

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY DECEMBER 4, 2019 at 8:00 am
CITY HALL ROOM 304**

Attendance:

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

- 1. Call to Order:** The meeting was called to order at 8:06am

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

Sarah declared a conflict in regards to Website design

- 3. Confirmation of Agenda**

Motion by Russ, Seconded by Susan, "To confirm the December 4, 2019 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Sarah, Seconded by Joe, "To confirm the minutes of the November 6, 2019 meeting as distributed" Carried

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

- 5. Deputations**

None

- 6. Chair Report**

Social Media

Earl reported that our Twitter account @stthomasddb now has 449 Followers (was 449 last month), our DDB Facebook page www.FB/downtownstthomas has 1650 Likes (was 1559 last month) and our Instagram/stthomasDDB page has 645 Followers (Was 638 last month).

Crime Prevention / CCTV Cameras

Earl reported that a meeting was held on Thursday November 14th with our equipment supplier to discuss hardware requirements. The next meeting is scheduled for Wednesday December 4th with the City and Entegrus to discuss hardware installation requirements.

Digital Main Street - Digital Service Squad

Grayden reported that he continues to work with applicants

7. Finance Report

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

A finance budget meeting was held on November 28th to finalize the 2020 Budget.

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

The 2020 Budget was presented by Sarah. A short discussion about the budget were answered.

Motion by Sarah, Seconded by Susan, "To accept the 2020 Budget as presented" Carried

8. Reports

8.1 Parks Dept Update - Adrienne

Adrienne reported that the 27 Urns were planted with winter greenery on November 12th at a cost as budgeted. They will be removed the 1st week of January and the protective covers installed.

The 2020 Basket and Urns will be Silver/Purple/Pink

8.2 Council Update - Mayor Preston

- Joe thanked the DDB volunteers for the November 15th Tree Lighting and the St Thomas Optimists for the November 16th Santa Claus Parade.

- The 2020 City budget will be approved in mid December.

- Free transit rides will be available on New Years Eve from 8:30pm to 3:30am.

8.3 Municipal Heritage Committee Update - Russell

Russell reported on applications at 631 Talbot Street, 539 Talbot and 277-283 Talbot.

8.4 Railway City Tourism Report - Megan

Megan reported on the following activities:

- The Wings mural is being produced and will be unveiled at Arts Crawl 2020

- A mural design is being reviewed for installation at Century Sound

- Setting up a Committee in early 2020 to study the installation of murals using the Vintage Travel Poster Theme (Sarah and Grayden)

- \$500 DDB Dollars will be donated for the Arts Crawl

8.5 Economic Development Report - Sean

No report

8.6 SBEC - Tara

Tara provided a report on the following activities:

- March 8th women in Business event featuring 100 St Thomas Business Women
- October 1st has been set for the 2020 Bridges to Better Business event at ECRM

8.7 Chamber of Commerce Report - Barry

Barry provided a report on the following upcoming events:

- December 4 - Business After 5 at St Anne's sponsored by Entegrus- Ugly Sweater Party with the 12 Gifts of Christmas
- December 7 - Small Business Christmas Turkey Dinner at St Anne's at 5:30pm
- January 15 - Business After 5 at Back Alley Bar & Grill
- January 22 - New members Breakfast
- January 25 - Uncorked at STEPAC
- January 29 - Lunch with the Mayors
- May 14 - Impact Awards featuring Brent Butt

8.8 Downtown Dollars - Susan

\$170.00 DDB Dollars and \$0 Christmas Care DDB Dollars were redeemed in November. \$25.00 of the redemptions were from the Horton Market Promotion.

8.9 Promotions Report - Susan

Coupon Book

Sarah reported on plans to produce a new booklet for 2020 with plans to have it in place for the Arts Crawl.

Business Welcome Package

Susan did not need to deliver flowers or a Welcome package in the month of November

Business Video Production

Grayden reported that the You Tube channel will be launched soon.

Joe offered to host the business videos on the Wendy's Restaurant monitor- Grayden will follow up.

Radio Advertising

Dave reported:

The "Downtown Santa" ad is running November 15th to December 7th

The "Magical Time" ad will run December 7th to 24th

The "Thank You" ad will begin running January 1st

The "New Years" ad will begin running December 26th to January 1st

Joe Thornton Community Centre Slide Show

Earl reported that Annette continues to update the program

Website Design

Sarah reported work continues and a full presentation will be presented soon.

Horton Market Program

Earl reported that \$25.00 of the \$100.00 DDB Dollars has been redeemed to date at Your Fish and Chips

Mural Program

Susan and Sarah reported that the new mural Program is progressing per Megan's report.

Tree Lighting Celebration

Earl reported that the evening was cool but no precipitation. Santa visited with many happy children. Suggestions for next year include getting more Hot Chocolate. Thanks to Why Not Cookies for supplying 20 dozen cookies plus 6 dozen for use as prizes.

Downtown Santa

Santa will visit Downtown on Saturday December 7th from 10am - 2:00pm. A total of \$750 will be used for the shopping giveaway.

The next Beautification / Promotion Meeting - TBD

8.10 Beautification Report - Grayden

Downtown Business Signs

New signs for Southern Charm, Camden and Doogie The Dog are in production.

Cross Street Banner Schedule

The Optimist Santa Claus Parade Banner was removed on November 28th (should have been November 19th but delayed due to Entegrus workload) and the DDB Merry Christmas Banner was installed. The Thanks For Shopping Banner will be installed in early January.

Sidewalk Patio Program

Grayden reported that a patio leasing option is being reviewed for 2020. Reference www.popuppatios.ca

The next Beautification / Promotion Meeting - TBD

8.11 CIP - Susan and Russell

No report

8.12 Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported that the next meeting is scheduled for December 16th to discuss Transit and Homelessness issues.

9. Coming Events

- Downtown Santa - Saturday December 7th at 10am - 2pm
- Small Business Christmas Turkey Dinner December 7th at St Anne's at 5:30pm
- AGM - Wednesday January 22nd at STEPAC at 7:45am

- Arts Crawl - February 28-29, 2020

10. Adjournment

Motion by Jazz, Seconded by Reza "To adjourn the meeting at 9:26 am." Carried

Upcoming Committee Meetings

- Beautification / Promotions Committee meeting - TBD

Next Meeting: Wednesday January 8th, 2020 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 28	Horton Market
October	VON (No contact)
October 28 - November 16	Optimist Santa Claus Parade (November 17th)
November 16 - January 2, 2018	DDB Merry Christmas / Love Where You Shop