

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY JULY 6, 2022 8:00AM ROOM 304 CITY HALL AND VIA ZOOM**

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	Y	Sean Dyke	Y
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	Y*	Paul Jenkins	Y*
Russell Schnurr	N		
Ian Gillespie	N	Annette S'barra	Y
Duane Orth	Y	Renee Carpenter	Y
Mayor Joe Preston	Y	* = joined via Zoom	
Tina Swaenepoel	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 Joe, Seconded by Duane, "To confirm the July 6, 2022 Agenda as distributed."  
Carried

- 4. Confirmation of Minutes**

Motion by Tara, Seconded by Tina, "To confirm the minutes of the June 1, 2022 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**

COVID Updates

Earl noted that the world seems to 90% back to normal. All mandates no restrictions are lifted.

## Sunset Drive Construction

Earl reported that closure of Sunset beginning July 4th and lasting through to the fall should not affect our Downtown too seriously. The City has assured us that signage will ensure that drivers will understand that our Downtown is accessible and open for business.

## Sidewalk Patios

Earl reported that the Bella Jacks Pop-Up patio was installed on Wednesday June 22nd.

Earl also reported that the motion from the June 1st meeting defining the potential to build a patio using the services of a local contractor did not work out due to cost (approximately \$10,000) and insufficient time (approximately 1 year) to build.

## Social Media

Earl reported that our Twitter account @stthomasddb now has 559 Followers (was 558 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 2433 Likes (was 2394 last month) and our Instagram/stthomasDDB page has 1183 Followers (Was 1178 last month).

## **7. Finance Report**

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

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

The City auditor has asked our accountant to provide our DDB files to begin work on the 2021 audit.

## **8. Reports**

### **8.1 Promotions Report**

#### Business Update

Earl reported that we need to add The Beaute of Ink at 542 Talbot Street to our membership list plus a new business opening near the former Tabby's Treasures.

#### Downtown VIBE - Reza

Reza reported that the summer issue was published and distributed mid June 2022.

The next issue is planned for the fall.

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

#### Photo Contest - Reza

Reza provided an update on the "Downtown Photo Contest" - 55 photos were received and 6 winners were chosen, the Downtown Dollar prizes distributed and the photos of the winners published on the Downtown VIBE Facebook page.

#### Radio Advertising - Dave

Dave reported that the Nostalgia Nights radio ads began on mid June 2022.

Facebook posts have received great response.

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, \$1,390.00 DDB Dollars were redeemed in June of which \$855.00 are from the DDB\$ promotion. A total of \$82,085.00 YTD has been redeemed from the DDB\$ promotion with an overall YTD total redemption of \$98,290.00. 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 walk-about was held on Wednesday June 29th at 9:00am with great attendance. Things are falling into place with entertainment, food, train and vendors scheduled.

A supply of T-shirts have been purchased from Imageline and will be sold a) through a number of Downtown business locations beginning immediately, b) through our website and social media and c) at both the Information Booth and at the Tourism office on the day of the event at a cost of \$20.

## **8.2 Beautification Report - Grayden**

Downtown Business Street Signs

A sign for Jennings Furniture at 432 Talbot Street, Suzanne Faris at 578 Talbot Street, Harvest Moon Trading Company at 481 Talbot Street and Deneires Fine Art at 584 Talbot Street and Pup Scrubs at 257 Talbot Street will be installed soon - dependant on the availability of installer - and repairs will be made at Taste Makers 471 Talbot, Handmade Tale 571 Talbot and the Natures Balance sign will removed at 656 Talbot.

Downtown Banners

Earl reported that the Historical banners are fading fast and need to be replaced this summer.

The Nostalgia Nights cross street banner could not be installed due an unsuitably designed pole and wire design.

Downtown Summer Students

Earl reported that our 2 Ambassador students, working out of Earl's office as well as our Summer Administrator, working out of the DDB office, began work on Monday June 27th. Due to the social issues surrounding The Inn and for the safety of the Summer Students, the cleanup cart is being stored at the DDB office vs Earl's office this year.

### 8.3 Reports

#### Parks Dept Update - Adrienne

The hanging baskets and planters were installed on the week of June 9th. Two of the damaged planters were donated to Destination Church and the third was destroyed.

Adrienne provided a report that “Staff are working this week to get Talbot Street in great shape for the Car show on the 9th. Younger trees at the West End are being pruned and lifted, garden beds are being weeded, and the parks will be cut.”

### 8.4 Council Update - Mayor Preston

No report.

Earl reported that a service request was submitted to deal with garbage issues on Talbot Street where garbage cans are not being emptied and garbage from multi residential properties is being stored on the street throughout the week.

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

A discussion regarding the concerns around The Inn was held outlining the problems being experienced by local business and property owners. Earl reported that he requested an on-site meeting with all Council members but that no response has been received.

Mayor Preston outlined contemplated changes to the Food Truck Bylaw. Earl asked that details be made available so that we could involve restaurant owner members to get their input.

### 8.5 Municipal Heritage Committee Update - Russell

Russell reported that there are no updates to report this month.

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

### 8.6 CIP Program - Russell

Russell reported that there are no updates to report this month.

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 that plans for the Track to The Future Mural Festival on July 16, 2022 is proceeding. Talbot Street between John Street and St Catharine Street will be closed for the event. Register at <https://www.muralfestival.eventbrite.ca>

The Beer-Lesque and Carniv-Ale event at the ECRM is scheduled for the same day.

Due to our sponsorship, we received 10 All Day passes to distribute.

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

### 8.8 Economic Development Report - Sean

No updates to report

### 8.9 SBEC - Tara

The DDB's sponsorship of the Horton Market permits the DDB to offer a display table to any Downtown business - Annette advertised this in recent Newsletters, but to date no one has signed up yet.

Sarah Lynch is actively working with 7 Downtown businesses for the \$10,000 funding opportunities.

Tara reported that the Bridges to Better Business will be back to normal with a food showcase at the ECRM on October 6th, 2022.

### 8.10 Chamber of Commerce Report - Paul

Paul reported that the next Business After 5 is July 15th at the Horton Market and the August BAF will be held at the north side Fire Station.

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

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

- 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
  
- Business After 5 - Wednesday July 15th at Horton Market
- Track to the Future Mural Festival - Saturday July 16, 2022
- Beer-Lesque and Carniv-Ale Show - Saturday July 16, 2022 at ECRM
- Bridges to Better Business - Thursday October 6, 2022 at ECRM

## 10. **Adjournment**

Motion by Tara, Seconded by Tina, "To adjourn the meeting at 9:50am." Carried

**Next Meeting: Wednesday August 3, 2022 at 8:00AM at City Hall Room 304 and via Zoom if required.**