

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY DECEMBER 1, 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	N
Promotions Chair - Susan Boldt	N	Megan Pickersgill	Y
Reza Alavie	Y	Paul Jenkins	Y
Russell Schnurr	Y		
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 8:06am 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 Joe, "To confirm the November 3, 2021 Agenda as distributed." Carried

4. Confirmation of Minutes

Motion by Grayden, Seconded by Russell, "To confirm the minutes of the November 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 540 Followers (was 538 last month), our DDB Facebook page www.FB/downtownstthomas has 2147 Likes (was 2145 last month) and our Instagram/stthomasDDB page has 1141 Followers (Was 1140 last month).

City of St Thomas Proof of Covid -19 Vaccination Policy

Earl advised that all City committee members must now adhere to the new Covid-19 Policy effective November 19th. Mayor Preston provided further insight.

Downtown Issues

Earl reported that Mental health, homeless and garbage issues affecting our Downtown continue.

Earl reported that the November 25th, Managing The Homeless virtual meeting was attended by about 41 people however only 13 Downtown business and property owners attended.

We will work to assemble a list of phone numbers and email addresses of social services, municipal, police etc. that can be distributed to all Downtown members.

Crime Prevention

Earl reported that he attended a November 25th meeting at STPS to review the CCTV Camera program. The system is fully operational and has contributed to over 23 convictions in 2021. The DDB contribution of \$10,000 will be submitted by year end along with an outstanding balance from the sponsorship funding of \$6,208.60. An addition to the 2022 budget will be required to cover Internet fees.

7. Finance Report

Earl provided an update on the financial status of the DDB accounts.

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

The 2021 finances are being reviewed in order to develop the 2022 Budget seeking board approval at the January 5, 2022 meeting and ratified at the January 26th, 2022 AGM.

8. Reports

8.1 Promotions Report

Downtown VIBE - Reza

Reza reported that a November issue was bypassed in favour of an expanded December issue being distributed this week.

Radio Advertising - Dave

Dave reported that the Downtown Dollar promotion ad was removed on Tuesday November 30th since the program has sold out early. Two Shop Local ads are currently running in equal rotation to December 23, 2021 followed by the jingle to December 25th. The New Years ad will begin on December 26th.

Downtown Santa

Dave and Grayden reported that Downtown Santa will occur on Saturday 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 November 19th Tree Lighting was attended by a limited number of visitors and Santa lit the tree at 6pm.

LED Snowflakes

Earl reported that Entegrus installed our 62 LED Snowflakes on November 16th as a community service project. The snowflakes 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 bi-weekly newsletter to 192 recipients.

Downtown Dollars Tracking - Annette

Earl reported that, thanks to Annette's data collection, \$40,915.00 DDB Dollars were redeemed, \$0 from the August 2020 VIBE and \$0 Christmas Care DDB Dollars were redeemed in November. 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 Downtown Dollars Promotion has sold out as of November 28th ba the original December 20th date. A total of \$100,000 DDB Dollars have been sold.

Stationary Santa Claus Parade - Earl

Earl reported we will install our Downtown Streetscape silhouette at Pinafore on Friday December 3rd at 9:00am. Grayden, Russell, Joe and Annette volunteered to help with setup on Friday December 3rd at 9am and removal on Monday December 6th at 9:00am. Rob Burns has volunteered to pick up and return the generator.

Dream Drive

Earl reported that plans are still underway for the September 17 - 18, 2022 Dream Drive event. More details as to how the DDB can get involved will be developed further in the new year.

8.2 Beautification Report - Grayden

Downtown Business Street Signs

Earl reported that a new sign for Ruby Blues Bakery at 578 Talbot Street was installed on November 15th.

A discussion about what businesses qualify for a sign was held.

Cross Street Banner

Earl reported that the Merry Christmas banner was installed across Talbot Street at Manitoba Street by Entegrus on November 24th and disappeared on November 27th - where it went, no one knows. A customer service enquiry has been submitted.

Downtown Summer Students

Earl reported that the final cheque has been received totalling \$8,467.00.

8.3 Parks Dept Update - Adrienne

Adrienne reported that the 2021 fall Mums were removed in mid November and the winter greenery have been installed in our 27 planter urns at a budgeted cost of \$2,406.38

8.4 Council Update - Mayor Preston

Mayor Preston reported that the 2 hour parking spaces in municipal lots may be converted to all day paid parking. Earl asked that we need to see the mapping of these subject parking spaces and details of the proposed plan.

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 at 571 Talbot Street is underway and that 488 Talbot Street is complete.

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>.

Russell provided details of the proposed Flora Street residential building and the suggestions made to the builder by the committee.

8.7 Railway City Tourism Report - Megan

No report

8.8 Economic Development Report - Sean

Sean provided the following written report stating that St Thomas has been approved for the My Main Street Program. This Ambassador will share the front portion of the DDB office.

“The My Main Street Local Business Accelerator will support the revitalization of 65 main street communities by providing each with a dedicated Main Street Ambassador, customized marketing research, data analysis and non-repayable funding contributions for small businesses.

At the heart of the My Main Street Local Business Accelerator are the Main Street Ambassadors. Main Street Ambassadors are dedicated to providing hands-on business advisory support to entrepreneurs along your main street.

By participating in the My Main Street Local Business Accelerator, participating communities unlock the following resources for their Main Street neighbourhoods:

- **Main Street Ambassador Non-Repayable Contribution** – participating Main Street communities will receive a non-repayable contribution of \$50,000 towards the 12-month salary of a Main Street Ambassador for their neighbourhood.
- **Local Business Non-repayable contributions** - Participating Main Street communities will receive up to ten \$10K non-repayable contributions to support

local businesses. Five non-repayable contributions are available for existing businesses, while five non-repayable contributions are available for new businesses.

- **Community Market Profile** - Before programming begins, each participating main street community will undergo a detailed Community Market Profile. This will involve secondary market research to understand the community's trade area, its demographics, how residents spend their money, their mobility and how they consume media. It will also involve primary research that surveys the local community to understand what types of products and services are missing from their local community.

Both the primary and secondary research will be used to target opportunities for rebuilding the participating Main Street.

- **Wrap-Around Business Support** - With the community market profile completed, each Main Street Ambassador will focus on providing wrap-around community economic development support for both new and existing businesses.
- **Main Street Ambassador Network** - Participating Main Street communities and their Main Street Ambassadors will have access to the My Main Street Ambassador Network, which will provide leadership, guidance, tools, resources and opportunities to share and amplify best practises and success stories.

A municipality can apply for multiple Main Street Ambassadors depending on their size. Each Main Street Ambassador will need to be focused on a defined geographic area within the municipality.”

8.9 SBEC - Tara

No report.

8.10 Chamber of Commerce Report - Paul

No report

9. **Coming Events** - dependant on COVID restrictions status.
Downtown Santa - Saturday December 4th from 10 - 12 Noon
Optimist Santa Claus Parade - December 3rd - 5th 4-9pm.
2021 AGM - Wednesday January 26, 2022

10. **Adjournment**

Motion by Russell, Seconded by Ian, “To adjourn the meeting at 9:27am.” Carried

Next Meeting: Wednesday January 5, 2022 at 8:00AM via ZOOM Meeting