

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY MARCH 3, 2021 8:30am VIA ZOOM

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	Y left 8:42	Sean Dyke	Y
Treasurer - Sarah Van Pelt	Y	Tara McCaulley	N
Beautification Chair - Grayden Laing	Y	Adrienne Jefferson	Y
Promotions Chair - Susan Boldt	Y	Megan Pickersgill	Y left 9:30
Reza Alavie	Y left 9:15	Paul Jenkins	Y
Russ Schnurr	Y		
Ian Gillespie	Y	Annette S'barra	Y
Duane Orth	Y		
Mayor Joe Preston	Y		

1. Call to Order: The meeting was called to order at 8:31am 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 Russ, Seconded by Susan, "To confirm the March 3, 2021 Agenda as distributed." Carried

4. Confirmation of Minutes

Motion by Joe, Seconded by Ian, "To confirm the minutes of the February 3, 2021 meeting as distributed" Carried

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

5. Deputations

None

6. Chair Report

Social Media

Earl reported that our Twitter account @stthomasddb now has 518 Followers (was 507 last month), our DDB Facebook page www.FB/downtownstthomas has 1954 Likes (was 1949 last month) and our Instagram/stthomasDDB page has 1099 Followers (Was 1093 last month).

Crime Prevention / CCTV Cameras

Earl reported on the February 9th Crime Prevention Committee meeting, led by Chief Herridge, regarding the issue of people sleeping in the bank vestibules. All, except TD, have agreed to lock their ATM vestibules from 11pm - 6am, are installing warning signs and have given STPS permission to remove trespassers. Note- the west end RBC ATM was removed in December 2020.

Earl also reported on the February 25th CCTV camera meeting. Most of the equipment has been received and the \$48,628.42 invoice for the installed and yet to be installed equipment has been paid.

COVID-19 Update

Earl reported that Ontario has moved from Red- Control to Orange- Restrict effective March 1st. This allows businesses to operate in a less restricted mode. See <https://covid-19.ontario.ca/zones-and-restrictions> for more info.

Downtown Issues

Earl reported that the snow banks were removed from Talbot Street on Monday February 22nd. A Thank You letter was issued to Environmental Services.

Cross Street Banner

Earl reported that a meeting is scheduled for March 5th with Wendell Graves and Justin Lawrence regarding the damaged pole.

7. Finance Report

Earl provided an update on the accounts that were paid in February. Motion by Russ, Seconded by Duane, "To accept the financial report and to pay the outstanding bills" Carried

8. Reports

8.1 Promotions Report - Susan

Business Welcome Package

Susan reported that a welcome package has been sent to Homebrew Junction and Sub Zero Ice Cream.

Downtown Vibe - Reza

Reza reported that the 8th issue - February 2021, was not printed however a number of articles were published and Boosted on The Vibe Facebook page. Plans are being developed for a March edition.

Past issues can be found at www.Issuu.com/STTHOMASDDB and through the Downtown Vibe Facebook page at www.Facebook.com/TheDowntownVibe which now has 170 Likes (was 104 last month)

Business Video Production

Grayden reported that he has scheduled a “business check-in” with Crocker’s and Now and Zen.

Radio Advertising

Dave reported that the Shop Downtown St Thomas Jingle ads are currently running.

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. The Newsletters are now being uploaded to our Facebook page.

STEAM Centre

Earl reported that a program that Virtual Marketplace program initiated by the STEAM Centre is working with 9 Downtown businesses including Streamliners Coffee Bar, Camden Technologies, Le Cafe Siam, Your Fish and Chips, Wimpys Diner, Caps Off Brewing, Home Junction, Fan of the Sport and Alines Fine Fashions.

Easter Shop Hop - Saturday April 3rd, 2021

A discussion took place regarding the Shop Hop. It was decided that due to the current Orange COVID guidelines, it was decided to cancel the 2021 Shop Hop. Although, simply finding an Easter Bunny to walk around Downtown would be investigated.

Nostalgia Nights Car Show - Saturday July 11, 2021

A discussion took place regarding the Nostalgia Nights Car Show. It was decided that due to the current Orange COVID guidelines, it was decided to investigate the potential of establishing a fall date, failing that, to cancel it.

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

8.2 Beautification Report - Grayden

Downtown Business Street Signs

No new signs were installed in February although Earl has been in contact with Step Above who are asking for a sign.

Downtown Summer Students

Earl reported that he has completed and submitted a Canada Summer Jobs application for 2 Summer Students running for 10 weeks from June 28th to September 3rd.

Earl also reported that, in discussions with Mayor Preston, a CSJ application for 1 Downtown worker was submitted for 1 position running for 23 weeks beginning June 7th through to November 23rd.

CSJ has advised this week that the CSJ subsidy has been revised from 100% funding (\$14.25) to 75% funding (\$10.69).

L&PS Clock Vandalism

Earl reported that an insurance claim to repair the vandalized DDB clock was investigated however due to the cost of a new system and installation costs totalling \$1,340.00 it was decided cancel the claim since the deductible was \$1,000.00. A new replacement clock system has been ordered.

Sidewalk Patios

Earl reported on a February 25th planning meeting with Wendell Graves and Andrew Gunn. Currently, patios will be installed at The Roadhouse, Bella Jacks, Streamliners, Coffee Culture and the DDB railing system will be installed at Why Not Cookies. 2 other restaurant / coffee shops have declined. The City is preparing a revised patio contract. Installations will run from mid May to mid October.

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, \$585.00 DDB Dollars including \$235 from the August VIBE and \$0.00 Christmas Care DDB Dollars were redeemed in February. The full report has been filed.

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 the 27 urns have been emptied of the winter greens and the winter covers installed. 5 covers have been damaged and will be replaced at a cost of approximately \$145 each. The urns will be planted near the end of May.

8.5 Council Update - Mayor Preston

Mayor Preston reported on the opening of the Memorial Arena vaccination site, the start of the new transit system and the construction of the 10 micro apartments above the transit station.

Earl opened a discussion with Mayor Preston about the concerns being voiced by local property and Business owners about the new developments planned for 10 Princess and the Bus Depot. Earl asked Mayor Preston if he would hold a second online Compassionate Housing meeting near the end of March.

8.6 Municipal Heritage Committee Update - Russell

Russell reported that the Holy Angels church steps are closed awaiting required repairs. Russell also 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 and Susan

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 on the Baby Elephants mural project and the June 25th - 26th Arts Crawl.

8.9 Economic Development Report - Sean

Sean reported that the St Thomas EDC won the 2020 EDCO award. Sean presented the DDB with a trophy as thanks for the Downtown projects.

Sean reported on the So Much More Life project and that the EDC and the County will be contributing \$2,000 each to You g & Free Press social media plan.

Motion by Joe, Seconded by Duane "To provide funding of \$800.00 to the So Much More Life social media advertising program" Carried

8.10 SBEC - Tara

Sean reported that they are working on plans to open the Horton Market for the 2021 season. The 2021 Bridges to Better Business is scheduled for sometime in October. 16 Starter Company grants are available and the Summer Company program will be starting soon.

8.11 Chamber of Commerce Report - Paul

Paul reported on the Chambers advocacy initiatives for the Line 5 oil pipeline and lobbying for a change to the Restaurant COVID restrictions to change the guidelines to a percentage vs a set number of 10.

The next Coffee Talk is March 3rd at 3:00pm, the next Business Before 5 is scheduled for March 10th at 4:00pm and plans for a Mayors talk is being planned for April 7th.

New Business

No update on the proposed Baby Picture Photo contest was available - Reza, Duane and Grayden will investigate this idea further.

A Puppy Parade, a drive-by Car Show and a Photo contest identifying your Curbside pickup purchases are possible ideas to be reviewed.

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

Easter Shop Hop - Saturday April 3rd, 2021

Nostalgia Nights Car Show - Saturday July 11, 2021

Pumpkin Prowl - Friday October 29, 2021

Tree Lighting Celebration - Friday November 19, 2021

10. **Adjournment**

Motion by Joe, Seconded by Duane, "To adjourn the meeting at 9:53am." Carried

Upcoming Committee Meetings

Beautification / Promotion Meeting to be scheduled as required.

Next Meeting: Wednesday April 7, 2021 at 8:00am via ZOOM Meeting

2021 Cross Street Banner Schedule

The 2021 cross street banner schedule is as follows:

Since the cross street banner pole was destroyed due to a wind storm on November 1st, 2020 and has not been installed yet, the following schedule is on hold.

January 2 - May 3	NEW DDB Winter Banner
April 5 - April 19	MS Society (No contact)
April 19 - May 3	Cancelled - Alzheimer's Society (May 9th Walk)
May 3 - June 1	Horton Market (Mothers Day May 9th)
May 4 - June 1 (East Pole)	Cancelled - Victim Services (week of May 4 - May 30)
June 1 - June 21	Lions Car Show (June 20th)
June 21 - July 12	Nostalgia Nights Car Show (July 10th)
Pending above	Special installation - Horton Market
July 12 - September 1	(Revised to October) Thanks for Shopping Downtown St Thomas
September 1 - September 20	Alzheimer's Scavenger Hunt
September 1 - September 27	Railway City Road Races (4th Sunday in Sept = 26th)
August / September	Volunteer Elgin (No contact)
September	(Cancelled- Violence Against Women - Walk a Mile)
September 27 - October 29	Love Where You Shop
October	VON (No contact)
October 29 - November 15	Optimist Santa Claus Parade (November 20th)
November 15 - January 2, 2022	DDB Merry Christmas / Love Where You Shop
Downtown Banners	Summer installation week of May 3rd - 10th Winter installation typically scheduled for 1st week of November.
LED Snowflakes	Installation scheduled for 1st week of November, Removal scheduled for 3rd or 4th week of January.