

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY APRIL 10, 2019 at 8:00 am**  
**CITY HALL ROOM 304**

Attendance:

Chair - Earl Taylor	N	Advisors:	
Vice Chair - Dave Thomson	Y	Sean Dyke	N
Treasurer - Sarah Van Pelt	Y	Tara McCaulley	Y
Beautification Chair - Grayden Laing	Y	Adrienne Jefferson	N
Promotions Chair - Susan Boldt	Y	Megan Pickersgill	Y
Secretary - Jazz Staddon	Y	Barry Fitzgerald	Y
Reza Alavie	Y		
Russ Schnurr	Y		
Mayor Joe Preston	Y		

- 1. Call to Order:** The meeting was called to order at 8:03am

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:**

Grayden declared a conflict in regards to Digital Main Street

- 3. Confirmation of Agenda**

Motion by Barry, Seconded by Sarah, "To confirm the April 10, 2019 Agenda as distributed" Carried

- 4. Confirmation of Minutes**

Motion by Susan, Seconded by Russ, "To confirm the minutes of the March 6th, 2019 meeting as distributed" Carried

Note: Meeting Minutes can be found on our website at [www.downtownstthomas.ca/monthly-minutes](http://www.downtownstthomas.ca/monthly-minutes)

- 5. Deputations**

None

- 6. Chair Report**

Social Media

Earl reported that our Twitter account @stthomasddb now has 447 Followers (was 443 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 1099 Likes (was 1071 last month) and our Instagram/stthomasDDB page has 434 Followers

## Crime Prevention / CCTV Cameras

Earl reported that he met with STPA, Entegrus and the City on March 20, 2019 to discuss crime prevention in our Downtown. Plans to install CCTV cameras in our Downtown is moving forward.

\* Report Attached as Attachment 1 of 2

## Digital Main Street - Digital Service Squad

A breakfast meeting was held on March 27th at STEPAC to view a live webinar which outlined the program participation requirements. 12 Downtown businesses attended. The DDB will work with Grayden Laing to provide Digital Service Squad help for providing assistance to participating businesses.

## FICE

OMAFRA has returned the reports so Annette and Earl are working to format and complete the Power Point presentation that can be used to report back to the Woodstock team.

## OBIAA Conference

Susan, Sarah and Grayden attended the 2019 OBIAA Conference on March 30th - April 3rd, 2019 in Ottawa. A verbal report was given and a written report is attached.

## **7. Finance Report**

Sarah provided an update on the accounts that were paid in March.

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

## **8. Reports**

### 8.1 Parks Dept Update - Adrienne

No report

### 8.2 Council Update - Mayor Preston

Joe reported that the Mayor's cleanup will be the week of April 22nd and the needle pickup will start again soon.

William Street from Talbot to Centre construction starts April 11th to mid June.

### 8.3 Municipal Heritage Committee Update - Russell

Russ reported they are looking for 3 - 5 business owners volunteers who would like to have a free facade visual retrofit design.

Russ also gave an update on the Alma College site and hiring 1 - 2 students from Fanshawe to complete architectural analysis and digital displays.

The next meeting is scheduled for April 11, 2019 at 5:30pm

### 8.4 Railway City Tourism Report - Megan

Megan reported that the Super Hero Saturday is planned for Saturday May 4th from 10am - 2pm.

- A Shunpiker's Mystery Tour is planned for Mother's Day - The London Free Press 50th Anniversary - St Thomas has been chosen as the location. They expect 2500 people to participate - 90% of the locations are in St Thomas with some in Port Stanley.
- The May 11th Beerlesque event is fast approaching and they are looking for volunteers to help at Day Out With Thomas on July 11 - 12.

#### 8.5 Economic Development Report - Sean No Report

#### 8.6 SBEC - Tara

Tara reported on the following items:

- The April 4th Ready Set Grow event was well attended
- The Small Business Alley has a new name "Creators Alley" will once again be established at the Nostalgia Nights Car Show in Hepburn Parkette.
- Friday 8pm Fanshawe business branding
- SBEC and Summer Company have received grants
- West end Wednesday's? Lunch at STEPAC monthly

#### 8.7 Chamber of Commerce Report - Barry

Barry reported on the following Chamber of Commerce upcoming events:

- April 17th - Business After 5 at Taking Care of Business (Keepers) building
- April 23rd - MP Yurek & Ontario Finance Minister Vic Fedeli at CASO 6:30 - 8:30pm
- May 9th - New "Impact" Awards (formerly Free Enterprise) event at St. Anne's featuring Peter Mansbridge
- May 15th - Business After 5 at Home Hardware
- June 26th - MP/ MPP Lunch at CASO

#### 8.8 Beautification Report - Grayden

##### LED Snowflakes

Earl reported that Entegrus removed the LED snowflakes on April 3rd and 4th and placed them back into storage. Since the building on Harwill may be Sold soon, we will have to arrange to sell the remaining 50 old snowflakes and find a new storage location for the 74 LED Snowflakes.

- 6 new LED Snowflakes have been ordered and will be picked up in early summer when the defective units are returned for repair.

##### Summer Banners

Grayden reported that 80 new banners are in production and will be delivered by Van Pelts Business Solutions on April 28, 2019.

- Earl has have arranged with our installer to have the Banners installed on Sunday May 5th starting at 8am

##### Downtown Cleanup

Earl reported that the Social Services idea did not work out. As such, he has hired Logan Wilson, our 2018 summer student, to work 2-3 hours every Saturday to do a pass through Downtown to pickup garbage.

### Downtown Business Signs

Earl reported that new street sign will be designed and installed for Malachi Barbershop, Slate Metalwork and Loft Hair Salon as soon as the logos have been received. A new sign will be produced and installed at L'Or Dog Grooming to replace a destroyed sign.

### Directional Signs

Earl reported that McBain is working on the production of the new 10" x 48" directional signs.

- Final approval of the installation locations is being sought from the City Engineering Dept.

### Cross Street Banner Schedule

The Alzheimer's Society has confirmed that they will not have a banner to install this year. As such the DDB "Thanks For Shopping in Downtown St Thomas" banner will remain in place until May 13th when the Horton Market Banner will be installed.

### Summer Students

Earl reported that we are still awaiting funding confirmation. 3 resumes have been received so far.

The next Beautification / Promotion Meeting has been scheduled for Thursday April 18th, 2019 at 12:00 Noon at Earl's office.

### 8.9 Downtown Dollars - Susan

Susan reported that Annette has completed a new DDB Dollar tracking spreadsheet which will allow the reporting of accurate YTD results at each monthly meeting.

\$260 DDB Dollars and \$140 Christmas Care DDB Dollars were redeemed in February and \$85 DDB Dollars and \$40 Christmas Care DDB Dollars were redeemed in March 2019.

Motion by Susan, Seconded by Reza, "To provide Railway City Tourism with \$150 Downtown Dollars to be used as prizes at the May 4th Super Hero Saturday" Carried

Motion by Susan, Seconded by Grayden " To provide the Alzheimer's Society with \$250 Downtown Dollars to be used as prizes for their May 11th fundraising walk" Carried

### 8.10 Promotions Report - Susan

#### Home Show

Susan reported that the Home Show was well attended and 737 Whistle Stop ballots were collected. The winners, Liz Fugard, Jeremy Lynch and Deb Schieber have picked up their Whistle Stop \$250 Downtown Dollars from Earl's office.

- Laing Studios, Wind n Willow, CTP Computers, Crocker's, Go Glass and Forest of Flowers participated in the Business Showcase.
- Many thank to Go Glass, Yureks Pharmacy, Spicers, Why Not Cookies, Ansell Awards, Tim Hortons, St Thomas Tire and Nurse Next Door for providing amazing prizes for our Plinko game.

### Joe Thornton Community Centre DDB Wall

Sarah reported that the new wall panel was installed on March 28th and it looks amazing. The slide show on the TV will be updated.

### DDB Coach

Earl reported that a request to have the DDB Coach prepped and ready for use in our July 6th Car Show has been confirmed.

### Coupon Book

Sarah reported that 24 coupons were sold and 10,000 books have been produced.

- Approximately 1500 books were distributed at the Home Show. A sufficient supply will be set aside for the Car Show, DOWT and Shop Hop. Others will be distributed to participating businesses, Tourism, ECRM, CASO, STEPAC and the Arena.

### Iron Horse Festival

This event will be held in our Downtown on August 15 - 18th. Joe reported that a new site, that will not require the closure of Talbot Street, is being worked on.

### Business Welcome Flowers

Flowers were sent to Slate Metalworks, Malachi Barbershop and Loft Hair Salon

### Shop Hop

Earl reported that plans for the April 20th Shop Hop are complete and will run from 10am - 5pm. Annette has confirmed that 36 businesses have signed up, the Passport has been completed and will be distributed soon.

- The website has been updated to include the businesses list and the ability to print a Passport. The promotional flyers were distributed on the week of March 25th.
- Dave reported that the MYFM radio ad was approved and began airing on April 1st.
- The Easter Bunny has been booked for 10am - 2pm, Easter Eggs have been purchased, Susan has launched a Facebook event and Grayden will be available to shoot a video.

### Nostalgia Nights Car Show

Earl reported that a meeting was held on April 3rd at his office with Rob Burns, Bob Ward, Tara, Megan and Dave to confirm the plans.

- Tara is organizing the Small Business Alley, potentially in Hepburn Parkette, and Megan is also working on the potential on re-introducing an Art Show in Hepburn Parkette
- Earl has booked the PSTR train and coordinated the pickup of the DDB Coach with the ECRM. Dave Hoy has been booked and Dominos Pizza will attend.
- Dave reported that he will be able to obtain sponsorship of the 6 train rides with 5 already sold.
- Rob Burns has organized for the St Thomas Optimists to handle the 50/50 draw, to assist with parking and to provide a food trailer, the Holy Angels Catholic Church parking lot contract has been signed, Porta Potties have been booked, St John Ambulance has been booked and street closure are confirmed with the City.

The next meeting is scheduled for May 2nd at 8:30am at Earl's office

### Business Video Production

Grayden reported that he has completed the first video at Hush Hair Salon. Cost of these videos will be \$100 and they will be used on our You Tube Channel, Facebook and Website.

### Radio Advertising

Dave reported that the Shop Hop ad began airing on April 1st.

### St Thomas Tomcats

The 2 year St Thomas Tomcats Banner request was approved by the Promotions Committee at a total cost of \$750, for installation on the outfield fence at Emslie Field in Pinafore Park for the 2019 and 2020 season. The banner design was received on March 29th and approved.

### St Thomas Elgin Public Art Centre

Earl has confirmed that, as a result of our \$1,000 membership, the DDB has once again been chosen to sponsor the Juried Art Exhibit. More details on a date will be available soon.

### Day Out With Thomas

The DDB will once again participate in this event on the weekend of July 12th- 14th in partnership with Railway City Tourism.

The next Promotions / Beautification Committee meeting has been scheduled for Thursday April 18, 2019, at 12:00 Noon at Earl's office.

8.11 CIP - Susan and Russell  
No report

8.12 Elgin Drug and Alcohol Strategy - Justice Pillar  
Sarah reported that she attended the March 18th meeting. The next meeting is scheduled for May 13th, 2019.

## **9. Coming Events**

- Pets Friends For Life Fundraiser at Limitless Tattoo - Saturday April 6th 9am-4pm
- Shop Hop - Saturday April 20th 10am - 5pm (Easter Bunny 10am - 2pm)
- Earth Day - Week of April 22 - 27th
- Super Hero Saturday - May 4th 10am - 2pm
- Day Out With Thomas - Friday July 12 - Sunday July 14th
- Iron Horse Festival - Thursday August 15 - Sunday August 18th
- 10th Anniversary Bridges to Better Business - Thursday October 3rd at ECRM
- Doors Open - Saturday October 5th.

## **Upcoming Committee Meetings**

- Beautification / Promotions Committee meeting - Thursday April 18, 2019 at 12:00 Noon at Earl's office.
- Nostalgia Nights Car Show Meeting - Thursday May 2nd at 8:30am at Earl's office

## 10. Budgetary and Personnel

No Report

## 11. Adjournment

Motion by Barry, Seconded by Sarah "To adjourn the meeting at 9:46am." Carried

**Next Meeting: Wednesday May 1, 2019 at 8:00am Room 304, City Hall**

Attachment 1 of 2

### ST. THOMAS CRIME PREVENTION TEAM MEETING MINUTES *Crime Prevention through Community Engagement*

#### Meeting Update – March 20th @ 1:30pm

1. Potential funding avenues.
  - a. (City: \$10,000, DDB: \$10,000, Green Lane Trust: suggested request \$50,000)
  - b. Earl to make request. Police stats/support to be provided.
2. How many cameras and where to start? Consider starting in downtown and branching out from there.
  - a. Earl to confirm server capacity/storage/number of cameras with vendor
  - b. Earl to confirm number of cameras required on Talbot Street (i.e. St. George – First)
  - c. Earl to also inquire about a mobile camera (i.e. for Iron Horse, Emergencies)
  - d. Earl will check with Shawn regarding the commitment by Entegrus – any costs? Installation, annual, etc.?
3. What happens during a power failure if cameras are connected to intersection traffic lights?
4. Monitor cost for Police HQ: \$1000
5. DDB to send a letter to Council and Police Services Board.
6. Letter to the Privacy Commission once funding confirmed and support received from Council/PSB.
7. Send a couple of group members to Sudbury and/or Orillia so we get this right from the onset. (save time/money). **AGREED**
8. Annual project costs? (Sudbury's is \$5,000 + we may be adding extra cameras)
9. Creation of an Advisory Group or are we okay with our Crime Prevention Committee overseeing our CCTV Program?
  - a. We should add Maria from a privacy/FOI perspective
  - b. Add people as required (i.e. STPS Corporate Communications when required)
10. Signage will be required prior to implementation.
11. Thom (STPS) to check with his contact for CCTV costing.
12. We should look at having a connection to the TV in the EOC. Will require a computer. (Thom)

**Next proposed meeting date: Friday April 12th at 1:30pm**

[https://www.priv.gc.ca/en/privacy-topics/public-safety-and-law-enforcement/vs\\_0](https://www.priv.gc.ca/en/privacy-topics/public-safety-and-law-enforcement/vs_0)

## 2019 Cross Street Banner Schedule

The 2019 cross street banner schedule is as follows:  
2019 Cross Street Banner Schedule

January 2 - April 1	NEW DDB Winter Banner
April 1 - April 22	MS Society (No contact)
April 22 - May 13	Alzheimer's Society (May 11th Walk)
May 13 - May 27	Horton Market (Mothers Day May 12th)
May 6 - June 3 (West Pole)	Victim Services (week of May 26- June 1st)
May 27 - June 17	Lions Car Show (June 16th)
June 17 - July 8	Nostalgia Nights Car Show (July 6th)
July 8 - September 3	Thanks for Shopping Downtown St Thomas
September 3 - September 28	Railway City Road Races (4th Sunday in Sept = 28th)
August / September	Volunteer Elgin (No contact)
September	(Cancelled- Violence Against Women - Walk a Mile)
September 28 - October 22	Horton Market
October	VON (No contact)
October 22 - November 16	Optimist Santa Claus Parade (November 17th)
November 16 - January 2, 2018	DDB Merry Christmas / Love Where You Shop