

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY AUGUST 7, 2019 at 8:00 am
CITY HALL ROOM 304

Attendance:

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

- 1. Call to Order:** The meeting was called to order at 8:02am

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

Barry declared a conflict in regards to Railworks

Sarah declared a conflict in regards to Website design and Members Booklet

- 3. Confirmation of Agenda**

Motion by Susan, Seconded by Joe, "To confirm the August 7, 2019 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Jazz, Seconded by Barry, "To confirm the minutes of the July 3, 2019 meeting as distributed" Carried

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

- 5. Deputations**

Scott Trevor's - Graham Scott Enns presented the 2018 financial audit report

Motion by Sarah, Seconded by Susan "To receive the 2018 St Thomas DDB audited financial statement as presented" Carried

6. Chair Report

Social Media

Earl reported that our Twitter account @stthomasddb now has 453 Followers (was 453 last month), our DDB Facebook page www.FB/downtownstthomas has 1420 Likes (was 1326 last month) and our Instagram/stthomasDDB page has 555 Followers (Was 505 last month).

Crime Prevention / CCTV Cameras

Earl reported that our submission to the Green Lane Foundation was denied. We will revise the application and resubmit in September.

Digital Main Street - Digital Service Squad

Grayden reported that to date Reith and Associates as well L'Or Dog Grooming have received their \$2,500.

Limitless Tattoo, VanPelts Business Solutions, Medlyns Stained Glass and CTP Computers have applied.

FICE

Annette has compiled the data provided by our St Thomas DDB members and Earl has installed the photos that were captured during their visit to Woodstock in December. We are working on plans for a presentation in August.

Downtown Patios

Earl provided an update on the patio program. 5 Downtown businesses have submitted their contracts. Earl reported that we are experiencing delays in receiving quotes.

HIRA

Earl reported that he is delivering lunch to the team at HIRA as a Thank You for allowing us to store our LED Snowflakes at their facility at no cost for the past 5 years.

7. Finance Report

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

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

8. Reports

8.1 Parks Dept Update - Adrienne

Adrienne reported the 27 urns will have Mums planted after November 1st. The flower baskets will be removed the week of September 14th.

Motion by Grayden, Seconded by Reza "To apply the budgeted \$1,000 towards the Mum planting project" Carried

The Hepburn Parkette fountain continues to be vandalized so it has been shut down.

8.2 Council Update - Mayor Preston

Joe reported that a Homelessness Task Force is in place and the Inn Out of the Cold should be open after Labour Day. A City Transit funding announcement is due today. A meeting to discuss PSNE concerns is scheduled for today.

8.3 Municipal Heritage Committee Update - Russell

No report

8.4 Railway City Tourism Report - Megan

Megan reported

- The Boxcar mural project has been released and and Laura Woermke is painting the first car now.
- Earl reported that a mural preservation meeting is scheduled for Monday August 12th to discuss ways to protect out existing murals since the mural on the OK Tire building on Elgin Street was painted over a few weeks ago.

8.5 Economic Development Report - Sean

Sean reported that 60 new jobs at Element 5 will be coming to town soon. A construction project on Dennis Road is scheduled to begin soon. The Mirolin production line is moving from Etobicoke to the Masco plant bringing 150 jobs.

8.6 SBEC - Tara

Tara submitted the following report:

- Jann Arden is unable to attend the Bridges event however Mike Downey will be the guest speaker.
- The next West End Wednesday's is scheduled for Wednesday August 21st from 11:30am - 1:30pm at STEPAC.

8.7 Chamber of Commerce Report - Barry

Barry reported on the following Chamber of Commerce upcoming events

- August 14th - Business After 5 at St Thomas Nissan
- Building Capacity series - Grant Writing: August 13th 8:30-12 at CASO
- An invitation will be sent to all DDB members regarding a special promotion for the October 23rd Small Business Expo at the St Anne's Centre

8.8 Downtown Dollars - Susan

\$190 DDB Dollars and \$0 Christmas Care DDB Dollars were redeemed in July.

8.9 Promotions Report - Susan

Coupon Book

Sarah reported that the booklets continue to be distributed.

Business Welcome Package

Sarah reported that the Downtown events and activities booklet has been approved and will be produced soon.

Nostalgia Nights Car Show

Earl reported that the event was very successful, invoices for the train rides have been mailed and 2 have been paid to date.

Business Video Production

Grayden reported that, to date, he has shot 19 short promotional videos at Hush Hair Boutique, Crocker's, Myrtle, Limitless Tattoo, Southern Charm Barbershop, Given, The Brow Boss, Smittys Convenience, St T Fashion, Legends, Forest of Flowers, Step Above, Loft Hair Studio, Rail City Tourism, Fan of The Sport, Yureks Pharmacy, Van Pelts Business Solutions, Rail City Bistro and Titewads

Radio Advertising

Dave submitted a report that the Love Where You Shop radio ads continue to run.

Day Out With Thomas

The DDB participated in this event on the weekend of July 12th-14th in partnership with Railway City Tourism. Thanks to Annette, Logan, Jaxon, Dave, Susan, Tara, Megan, Chloe and Earl

Joe Thornton Community Centre Slide Show

Grayden reported that the TV monitor program will be updated soon.

Website Design

Sarah provided a detailed overview for a new DDB website design. A full presentation will be presented at the September DDB meeting.

Horton Market

Earl reported that Grayden, Sarah and Earl attended the July 22nd Market promoting a draw for a \$50 and two \$25 Downtown Dollar prizes

Breakfast Meeting - Social Media Success

6 businesses have registered for the Social Media presentation by Grayden and Sarah Booth to be held on Wednesday July 31st at STEPAC.

The next Beautification / Promotion Meeting has been scheduled for Wednesday August 28th at 12:30 at Van Pelts Business Solutions

8.10 Beautification Report - Grayden

Downtown Business Signs

Earl reported that new street sign were installed at the Elgin Food Bank and Health Food will be moved soon due to a business relocation.

Directional Signs

Earl reported that he is working with the City Engineering Dept to get approval of the sign locations.

Cross Street Banner Schedule

The Nostalgia Nights Banner was removed on July 7th and the Thanks For Shopping Banner was installed. The Railway City Road Races Banner will be installed the week of August 26th.

Note: Due to an extreme wind storm, an emergency banner repair had to be conducted on July .

Summer Students

Earl reported that our Summer Students are doing a good job of picking up garbage and sweeping the sidewalks.

L&PS Clock

Earl reported that Dan Vernackt from PSTR continues to help with the clock repairs.

The next Beautification / Promotion Meeting has been scheduled for Wednesday August 28th at 12:30 pm at Van Pelts Business Solutions

8.11 CIP - Susan and Russell

Susan reported that there is no news to report.

8.12 Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported that there is no news to report.

9. Coming Events

- Iron Horse Festival - Thursday August 15 to Sunday August 18th
- 10th Anniversary Bridges to Better Business - Thursday October 3rd at ECRM
- Doors Open - Saturday October 5th with a theme of Spooky St Thomas.

10. Budgetary and Personnel

No Report

11. Adjournment

Motion by Barry, Seconded by Grayden "To adjourn the meeting at 9:45am." Carried

Upcoming Committee Meetings

- Beautification / Promotions Committee meeting

Next Meeting: Wednesday September 4, 2019 at 8:00am Room 304, City Hall

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	Cancelled - 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