

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY JUNE 2, 2021 8:00AM VIA ZOOM**

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	Y	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
Reza Alavie	Y	Paul Jenkins	Y
Russell 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 8:02 am 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 Duane, Seconded by Russ, "To confirm the June 2, 2021 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Russ, Seconded by Duane, "To confirm the minutes of the May 5, 2021 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**

Social Media

Earl reported that our Twitter account @stthomasddb now has 528 Followers (was 528 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 1992 Likes (was 1984 last month) and our Instagram/stthomasDDB page has 1116 Followers (Was 1117 last month).

## Crime Prevention / CCTV Cameras

Earl reported that the project is moving ahead with the final 5 cameras being installed at St George, Elgin, Manitoba, CASO and Woolworth.

## COVID-19 Update

Earl reported that Ontario entered into lockdown on April 8th, extended to May 20th then June 2nd and according to Reopening Ontario plans confirmed on June 2nd, our next important date is June 14th.

See <https://covid-19.ontario.ca/zones-and-restrictions> for more info.

## Downtown Issues

Earl reported that Mental health, homeless and garbage issues continue. Thanks to STPS for their continuing Downtown patrol support.

Earl reported that he attended, on behalf of the DDB, a meeting with Associate Minister of Mental Health and Addictions Michael Tibollo on May 32st. Since that time, the City has held 2 more meetings to develop a plan to present for funding an addictions treatment program.

## Cross Street Banner

Earl reported that he has received no update on the status of the replacement of the damaged cross street banner poles.

## 7. Finance Report

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

Motion by , Seconded by , "To accept the financial report and to pay the outstanding bills" Carried

## 8. Reports

### 8.1 Promotions Report - Susan

#### Business Welcome Package

No new welcome packages were delivered this month.

#### Downtown Vibe - Reza

Reza reported that the 10th issue - May 2021, was printed and distributed the week of May 24th. The VIBE is now being distributed at the Saturday morning Horton Market.

Past issues can be found at [www.Issuu.com/STTHOMASDDB](http://www.Issuu.com/STTHOMASDDB) and through the Downtown Vibe Facebook page at [www.Facebook.com/TheDowntownVibe](http://www.Facebook.com/TheDowntownVibe) which now has 274Likes (was 250 last month)

#### Business Video Production - Grayden

Grayden reported that a business check-in was recorded with Sandy Vasquez of CTP Computers. The video was shared on social media and Annette has uploaded it to our website.

### Radio Advertising - Dave

Dave reported that the support our Downtown businesses offering Curbside pickup options is currently running. MYFM has doubled the number of ads at no charge to the DDB.

### 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 Virtual Marketplace program initiated by the STEAM Centre continues to work on a new Instagram program to bring awareness to Downtown businesses. Two 1 hour Instagram training sessions are available on Monday and Tuesday June 14th and 15th - see Newsletter. The #RailwayCitySocial contest will run from June 28th to July 2nd. Entrants who tag or like a business during this period will be eligible to win a \$250 prize package of Downtown merchandise. The winning business will receive a 3D Virtual Tour of their business. Visit the DDB website and listen to our contest ad on MYFM running June 21st - 25th for more information.

### Nostalgia Nights Car Show - Saturday September 18, 2021

A Special Events application has been submitted to hold the Nostalgia Nights Car Show on Saturday September 18th. However, due to the current COVID restrictions, the application is on hold.

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 May although a new sign for Bennett TV Repairs and Records and Relics are awaiting installation.

### Downtown Summer Students

Earl reported that two Summer Student have been hired to start and a work program running for 9 weeks beginning June 28th to August 27th at 30 hours per week at a CSJ funded rate of \$10.69 / hour. (\$14.25 / hour paid rate)

Earl also reported that we have received CSJ funding for one Downtown Worker running for 23 weeks beginning June 7th through to November 23rd at 12 hours per week at a funded rate of \$10.69 / hour. (\$14.25 / hour paid rate)

The CSJ subsidy was revised from 100% funding (\$14.25) to 75% funding (\$10.69).

## L&PS Clock Vandalism

Earl reported that a new clock mechanism has been sourced at a cost of \$1,000 and arrangements are being to have it installed.

## Sidewalk Patios

Earl reported that patios were installed today June 2nd at The Roadhouse, Streamliners, Bella Jacks, STEAM Centre, Cafe Siam and the railings will be installed Why Not Cookies.

Earl prepared and submitted the Road Occupancy Permits and the Patio program has been approved by Council.

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, \$335.00 DDB Dollars including \$0.00 from the August VIBE and \$0.00 Christmas Care DDB Dollars were redeemed in May. 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 urns will be planted this week. Adrienne has also organized to have 2 planters moved to each sidewalk patio to help beautify the patios.

## 8.5 Council Update - Mayor Preston

Mayor Preston reported on the developments at 230 Talbot, 423 Talbot, 10 Princess and the Transit Building.

A Tiny Homes development is being planned for the former Elgin Handles location on Kains Street.

Thanks to STPS for the increased Downtown patrols.

Earl reported that disturbances continue to interfere with business operations.

## 8.6 Municipal Heritage Committee Update - Russell

Russell reported that the advertising rates for the Talbot Street Walking Tour Booklets have been set. Full Page \$800 x 1 spot, Half Page \$400 x 4 spots, Logo \$100 x 8 spots. This will allow 3500 booklets to be printed if the full slate is sold.

We will promote through the Newsletter

## 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

No report

## 8.9 Economic Development Report - Sean

No report

#### 8.10 SBEC - Tara

Tara supplied the following report:

- there are 2 new businesses opening in the downtown, Lockwood Books (488 Talbot Street) and Refreshed Finds (15 St. Catharine St and Elle from our team will do an email introduction to you)
- the Summer Company program is full (10 students) and training has commenced
- outline of the Community Connect program working with people experiencing homelessness and or addiction will be complete the end of this week
- the Starter Company Plus program has successfully funded 12 businesses \$5000 and 3 of these are in downtown St. Thomas (Little Monkey Shop opened on 10 Mondamin St)
- The Foodpreneur Advantage Scale Up program for food manufactures is gearing up for September and will award \$5000 to 3 businesses in our community in late fall

#### 8.11 Chamber of Commerce Report - Paul

Paul reported on the distribution of the Rapid Antigen test kits - visit [www.staysafeelgin.ca](http://www.staysafeelgin.ca)

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

Nostalgia Nights Car Show - Saturday September 18, 2021

Pumpkin Prowl - Friday October 29, 2021

Tree Lighting Celebration - Friday November 19, 2021

#### 10. **Adjournment**

Motion by Paul, Seconded by Ian "To adjourn the meeting at 9:19am." Carried

#### **Upcoming Committee Meetings**

Beautification / Promotion Meeting to be scheduled as required.

**Next Meeting: Wednesday July 7, 2021 at 8:00AM via ZOOM Meeting**