Parks are evaluating the 2021 flower basket program and will advise us of their plans soon. Earl reported that as a thank you for the work completed by the Parks crew in 2020, he delivered 15 gift cards to the Parks team.

8.5 Council Update - Mayor Preston

On behalf of Mayor Preston, Earl reported that the City is in discussion with Southwest Health in regards to finding a solution to the number of sharps that are not being returned or collected by SWPH. A Draft letter of support was presented for discussion. Motion by Grayden, Seconded by Dave, "That the DDB issue a letter to Southwest Health in support of the City of St Thomas' initiative". Carried.

8.6 Municipal Heritage Committee Update - Russell

Russell reported that they are looking for sponsors for our Courthouse Area, Old St. Thomas Church Area, and Talbot Street Walking Tour maps. A new historic churches map that will be printed soon.

Earl mentioned that we will submit this request for sponsors through our DDB Newsletter but we need to obtain the advertising proposal first.

8.7 CIP Program - Russell

The committee continues to work on creating a list of historically significant building so that they can be made aware of requested changes before they happen. Visit <http://viewer.mapme.com/stthomasheritage>.

8.8 Railway City Tourism Report - Megan

Megan reported that the LED sign will be repaired as funds are available. The Arts Crawl event is planned for June 2021 vs February. Social media posts, highlighting interesting Downtown facts are being published.

8.9 Economic Development Report - Sean

No report

8.10 SBEC - Tara

Tara reported that a new business advisor has been hired. SBEC is offering a no cost small business opportunity, check with Tara for further details.

8.11 Chamber of Commerce Report - Paul

Paul reported on their advocacy work with our EML MP and MPP regarding how COVID is affecting small business and that only 13% of infections can be attributed to small business.

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

- Virtual Annual General Meeting - Wednesday January 20th at 8:30am via Zoom

10. **Adjournment**

Motion by Megan, Seconded by Adrienne, "To adjourn the meeting at 10:10am." Carried

Upcoming Committee Meetings

Beautification / Promotion Meeting to be scheduled as required.

Next Meeting: Wednesday February 3, 2021 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)

The banner pole was destroyed due to a wind storm on November 1st, 2020

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