

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY NOVEMBER 3, 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	Y 8:20 in
Reza Alavie	Y 8:20 in	Paul Jenkins	Y
Russell Schnurr	Y 8:23 in		
Ian Gillespie	Y	Annette S'barra	Y
Duane Orth	Y	Guests - Tina Swaenepoel	Y
Mayor Joe Preston	Y		

1. Call to Order: The meeting was called to order at 8:04am 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 Ian, "To confirm the November 3, 2021 Agenda as distributed." Carried

4. Confirmation of Minutes

Motion by Duane, Seconded by Adrienne, "To confirm the minutes of the October 6, 2021 meeting as distributed" Carried

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

5. Chair Report

Social Media

Earl reported that our Twitter account @stthomasddb now has 538 Followers (was 536 last month), our DDB Facebook page www.FB/downtownstthomas has 2145 Likes (was 2138 last month) and our Instagram/stthomasDDB page has 1140 Followers (Was 1129 last month).

Downtown Issues

Earl reported that Mental health, homeless and garbage issues affecting our Downtown continue. Earl reported that he attended a November 2nd Partnership Meeting: A Community Approach to Social Issues meeting that defined the programs used to assist

with Downtown problems. On behalf of Downtown property and business owners, Earl reported that so much is being done to help the 100 homeless guests yet very little is being done to help our Downtown members. The issues are being managed but not solved and as a result our members are facing the brunt of the problems. Thanks to STPS for their continuing Downtown patrol support to help our members deal with these never ending problems.

Earl reported that he has been in conversation with Peter Heywood at SWPH in regards to the distribution of small needle bins to every Downtown business.

6. Finance Report

Earl reported that the final audit package was received this week and filed accordingly. An update on the accounts that were paid in October was provided.

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

7. Reports

7.1 Promotions Report

Downtown VIBE - Reza

Reza reported that a November issue is being scheduled.

Radio Advertising - Dave

Dave reported that the Shop Local ad is running but will be switched to the new 25% Downtown Dollar promotion ad on November x.

Dave also reported that a DDB Christmas greeting radio ad is being produced and will run from November 11 to December 25, 2021.

Elgin County Visitors Guide

Earl reported that an ad similar to last years ad has been booked for the 2022 edition.

Downtown Santa

Dave and Grayden are organizing Santa Downtown for December 4th 10-12 Noon. A sum of \$750 will be available to pay for event give-away purchases.

Tree Lighting Celebration - Earl

Earl reported that the Special Events application has been approved to bring Santa Downtown on a Firetruck to light the lights at 6:00pm on Friday November 19th.

The tree lights are being changed from coloured lights to white lights and will be installed the week of November 15th at a cost of \$1,850.00.

Reza requested that a larger event be planned to include hot chocolate and cookies but it was decided to remain with a low key event.

LED Snowflakes

Earl reported that he is working with Entegrus to have the LED Snowflakes decorations installed on the week of November 15th at no charge to the DDB. They will remain in place until after New Years.

Website Design - Sarah

No report

Newsletter - Annette

Annette reported that she continues to produce and email a weekly newsletter to 192 recipients. Due to the reduced event and news items, we will be moving to a bi-weekly publication schedule beginning November 1st.

Downtown Dollars Tracking - Annette

Earl reported that, thanks to Annette's data collection, \$155.00 DDB Dollars were redeemed, \$5.00 from the August 2020 VIBE and \$0.00 Christmas Care DDB Dollars were redeemed in October. The full report has been filed. Thanks to Annette for her dedication to responding to the many calls and picking up redeemed DDB Dollars and issuing cheques.

Downtown Dollars Promotion

Earl reported that the website has been updated to display a Downtown Dollars Promotion page. Also, our TD account has been setup to allow us to receive e-transfer deposits. Annette is handling the sale of DDB Dollars and Earl is handling the online e-transfer orders. \$100,000 DDB Dollars have been produced. A social media and newsletter launch began October 6th. The sale of 25% discounted dollars will end on December 20th.

A total of \$3,100 DDB Dollars have been sold to date.

Stationary Santa Claus Parade - Earl

Earl reported that the Optimist Santa Claus Parade has been cancelled however in cooperation with MP Vecchio and MPP Yurek, a stationary parade in Pinafore Park will be held for the second year on December 3rd - 5th.

It was decided that we will once again install our Downtown Streetscape silhouette on Friday December 3rd at 9:00am. Grayden, Russell, Joe and Annette volunteered to help with setup on Friday December 3rd at 9am and Monday December 6th at 9:00am.

Dream Drive

Earl gave an overview of an event being planned by a group interested in bringing a special car show through St Thomas on September 17 - 18, 2022. A meeting with local businesses and service clubs was held at the CASO Station on Wednesday November 24th.

7.2 Beautification Report - Grayden

Downtown Business Street Signs

Earl reported that a new sign is being developed for Ruby Blues Bakery opening in mid December at 578 Talbot Street.

Cross Street Banner

Earl reported a new Love Where You Shop banner is being developed to replace the damaged banner. A banner supplied by Victim Services will be installed by Entegrus this week and remain in place through to the last week of November. The Merry Christmas banner will take its place and remain until after New Years.

Downtown Summer Students

Earl reported that the final report has been submitted seeking our allotted funds.

8.3 Parks Dept Update - Adrienne

Adrienne reported that the 2021 fall Mums will be removed in mid / late November. The winter greens will be planted and remain in place until a mid January removal when the covers will be installed for the winter.

8.4 Council Update - Mayor Preston

Mayor Preston reported that the 15 Railway City Lofts are complete, 10 Princess Ave Inn will be ready by the end of November that he is working with SWPH on a sharps container distribution program to all Downtown businesses.

Earl reported that disturbances at a couple of social assistance locations continue to interfere with business operations.

8.5 Municipal Heritage Committee Update - Russell

Russell reported that work begins on a facade improvement at 571 Talbot on November 3rd and that scaffolding at Queen and Talbot will be gone by the end of November.

8.6 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>.

8.7 Railway City Tourism Report - Megan

Megan reported on the Scavenger Hunt Arts Crawl is still running through to the end of the year. The Horton Christmas Market will be held on November 20th with a ticketed After Dark event that evening from 5pm - 11pm.

8.8 Economic Development Report - Sean

St Thomas EDC has won an international award at the Nashville EDC conference. An application for My Main Street has been submitted for an Ambassador and ten \$10,000 business credits.

8.9 SBEC - Tara

Tara reported that the Horton Market has ended for the season with great success.

8.10 Chamber of Commerce Report - Paul

No report

9. Coming Events - dependant on COVID restrictions status.

Tree Lighting Celebration - Friday November 19, 2021 at 5:45pm

10. Adjournment

Motion by Russell, Seconded by Joe, "To adjourn the meeting at 9:58am." Carried

Next Meeting: Wednesday December 1, 2021 at 8:00AM via ZOOM Meeting