

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY APRIL 6, 2022 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	Y
Beautification Chair - Grayden Laing	Y	Adrienne Jefferson	Y
Promotions Chair - Susan Boldt	N	Megan Pickersgill	Y
Reza Alavie	N	Paul Jenkins	N
Russell Schnurr	N		
Ian Gillespie	Y	Annette S'barra	Y
Duane Orth	Y	Guests - Sarah Lynch-Baitz	
Mayor Joe Preston	Y	Renee Carpenter	
Tina Swaenepoel	Y	Rob Burns	

- 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 Duane, Seconded by Grayden, "To confirm the April 6, 2022 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Joe, Seconded by Ian, "To confirm the minutes of the March 2, 2022 meeting as distributed" Carried

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

- 5. Deputations**

None

- 6. Chair Report**

Earl reported that he met with City CAO Sandra Datars Bere on March 28th to discuss Downtown issues including garbage, homelessness and upcoming city plans. It appears that Talbot Street from Mary Street to Flora Street will undergo complete re-construction in 2023

COVID Updates

Earl reported that effective at 12:01am on March 1st, Ontario moved into the next phase of the modified “Step Two of the Roadmap to Reopen”.

The following changes to public health and workplace safety measures are in effect as of March 1, 2022. For the full list of measures in effect, see O. [Reg. 364/20](#).

- capacity limits have been lifted in all indoor public settings
- proof of vaccination requirements have been lifted
 - businesses and organizations may choose to require proof of vaccination upon entry
- other protective measures, such as mask/face covering requirements and passive screening of patrons remain in place
- businesses and organizations that are open must continue to have [safety plans](#) in place

City of St Thomas Proof of Covid -19 Vaccination Policy

Earl advised that on Monday April 4th, the City has revised their Covid policy to allow in-person meetings at City Hall.

CCTV Cameras

Earl reported that a 9th CCTV camera is being installed at Talbot Street and First Avenue. Due to the increase in business activity occurring at the former Timken site, a camera will be a valuable asset.

Downtown Social Complaints

Earl reported that he fielded a number of complaints from business and property owners in regards to garbage, trespassing and needles. Earl advised them that complaints need to be sent to customerservice@stthomas.ca. However, when they do this, the response from customer service has been that this is not a city concern and that the business and property owners should instead call St Thomas Police.

Earl asked Mayor Preston to consider implementing a city run clean up crew.

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

Downtown Security Team

Earl advised that St Thomas Police Services will be hiring 4 civilian Special Constables to work in patrols of 2 per shift patrolling the Downtown core from 8am - 11pm. Once the new hires are trained, service should begin in June or July 2022.

Street Clock

Earl reported that the Street Clock at the L&PS Station is experiencing mechanical problems again. It has been fixed once in late March but will be serviced once the weather is warmer.

Social Media

Earl reported that our Twitter account @stthomasddb now has 545 Followers (was 542 last month), our DDB Facebook page www.FB/downtownstthomas has 2327 Likes (was 2269 last month) and our Instagram/stthomasDDB page has 1168 Followers (Was 1167 last month).

7. Finance Report

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

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

8. Reports

8.1 Promotions Report

Business Changes

Now and Zen at 349 Talbot Street will be closing at the end of May, A Handmade Tale has moved from 626 Talbot Street to 571 Talbot Street and Taste Makers Studio will be moving from 624 Talbot Street to 471 Talbot Street soon.

The T-Shirt Junction at 309 Talbot Street has closed, an Art Store and Coffee Shop will be opening at 584 Talbot Street and a new business Suzanne Faris will be locating at 576 Talbot Street soon.

Downtown VIBE - Reza

Reza reported that 8,000 copies of the spring issue of the Vibe have been distributed on the week of March 28th - 5,000 by Wendy's (thanks to the Mayor); 1,000 by Yurek Pharmacy; 800 by Food Basics (they'll distribute more next time); 500 by Unusual Finds and the rest to Downtown merchants that will take them.

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

Photo Contest - Reza

Reza provided an update on the "Downtown Photo Contest" planned to start April 7th and will run through to May 31st. The Photo Contest Rules are being finalized.

Radio Advertising - Dave

The Shop Local - stores open for in store shopping has been running since 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.

The Library is offer Downtown businesses the opportunity to participate in a Poem in your pocket through the month of April, Animal Aide has a fundraiser happening on April 14th, Medlyn Studios is holding a Ukrainian fundraiser Easter Egg project on April 6 and the Caring Cupboard is holding a food drive on April 9th at The Superstore - see the newsletter for full details.

Downtown Dollars Tracking - Annette

Earl reported that, thanks to Annette's data collection, \$2,430.00 DDB Dollars were redeemed in March. 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 for the July 9th Nostalgia Nights Car Show was presented at the Special Events Committee on March 23rd and approved pending approval for SWPH.

Shop Hop - Saturday April 16th

Earl reported that Shop Hop event was cancelled due to lack of help.

Beer-Lesque and Carniv-Ale Show

We sponsored this event in 2020 however it was cancelled due to Covid. The event is planned for Saturday July 16, 2022 at the ECRM, so our \$1,000 sponsorship dollars will be rolled over to this years sponsorship.

See www.Beerlesque.ca for more information

8.2 Beautification Report - Grayden

Downtown Business Street Signs

A new sign for Revival Studios at 377 Talbot Street and Jennings Furniture at 432 Talbot Street will be installed once a logo is received.

A new sign for Harvest Moon Trading at 481 Talbot will be installed soon.

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, with the help of Grayden and Sarah, a new set of banners are being developed. Grayden presented the plan to develop about 80 - 100 double sided banners that will promote Downtown businesses in a unique way.

It was agreed that we would proceed with Sarah talking the lead. Annette will send an email asking businesses to contact her to reserve a banner. Installation is planned for mid May.

Garbage Cans

Earl reported that the motion passed at the April 2, 2022 meeting, to purchase 6 new garbage cans was cancelled due to instructions from Environmental Services policy. We were advised that the DDB could not proceed since it did not meet the City's procurement policy on number of quotes for the dollar value.

The following principles were provided by Justin Lawrence at Environmental Services:

- 1. The intention was to buy more waste/recycling units for a number of reasons: replacing worn out old black models where needed, having some spares on hand in case of damage/theft, getting supply in advance of Talbot phase 3.*
- 2. There is no set number per phase or block. It is context sensitive and depends distance, other street features, and surrounding land use.*
- 3. All units need to be either twinned or dual so they cover waste and recycling.*
- 4. The units need to have side opening doors and be of significant weight or be bolted down. Likely bolt this batch.*
- 5. The units should have minor branding for the City and distinguish waste and recycling but not include advertising panels.*
- 6. Order is placed and waiting delivery.*

Street furniture has a limited lifespan due to snow banks, vandalism, etc. The black ones have been repaired a few times but a lot of them are at the end of life and are hard to piece back together.

Getting this new batch will improve appearances and bridge the gap until Phase 3 happens. At this point it appears Talbot phase 3 will go from Mary to Ross and is tentative for 2023.

8.3 Reports

Parks Dept Update - Adrienne

Adrienne reported that the 3 new replacement planters have been ordered and will arrive before the spring planting schedule. Flower baskets are planned for early June.

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>

Municipal Heritage Committee Update - Russell

Russell submitted a report stating "We should know this week or next whether we have students working in the Urban 360 Lab here at the college this summer. If we do, our students will be helping with the Fall bike tour to promote our amazing local heritage."

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

CIP Program - Russell

No report

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.

Railway City Tourism Report - Megan

Megan reported that a Track to The Future Mural Festival is planned for July 16, 2022. Register at <https://www.mural festival.eventbrite.ca>
Visit <https://www.railwaycitytourism.com> for more details

Economic Development Report - Sean

Sean was travelling and was unable to attend

SBEC - Tara

Tara reported that the drop-in Art Therapy Program begins April 6th at the Horton Market and will run for 8 weeks.

The Mainstreet program survey and statistics are being reviewed and information about applying for the grants will be announced soon.

Chamber of Commerce Report - Paul

Paul provided a report:

April 14th - Impact Awards at St Anne's with Brent Butt - about 50 tickets-ish remaining for our Impact Awards featuring comedian Brent Butt and Musician Jennifer Castle. Get them while they're hot.

April 21st - Job Fair at the Elgin Centre in partnership with a bunch of folks on April 21st at the Elgin Centre. Looking for employers and employees

- Ba5 at Railway City Brewery tonight – 23MAR22
- Ba5 at St. Thomas Golf & Country Club – 20APR22
- Portugal Trip Event – March 30, 2022 at Elgin Centre
- Members' Golf is sold out.
- Tentative plan to host an all candidates' debate on May 18th
- Top business concerns: employee recruitment; supply chains/increased pricing; access to reasonably priced housing

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

8.4 Nostalgia Nights Car Show Committee Meeting

Earl introduced Rob Burns and provided plans for the July 9th, 2022 event. Reference the attached Schedule of Events for full details.

- The Special Events application was approved subject to SWPH changes which also approved garbage cans and road closures for 3pm - 9pm.
- ECRM will have the DDB Coach ready and PSTR is booked to run 6 train hourly rides from 3pm to 8pm.
- Plans are well underway with the band and DJ booked, portapotties, React, St John Ambulance, Holy Angels parking lot and the St Thomas Optimists are booked.
- Earl is looking after the food vendors and The Streetcity, Chewys Hot Dogs, Dandy Cotton Candy, The Cheesery, Sub Zero Ice Cream, Clippity Clop Ice Cream, Optimist Food Booth, Bombshell Beauties and Dominos are booked.

Busker is booked to play at the Hepburn Parkette.

- Dave will handle the 6 train ride train and band sponsorships
- Earl will handle the 3 car award sponsorships
- Joe will handle the Information Booth, perhaps we could select a charity to collect donations.

- Earl will investigate sourcing Nostalgia Tshirts that can be sold to the public.
- Megan will handle tickets and distribution once the advertising has been finalized

A follow up meeting will be booked for April 28th - hopefully at City Hall Room 304.

9. Coming Events - dependant on COVID restrictions status.

- Nostalgia Nights Car Show - Saturday July 9, 2022
- Track to the Future Mural Festival - Saturday July 16, 2022
- Beer-Lesque and Carniv-Ale Show - Saturday July 16, 2022 at ECRM
- 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 Joe, Seconded by Duane, "To adjourn the meeting at 9:07am." Carried

Next Meeting: Wednesday May 4, 2022 at 8:00AM via ZOOM Meeting

DRAFT - The Downtown Development Board

Photo Contest Rules

Term:

The Downtown Vibe Photo Contest begins April 7, 2022 and ends May 31, 2022. By submitting an entry, contestants agree to the rules of the contest and state that they 18 years old or older.

Who may enter:

The Prize is open to Elgin County photographers only. Individuals affiliated with The Downtown Vibe, including employees and board members of The Downtown Development Board and their immediate families are not eligible. The Downtown Development Board members will determine winners' eligibility in their sole discretion.

What to enter:

Any of the following as long as the photograph was taken in Downtown St. Thomas:

- **Natural World:** Animals, plants and landscapes; geological or climatological features.
- **Travel:** Locales, peoples or activities in Downtown St. Thomas that convey a sense of place.
- **People:** Portraits and photos of groups or individuals.
- **The Vibe:** Events, objects or activities connecting people to history or culture; photographs that provide a sense of what it is like to shop, dine, walk, enjoy Downtown St. Thomas.
- **Mobile:** Any photograph taken with a mobile device (phone or tablet).

To be eligible, a photograph must have been shot by the entrant after January 1, 2019. The contestant certifies that he/she is the sole creator and copyright owner of the submitted photograph.

For a photo in which a person is recognizable, you must be prepared to provide a model release from the subject or, in the case of a minor, the subject's parent or guardian upon request.

Similarly, entrants whose photos depict other people's work (such as sculptures, statues, paintings, and other copyrightable works) must be prepared to provide a release from the rights.

Photos that violate or infringe upon another person's rights, including copyright, are not eligible.

Photos that contain sexually explicit, nude, obscene, violent or other objectionable or inappropriate content, as determined by The Downtown Development Board in its sole discretion, are ineligible.

How to Enter:

Please submit photographs and requested information to downtown.vibe@rogers.com.

From the categories above, you may submit up to 20 submissions in total. In order to be displayed in our social media and website, photographs must be submitted in .jpeg and taken at 300 dpi or higher.

You retain your rights to your photograph; however, by entering the contest, you grant The Downtown Development Board a royalty-free, perpetual, non-exclusive license to use in any media in order to promote Downtown St. Thomas, Ontario. Any photograph reproduced will include a photographer credit as feasible. The Downtown Development Board will not be required to pay any additional consideration or seek any additional approval in connection with such uses.

Entry deadline:

The contest begins on April 7, 2022. All entries must be received at downtown.vibe@rogers.com by 11:00 PM Eastern Standard Time on May 31, 2022.

Judging

Photo entries will be judged subjectively by the members of The Downtown Development Board. Entries that meet the above criteria may be displayed on The Downtown Vibe's social media and printed newsletter. The Downtown Development Board will notify the winner via email and will announce his/her name publicly on June 3, 2022.

Prize:

1,000 Downtown Dollars redeemable at most Downtown St. Thomas merchants.

Winner must sign a release and license, as well as a declaration of eligibility, and will be required to have his/her picture taken and publicized on local media.

Online Features:

In addition to the winning photographs, the Downtown Development Board may select photos to highlight on its website or display in a publicly accessible medium. Such selections will be made only with the photographer's permission.

Conditions of Entry:

All entrants hold The Downtown Development Board and its members (the "Indemnified Parties") harmless from and against all claims of any nature arising in connection with entrant's participation in the contest and acceptance or use of a prize. The Indemnified Parties are not liable for any costs, damages, injuries, or other claims incurred as a result of entrants' participation in the contest or winner's acceptance and usage of the

prize. Entrants may not submit materials that introduce any software viruses, worms or other programs designed to damage software, hardware or are off-topic.

The Downtown Development Board reserves the right to award or not award the prize in its sole discretion. It also reserves the right to disqualify any entrant whose entry or conduct appears in any way to: inhibit the enjoyment of others; tamper with the competition; violate these rules or other applicable law or regulation; infringe on the rights of third parties; or act in an disrespectful or disruptive manner. **Decision of The Downtown Development Board is final and binding.**