

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY JANUARY 9, 2019 at 8:00 am**  
**CITY HALL ROOM 304**

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	Y	Sean Dyke	Y
Treasurer - Sarah Van Pelt	Y	Tara McCaulley	Y
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	N		
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:**

Barry declared a conflict as being President of the Railworks Coalition regarding the Beerlesque deputation.

- 3. Confirmation of Agenda**

Motion by Joe, Seconded by Sarah "To confirm the January 9, 2019 Agenda as distributed" Carried

- 4. Confirmation of Minutes**

Motion by Barry, Seconded by Dave "To confirm the minutes of the December 5, 2018 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**

Elizabeth Nagy - Beerlesque

After a presentation on this event a brief discussion led to an agreement to, for the 2nd year, sponsor this event

Motion by Dave, Seconded by Jazz "To sponsor the May 11, 2019 Beerlesque event at the \$1,000". Carried

## Wendell Graves - Cannabis Act

Wendell provided a detailed update on the Cannabis legislation and how it will affect our City. The City can not discourage a retail outlet in our Downtown core as long as the retail space meets the school zone setback limits

Motion by Jazz, Seconded by Barry "That the DDB write a letter to City Council offering the DDB support of the opt-in option" Carried

## 6. Chair Report

### Social Media

Earl reported that our Twitter account @stthomasddb now has 435 Followers (was 430 last month) and our DDB Facebook page has 1053 Likes (was 1036 last month).

### FICE

Earl reported that our report has been sent to OMAFRA and we are awaiting next steps.

### Crime Prevention

Earl reported that he met for the 2nd time with Chief Herridge, Entegrus and the Chamber of Commerce on December 6th to discuss crime prevention in our Downtown. Discussions about the following were presented:

- launching a city wide Neighbourhood Watch Program managed through the Police website.
- Implementing a COPS (Citizens On Patrols) Program
- Installing CCTV Cameras in our Downtown

### Digital Main Street - Digital Service Squad

Earl announced that we are working with OBIAA to determine the best way to proceed with the \$10,000 DMS grant. A webinar is being presented on January 17th to help with the next steps.

### Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported that she attended the meeting Monday December 10, 2018 and that the committee is working to establish a plan. The 4 pillars to this strategy are Prevention, Harm Reduction, Treatment and Justice. The next meeting is set for January 19th.

### AGM

Earl reported that the STEPAC has been booked for a 7:30am doors open on Wednesday January 30, 2019. Kathy's Catering has also been booked to provide breakfast.

180 letters to Downtown property owners were mailed on December 20th, Meeting notice flyers were hand delivered to Downtown business owners during the week of December 17th, Notices were sent via newsletter email numerous times and each Wednesday in January, a separate invitation was sent to the Mayor, each Councillor and the City Manager.

Earl is working with the Reza Alavie to provide a 20 Tips in 20 Minutes training presentation to help Downtown businesses enhance their customer service, social media and advertising programs.

## OBIAA Conference

Earl reported that the OBIAA Conference is being held in Ottawa on March 31st - April 3rd.

## Summer Students

The Canada Summer Job's application process is now open and Earl reported that he will be submitting our DDB application soon.

## DDB Clock

Earl reported that he has discovered that the battery in the DDB clock on front of the L&PS station has died. New batteries have been ordered but due to poor weather conditions it will have to remain as-is until conditions are suitable to complete the repairs.

## **7. Finance Report**

Earl reported that 2 meetings were held with the BOD on November 30th and December 5th to finalized the 2019 budget.

Motion by Sarah, Seconded by Jazz, "To accept the 2019 Budget as presented"

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

## **8. Reports**

### 8.1 Parks Dept Update -

Adrienne's reported the flower baskets will be modified from 16" to 18" diameter pots and planted with silver and purple petunias. Also, the 27 planters will be emptied and the protective covers installed this month, weather dependant.

### 8.2 Council Update - Mayor Preston

Earl advised Joe that he was appreciative of the quick response by city employees, originated by an email to customer service, to have the fencing removed around the Talbot and Manitoba Street crosswalk signals

### 8.3 Municipal Heritage Committee Update - Russell

No report

### 8.4 Railway City Tourism Report - Megan

Sean reported that the Arts Crawl will take place on February 22 - 23rd.

### 8.5 Economic Development Report - Sean

Sean reported that the city has purchased 57 acres for industrial expansion.

### 8.6 SBEC - Tara

Tara reported on the following items:

- The December 20th SBEC Open House was well attended
- Impact loans up to \$5,000 are available for small businesses to access

## 8.7 Chamber of Commerce Report - Barry

Barry submitted the following report:

Chamber of Commerce update and upcoming events:

January 16th - Business After 5 at the Elgin Centre ( formerly Elgin Mall) sponsored by Fanshawe College Career Employment Services and the Poverty Coalition Group

January 26th - " Uncorked" wine event at STEPAC from 7-10 pm featuring Jamie Quai from Quai Du Vin Winery

May 9th - New "Impact" Awards ( formerly Free Enterprise) event at St. Anne's featuring Peter Mansbridge

March 5th - Building Capacity Series - St Thomas Elgin Community Foundation - sponsored by Wood Gundy.

## 8.8 Beautification Report - Grayden

### LED Snowflakes

Earl reported that Entegrus has repaired 4 snowflakes and removed 2 defective snowflakes in December. The defective units will be returned to the supplier for repairs. The snowflakes will be removed and placed back in storage soon.

### Summer Banners

Earl reported that a new set of Summer Banners need to be designed for installation in early May. Earl and Grayden will work with Sarah and Megan to produce sufficient banner designs to create about 80 new banners.

### Downtown Cleanup

Earl reported that he is discussions with Social Services to find someone to replace Jason McComb to help with a Downtown cleanup plan.

### Downtown Business Signs:

New signs for Elgin Eats and Century Chocolates are being developed once artworks have been received. The TTG sign was moved from 578 Talbot to their new location at 540 Talbot.

### Directional Signs:

Earl reported that he and Grayden will fine tune the new directional sign design and implement a installation process.

### Tree Lighting

Earl reported that the City Hall tree lights will be removed in January

### Carollers

Earl and Grayden removed the DDB Carollers on Saturday January 5th and placed them back in storage.

### Cross Street Banner Schedule:

The DDB Merry Christmas Banner was removed on January 8th by Entegrus and the DDB Thanks For Shopping in Downtown St Thomas banner was installed.

The next Beautification Meeting has been scheduled for January 21, 2019 at 8:00am at Earl's office.

#### 8.10 Downtown Dollars Promotions - Susan

- The Talbot Teen Centre has asked for \$250 DDB Dollars for their January 12th fundraising Curling Bonspiel.
- Susan is creating a new DDB Dollar tracking plan and will present YTD results at each monthly meeting.

#### 9.11 Promotions Report - Susan

##### Downtown Santa

Dave reported that Santa and our 2 elves met at the Bulk Barn to begin at 10am on Saturday Dec 8th. Dave led the MYFM giveaway of \$950 Downtown Dollars during the Downtown Santa tour. Visits to Take 5 Oil Change, Forest of Flowers, Yureks, Cafe Siam, Bliss Hair Salon, Tim Horton's, Foodland and Streamliners which resulted in some very happy Downtown shoppers

##### Home Show

The Home Show is March 29 - 31st this year and we need to determine how we will lay out our booth this year.

##### 10% Discount Card

This program is currently on hold

##### Santa's Sleigh

Dave reported that the Santa's Sleigh giveaway on MYFM was a huge success.

-Annette was successful in collecting donations, gifts and coupons from 32 Downtown businesses totalling \$1,402.50.

##### Project Poinsettia

Dave reported that the MYFM Poinsettia Giveaway was a success with a total of Poinsettia's presented to those in Metcalfe Gardens,

##### Business Flowers

No report

The next Promotions Committee meeting has been scheduled for January 31, 2019, at 8:30am at Earl's office ( following the Beautification meeting )

## **10. New and Ongoing Business**

Earl reported that the original 5 year DDB Coach contract expires on April 1, 2019. The DDB Coach provides the DDB with high exposure advertising at events such as the Mothers Day Brunch Tour, Nostalgia Nights, Iron Horse Festival, Day Out With Thomas and the Culinary Tour.

## 11. Coming Events

- 2019 OBIAA Conference, Westin Ottawa - March 31 to April 3, 2019
- Home Show - Friday March 29th to Sunday March 31st
- Arts Crawl - Saturday and Sunday February 22nd - 23rd

## Upcoming Committee Meetings

The Beautification and Promotions Committee meetings - Wednesday January 21, 2019 at 8:00am at Earl's office.

## 12. Budgetary and Personnel

No Report

## 13. Adjournment

Motion by Dave, Seconded by Barry "To adjourn the meeting at 9:20am." Carried

**Next Meeting: Wednesday February 6, 2019 at 8:00am Room 304, City Hall**

### 2019 Cross Street Banner Schedule

The 2019 cross street banner schedule is as follows:

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