

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY JULY 4, 2018 at 8:00 am**  
**CITY HALL ROOM 304**

Attendance:

|                                      |   |                    |   |
|--------------------------------------|---|--------------------|---|
| Chair - Earl Taylor                  | N | Advisors:          |   |
| Promotions Chair VP - Beth Burns     | Y | Sean Dyke          | N |
| Beautification Chair -Ryk Snetselaar | Y | Tara McCaulley     | Y |
| Treasurer - Dave Thomson             | N | Sarah Noble        | Y |
| Ian Gillespie                        | N | Adrienne Jefferson | Y |
| Russ Schnurr                         | Y | Barry Fitzgerald   | Y |
| Sarah Van Pelt                       | N | Guests:            |   |
| Reza Alavie                          | Y |                    |   |
| Susan Boldt                          | Y |                    |   |
| Councillor - Joan Rymal              | Y |                    |   |

1. **Call to Order:** The meeting was called to order at 8:00am

2. **Declaration of Conflict:**

None

3. **Confirmation of Agenda**

Motion by Russ, Seconded by Barry "To confirm the July 4, 2018 Agenda as distributed"  
Carried

4. **Confirmation of Minutes**

Motion by Russ, Seconded by Barry "To confirm the minutes of the June 6, 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**

Scott Trevor's - Gram Scott Enns - will present the Audited Financial Statements at the August meeting

Mike Kerkvliet was unable to attend to present an update on the Iron Horse Festival

6. **Chair Report**

Social Media

Earl submitted that our Twitter account @stthomasddb now has 408 Followers (was 405 last month) and our DDB Facebook page has 85 Likes (was 886 last month).

Canada Summer Jobs

Earl submitted that Owen Feliz is longer our Summer Administrator and Lucas Glanville and Logan Wilson started on July 3rd as our Summer Ambassadors.

## Policy and Procedures Manual

The first draft of our Policies and Procedures Manual was submitted to the executive for review.

## Operation West End

Earl submitted that the STPS meeting on June 7th failed to provide any answers or solutions to our Downtown concerns. A second meeting will be arranged to target our Downtown concerns.

Earl met with Wendell Graves on June 26th to discuss a plan to install CCTV cameras in our Downtown as a crime prevention mode.

## Doing Business in Downtown St Thomas

The June 20th SBEC Mike Kerkvliet seminar at STEPAC was attended by 28 Downtown members and well received as being valuable information.

## **7. Finance Report**

No Report

## **8. Committee Reports**

### 8.1 Parks Dept Update - Adrienne

Adrienne's reported that flower baskets and planters were installed on June 14th. No baskets are available for the west end Talbot Street once construction is completed. A sharps container will be installed at the back of the L&PS Station  
A solution to the planting's at Curran Parkette will be sought for 2019  
The fall planting program will be discussed at the next meeting

### 8.2 Council Update - Councillor Rymal

Joan reported that the 230 Talbot Street project has been tendered  
The money from the Downtown revitalization fund will be used for the Talbot to CASO walkway at Manitoba Street.

### 8.3 Municipal Heritage Committee Update - Russell

Russ reported that the next Public Meeting concerning the HCD is Monday July 16th at 5:30pm in Council Chambers.

Russ provided a presentation about the former Wellington Street School, 57-59 Metcalfe Street redevelopment, Heritage mapping, 423-427 Talbot Street (Canada Post), New York Central Ball Park, Emslie Field, Food Basics and Alma College.

### 8.4 Railway City Tourism Report - Sarah

Sarah reported on the following upcoming events:

Downtown Tracks July 7th and August 4th

Iron Horse Festival August 16-19th

Culinary Tour train ride from Port Stanley to ECRM September 22nd

Culture Days Sept 28-30th

Doors Open October 13th

Dodge Ram Rodeo August 25-26 at Keller Farms

#### 8.5 Economic Development Report - Sean

No report

#### 8.6 SBEC - Tara

Tara reported on Agri Business, Mobile Drivein, Speed Mentoring in July, Crowd Funding in August, 14 Summer Students and Bridges planning.

#### 8.7 Chamber of Commerce Report - Barry

Barry submitted the following written report regarding upcoming Chamber events:

- August 23rd - the Chamber along with the Elgin St. Thomas Community Foundation and SBEC are presenting the 2nd training course to support capacity in our not-for-profit sector called Uncovering Social Media Entrepreneurship in Elgin/St Thomas at CASO.

All not-for-profits are welcome but need to register as there is limited space.

([mail@stthomaschamber.ca](mailto:mail@stthomaschamber.ca))

- Business After 5 - Wednesday July 18th Port Stanley Theatre (buy one - get one)

- Meet the Makers at The Elgin Mall September 26th from 10am - 7pm

#### 8.8 Beautification Report - Ryk

Written report attached

#### Downtown Business Signs:

Earl reported that new signs were installed at Oliver & Associates Real Estate and St Thomas Pharmacy.

#### Entegrus

A pizza lunch was delivered by Earl to Entegrus on June 8th as a thank you for the work they do at installing our LED Snowflakes and cross Street banners.

#### Banners

Our new banner brackets arrived on June 8th. Earl and Ryk spent a few hours on Sunday June 10th cleaning out the storage locker. A new storage system for the new banner brackets is being developed.

#### LED Snowflakes

Our 25 new LED Snowflakes arrived on June 8th.

When the Talbot Street construction is finished, new brackets and banners will be installed on both the new poles in the construction zone as well as others throughout the core. This will bring our LED Snowflake installation to 64 units this winter.

#### Cross Street Banner Schedule:

The Lions Club Car Show Banner was removed by Moonlight Painters (Entegrus was too busy to do this Banner change) on June 27th and the Nostalgia Nights Banner was installed. The Thanks for Shopping Banner will be installed on July 10th.

The Victims Services banner was removed from the west poles on June 25th.

Motion by Ryk, Seconded by Joan "To accept the Beautification Committee written report as presented" Carried (See attached)

No date was established for the next committee meeting

8.9 CIP Selection Committee - Beth  
Beth reported on 633 Talbot Street

8.10 Downtown Dollars Promotions - Beth  
Beth reported that \$650 DDB Dollars (\$340 of this is Christmas Care Dollars) have been redeemed in May.

8.11 Promotions Report - Beth

#### Downtown Construction

Construction reports, as received from the City, continue to be published in the weekly newsletters.

#### Downtown Dustup

Beth reported that the Saturday June 9th event was a success with 14 Merchants participating in the Passport tour. Most of the buried treasure was recovered by the eager children who spent hours digging through the sand pile.

The Passport winners were Emerson Zeitsma and Madison Oh-Cooke. The Social Media post winner was Pat Kilmer. Photos of all winners were posted to our Facebook page. Earl BBQ'd 12 dozen Hotdogs.

#### Nostalgia Nights Car Show

Beth reported that the posters are being distributed, all 6 of the 6 train rides have been sponsored and Canadian Tire has been confirmed as the main stage band sponsor.

#### Day Out With Thomas

A sign up sheet was passed around asking for volunteers to work the 12 shifts. Earl will be working with the summer students to setup the Railway City Tourism booth on Friday July 13th and removing the booth on Monday July 24th at the Memorial Arena

#### 10% Discount Card

Reza has started work on the implementation of this program.

#### Iron Horse Festival

Earl reported that he attended the June 18th Iron Horse meeting.

#### New Businesses

Flowers were sent to the Crockers grand opening on Saturday June 23rd

Motion by Beth, Seconded by Ryk "To accept the Promotions report as presented"  
Carried

No date was established for the next committee meeting.

## **9. New and Ongoing Business**

No Report

## **10. Coming Events**

- Nostalgia Nights Car Show, Train Rides & Poker Run - Saturday July 7, 2018 4 - 9pm
- Heritage Conservation District presentation - Monday July 16th at 5:30pm City Hall
- Downtown Pumpkin Prowl - Friday October 26th from 5:30 - 8:30pm
- Tree Lighting Celebration - Friday November 16, 2018 from 5:30 - 7:30pm
- Downtown Santa - Saturday December 8, 2018 from 10am - 2pm

## **Upcoming Committee Meetings**

Beautification, Promotions and Budget Committee meeting - TBD

## **11. Budgetary and Personnel**

No Report

## **12. Adjournment**

Motion by Susan, Seconded by Reza "To adjourn the meeting at 9:15am." Carried

**Next Meeting: Wednesday August 1, 2018 at 8:00am Room 304, City Hall**

## **BEAUTIFICATION MEETING MINUTES Coldwell Banker Office Wednesday June 14, 2018 8:00 a.m.**

ATTENDANCE: Beth Burns, Earl Taylor, Ryk Snetselaar

1. Storage locker has been cleaned and organized.
2. Flower baskets have been hung up and urns have been planted.

Meeting Adjourned 8:20am

Next Meeting – TBA

### 2018 - 2019 Cross Street Banner Schedule

The 2018 - 2019 cross street banner schedule is as follows:

|                                       |   |
|---------------------------------------|---|
| August 27 - September 17              | Railway City Road Races (September 16th?)         |
| August / September                    | Volunteer Elgin (No contact)                      |
| September 17 - September 24           | (Cancelled- Violence Against Women - Walk a Mile) |
| September 24 - October 8              | Horton Market                                     |
| October 8 - October 29                | VON (No contact)                                  |
| October 29 - November 19              | Optimist Santa Claus Parade (November 17th)       |
| November 19 - January 2, 2018<br>2019 | DDB Merry Christmas / Love Where You Shop         |
| January 2 - January 25                | NEW DDB Winter Banner                             |
| January 25 - February 25              | New Hockeyville Banner                            |
| February 25 - April 1                 | 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 13 - 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 - August 26                    | Thanks for Shopping Downtown St Thomas            |