

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY MARCH 2, 2022 8:00AM VIA ZOOM

Attendance:

| | | | |
|--------------------------------------|------------|----------------------------|---|
| Chair - Earl Taylor | Y | Advisors: | |
| Vice Chair - Dave Thomson | Y out 8:45 | Sean Dyke | Y |
| Treasurer - Sarah Van Pelt | N | Tara McCaulley | Y |
| Beautification Chair - Grayden Laing | N | Adrienne Jefferson | Y |
| Promotions Chair - Susan Boldt | N | Megan Pickersgill | Y |
| Reza Alavie | N | Paul Jenkins | Y |
| Russell Schnurr | Y | | |
| Ian Gillespie | Y | Annette S'barra | Y |
| Duane Orth | Y | Guests - Sarah Lynch-Baitz | |
| Mayor Joe Preston | Y | | |
| Tina Swaenepoel | Y | | |

- 1. Call to Order:** The meeting was called to order at 8:03am 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 Dave, Seconded by Duane, "To confirm the March 2, 2022 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Paul, Seconded by Duane, "To confirm the minutes of the February 2, 2022 meeting as distributed" Carried

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

- 5. Deputations**

None

- 6. Chair Report**

A surprise donation of \$20,000 has been received from Entegrus as part of their community involvement mandate. Earl met with Duane and Entegrus Director of Operational Services Gary Aitken on February 7th for a photo shoot with an over sized donation cheque. Reference the VIBE Facebook post.

The funds are primarily earmarked for “Our Safe and Friendly Downtown Area - to support a clean street crew and a security team if possible”
A discussion about how to spend the funds was held.

COVID Restrictions

Earl reported that effective at 12:01am on February 17th, 2022, Ontario moved into the next phase of the modified “Step Two of the Roadmap to Reopen”.

February 17th

-Masking requirements will stay in place for now, but the province says a timeline to lift them will come later.

- indoor social gatherings for up to 50 people and outdoor social gatherings up to 100 people

- indoor organized public events for up to 50 people, with no limit outdoors

- no capacity limits in the following indoor public settings where proof of vaccination is required, including:

restaurants, bars and other food or drink establishments without dance facilities, non-spectator areas of sports and recreational fitness facilities, including gyms, cinemas, meeting and event spaces, including conference or convention centres, casinos, bingo halls and other gaming establishments, horse racing tracks, car racing tracks and other similar venues, commercial film and television productions where there is a studio audience

Indoor areas of other settings that choose to “opt-in” to proof of vaccination requirements

- retail limited to the number of people who can maintain two metres physical distance

- personal care services limited to the number of people who can maintain two metres physical distance, with no limits if proof of vaccination requirements are in place

- personal care services that require the removal of face coverings (such facials, saunas, steam rooms, etc.) are permitted, but anyone providing these services must wear personal protective equipment

- 50 per cent capacity in spectator areas of facilities used for sports and recreational fitness activities, concert venues and theatres

- 25 per cent indoor capacity in the following settings where proof of vaccination is required:

- food or drink establishments with dance facilities, such as nightclubs, and wedding receptions in meeting or event spaces where there is dancing and food or drink is served

- bathhouses and sex clubs

- indoor religious services, rites and ceremonies, including weddings and funerals, capped at the number of people that can maintain two metres of physical distance, with no limit if proof of vaccination is required

- no limit on attendees at outdoor religious services, rites or ceremonies, including weddings and funerals.

March 1st

Public health and workplace safety measures in effect as of March 1

If public health and health care indicators continue to improve, the following public health and workplace safety measures will come into effect on March 1, 2022.

- capacity limits lifted in all indoor public settings
- proof of vaccination requirements lifted, with businesses being allowed to implement them voluntarily
- other protective measures, such as mask/face covering requirements and active/passive screening of patrons, will be in place
- public health units can deploy local and regional responses based on local health indicators

Earl reported that he spoke to a few Downtown restaurant owners as to how they are handling the new rules. All said they were not checking passports, maintaining mask protocols and barriers and that they were caught between a rock and a hard place.

Business Changes

A new business called Harvest Moon Trading Company (Emily and Johnny) is opening at 481 Talbot Street.

Social Media

Earl reported that our Twitter account @stthomasddb now has 542 Followers (was 542 last month), our DDB Facebook page www.FB/downtownstthomas has 2269 Likes (was 2202 last month) and our Instagram/stthomasDDB page has 1167 Followers (Was 1161 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. To date excluding Advisors, Duane, Tina, Ian, Russell, Dave, Paul, Annette and Earl have completed their forms.

Downtown Issues

Earl reported that a number of complaints related to The INN have been submitted to him. Concerns relate to visitors to The INN parking on private property without permission, residents trespassing on private property, garbage piling up around The INN and complaints about people digging through the unlocked garbage bin.

Earl reported that he attended a February 24th Community Team Approach to Social Issues meeting via Zoom. Reports were submitted by STPS - 80% reduction in calls to The INN, Street Outreach Support Team - No service in the Downtown through March and April, The INN - housing 15 women and 25 men, SWPH re Sharps recovery, CCHC serving 4000 clients and 40 participating in the Opiate withdrawal program, Indwell re 16 tenants in the Railway City Lofts and The DDB - voiced concerns received from DDB members.

Earl advised that a survey, similar to the one mentioned at the AGM as produced by Peterborough BIA, will be conducted in our Downtown. This will give a voice and credence to the concerns being received from DDB members.

Earl reported 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

7. Finance Report

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

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

8. Reports

8.1 Promotions Report

Downtown VIBE - Reza

Reza reported that a March issue of the VIBE will be published soon

Past issues can be found along at <https://issuu.com/stthomasddb>

Reza provided an update on the "Downtown Photo Contest" planned to start this week.

Radio Advertising - Dave

The Shop Local - stores open for in store shopping ad is scheduled to begin March 4th.

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, \$12,565.00 DDB Dollars were redeemed in February, \$0 from the August 2020 VIBE and \$0 of Christmas Care DDB Dollars were also redeemed in February. The full report has been filed. Thanks to Earl and Annette for her dedication to responding to the many calls and picking up redeemed DDB Dollars and issuing cheques.

Nostalgia Nights Car Show

Earl reported that a Special Event Application has been submitted for the July 9th Nostalgia Nights Car Show.

Shop Hop - Saturday April 16th

Earl reported that we have not run the Shop Hop event for the past 2 years. Earl asked for a volunteer to assist with escorting the Easter Bunny through Downtown 12-2pm. No volunteers received.

8.2 Beautification Report - Grayden

Downtown Business Street Signs

Earl reported that a new sign for Employment Services Elgin at 400 Talbot Street and MSM Fabrics at 562 Talbot Street is being produced.

The Records and Relics sign at 347 Talbot Street was reinstalled and the Tabby's Treasures sign at 377 Talbot Street was removed due to the closure of the business.

The Arable sign at 624 Talbot Street was removed and a new Revival Studios sign at 377 Talbot Street will be installed once a logo is received.

A new sign for Harvest Moon Trading opening at 481 Talbot will be designed once a logo is received. Renee at Jennings Furniture asked for a sign - once a logo is received, a design will be created.

New Event Opportunity

A discussion about relocating an existing festival to St Thomas was discussed, more details will be available as they become available.

Cross Street Banner

No banners are scheduled

Downtown Summer Students

Earl reported that a Canada Summer Jobs application for three 2022 Summer Students, 2 to be hired for 10 weeks from June 27th to September 2nd and 1 to be hired for 23 weeks from June 6th to September 23rd has been submitted with a revised funding amount of 50% of \$15,498.

Downtown Banner

Earl reported that a new set of banners could be designed for 2022 or alternatively, the existing art banners could be reinstalled again.

Garbage Cans

Earl raised the issue of the lack of garbage cans in out Downtown. Between Mary Street - end of the 2018 Talbot Street construction - and First Avenue, there are 13 old design cans. Between Stanley Street and Mary Street, there are new design 12 cans. Earl suggested that we purchase 6 new garbage cans, at a cost of \$725.00 at a time sensitive 10% discount at \$652.50 each from Classic Displays. Upon further construction of Talbot Street, these cans can be moved further east.

The potential to add advertising to the side of the cans will assist in reducing our original investment.

Motion by Earl, Seconded by Dave "That the DDB purchase 6 garbage cans from Classic Designs at a cost of \$652.50 each for use on Talbot Street, east of Mary Street"
Carried

Christmas Tree

Mayor Preston reported that the lights were removed during the week of February 28th.

8.3 Parks Dept Update - Adrienne

Adrienne reported the winter greenery was removed on the week of February 21st and the protective covers installed.

Earl mentioned that 3 planters in front of Holy Angels we're damaged during the sidewalk snow and removal.

Motion by Joe, Seconded by Dave "That 3 new planters be purchased from Classic Designs at a cost not to exceed \$3,000" Carried

8.4 Council Update - Mayor Preston

Joe gave an update on recent developments affecting our Downtown.

For City Council Agenda and Minutes visit <https://www.stthomas.ca/cms/one.aspx?portalId=12189805&pageId=12517512>

8.5 Municipal Heritage Committee Update - Russell

Russell provided an update on ongoing activities.

Visit <https://www.stthomas.ca/cms/one.aspx?portalId=12189805&pageId=13290088> for more information.

8.6 CIP Program - Russell

Russell provided an update on the Flora Street multi family residential project.

Visit <https://www.stthomas.ca/search/default.aspx?q=Cip&type=-1,12189805-12410,12189721-117,12189721-127&sortBy=Relevance&pg=0> for more information.

8.7 Railway City Tourism Report - Megan

Megan reported a planned self guided Historic Bike Ride has been rescheduled from May to September 3rd

A city wide mural project is scheduled for July 16th.

Visit <https://www.railwaycitytourism.com> for full details

8.8 Economic Development Report - Sean

Tara reported that Sarah Lynch Baitz has been hired as a Main Street Downtown Ambassador and began her 1 year contract on February 14th.

8.9 SBEC - Tara

Tara introduced Sarah Lynch Baitz and reported on the Downtown Environics survey and ongoing studies being conducted.

8.10 Chamber of Commerce Report - Paul

Paul reported that the February 22nd online Mayors Happy Hour was well attended.

The next Business After 5 will be held at Railway City Brewing on March 24th.

April 14th - Impact Awards at St Anne's with Brent Butt - about 100 tickets remain.

April 21st - Job Fair at the Elgin Centre

Visit <https://www.stthomaschamber.on.ca> for full details

9. Coming Events - dependant on COVID restrictions status.

- Shop Hop - Saturday April 16, 2022
- 2022 OBIAA Conference, Niagara Falls - April 24 - 27, 2022
- Nostalgia Nights Car Show - Saturday July 9, 2022
- Downtown Pumpkin Prowl - Friday October 28, 2022
- Tree Lighting Celebration - Friday November 18, 2022
- Downtown Santa - Saturday December 3, 2022

April 14th - Impact Awards at St Anne's with Brent Butt

April 21st - Job Fair at the Elgin Centre

July 16th - City wide mural project

September 3rd - Self Guided Historic Bike Tour

10. Adjournment

Motion by Tara, Seconded by Joe, "To adjourn the meeting at 9:27am." Carried

Next Meeting: Wednesday April 6, 2022 at 8:00AM via ZOOM Meeting