

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY JULY 5, 2017 at 8:00 am
CITY HALL ROOM 204

Attendance: Chair Earl Taylor, Vice Chair / Promotions Chair Beth Burns, Beautification Chair Ryk Snetselaar, Gord Hall - left 9:40am, Ian Gillespie, Russell Schnurr, Councillor Rymal, Advisors Megan Pickersgill and Tara McCaulley - left 8:55 and Adrienne Jefferson - left 8:20.

Regrets: Treasurer Dave Thomson, Tom Johnston, Sarah Van Pelt, Advisor Sean Dyke

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

2. **Declaration of Conflict: None**

3. **Confirmation of Agenda**

Agenda item 8.5A Municipal Heritage Walking Tour Maps was added

Motion by Ryk, Seconded by Joan "To confirm the amended June 7, 2017 Agenda as dpresented" Carried

4. **Confirmation of Minutes**

Motion by Russ, Seconded by Ryk "To confirm the minutes of the May 3, 2017 meeting as distributed" Carried

5. **Deputations**

None

6. **Chair Report**

Social Media

Earl mentioned that our Twitter account is @stthomasddb and we now have 310 followers (was 302 last month) and our DDB Facebook page has 665 Likes (was 652 last month). The increased numbers can be attributed to the Nostalgia Nights Car Show posts.

Strategic Plan

Earl reported that the plan is written but another Core Group meeting is required to complete a few details in the Goals and Objectives portion.

Canada Summer Jobs

2 summer students, Lucas Glanville and Victoria Wilson, both Grade 10 students from Central Elgin Collegiate Institute, have been hired as Ambassadors

Also, Abigail Miller, a Fanshawe College student, has been hired as a Student Administrator for the DDB office. These students will work through to August 25th.

Newsletter

Earl advised that Annette is producing a weekly newsletter that is sent every Friday morning

7. Finance Report

Earl gave an overview of expenses paid this month and invoices yet to be paid. Earl reported that the audited financial statements should be ready for presentation at our May meeting.

Motion by Ryk, Seconded by Russ "To accept the financial report and to pay the outstanding bills". Carried

Outstanding Accounts

The NARHF balance of \$1,250 is still outstanding. Earl advised that he continues to instruct DDB Accountant, Mark Wales, to continue sending invoices to get this cleared up soon.

8. Committee Reports

8.1 Parks Dept Update - Adrienne

Adrienne reported that they are investigating the use of a winter cover for the 29 new planters. The baskets and planters are in full bloom and look quite nice. Earl asked about the Tree removals that have occurred in the Mondamin to Hincks Street block - Adrienne advised that we should contact Julie Tucker.

8.2 Council Update - Councillor Rymal

Joan updated the board on downtown items such as the Sutherland Press legal matters. Earl asked Joan to investigate the overgrown weeds and trees at the city owned 230 Talbot Street area.

8.3 Railway City Tourism Report - Megan

Megan reported that the new Tourism sign was installed on Friday June 23, 2017

The circus tent installation began on July 4, 2017 and will remain through to October 15th. Ron James is the opening act for July 22nd. Other activities include DOWT July 15 -16 and 21 - 23rd, Ribfest July 22nd weekend and Iron Horse August 17-20th. See www.railwaycitytourism.ca or www.railwaycitybigtop.com for more info.

Day Out With Thomas

Earl presented a DOWT schedule asking DDB members to volunteer to work the Tourism/DDB booth.

8.4 Economic Development Report - Sean

No Report

8.5 SBEC - Tara

Tara gave an update on SBEC activity including 15 students in the Summer Company, 4 businesses are looking for downtown space and the Horton Market harvest dinner on August 15th. See www.sbecinnovation.ca more info.

8.5A Municipal Heritage Committee

Russ reported on the new Downtown St Thomas Historical Walking Tour booklet that is being developed. Abigail will assist in getting the word out to downtown owners. Motion by Beth, Seconded by Ryk "To sponsor the inside page of the Municipal Heritage Walking Tour Map booklet to a maximum cost of \$1,200.00" Carried

8.6 Beautification Report - Ryk

Ryk reported that the Nostalgia Nights banner was installed on June 20th and the Thanks for Shopping Historic Downtown St Thomas will be installed on July 9th. The Railway City Road Races banner will be installed on August 15th.

Earl reported that 2 planters were distributed to Titewads and 1 planter to Tabby's Treasures. We continue to advertise the planters in the weekly newsletters.

Ryk gave a report of recent activities - see Ryk's Report as attached.

Downtown Business Signs:

Earl reported that signs have been installed at Edward Jones and a sign is underway for Rail City Media and Championship Boxing.

Cross Street Banner Schedule:

The proposed 2017 cross street banner schedule is as follows:

January 4 - March 7	Thanks For Shopping Downtown St Thomas
March 6 - April 3	Cancelled - Home & Garden Show - March 31st
April 3 - April 24	Cancelled - MS Society
April 24 - May 15	Alzheimer's Society
May 15 - May 29	Horton Market - May 13th
May 29 - June 19	Lions Car Show - June 18th
June 19 - July 10	Nostalgia Nights Car Show - July 8th
July 10 - August 14	Thanks for Shopping Downtown St Thomas
August 14 - September 5	Railway City Road Races - Sept 17th
September 5 - September 25	Walk a Mile in Her Shoes - Sept 30th
New	Horton Market - closing Oct 7th
September 25 - October 23	VON
October 23 - November 20	Optimist Santa Claus Parade - Nov 18th
November 20 - January 2, 2018	DDB Merry Christmas / Love Where You Shop
January 2 - March 6, 2018	NEW DDB Merry Christmas Banner

Motion by Ryk, Seconded by Beth "To accept the Beautification Committee written report as presented" Carried

Report attached

The next committee meeting is scheduled for Wednesday July 19, 2017 at 8:00am at Earl's office.

8.7 Promotions Report - Beth

Nostalgia Nights Car Show

Beth reported that the July 8th Car Show plans are underway, Canadian Tire has agreed to sponsor the city hall location band at a generous contribution of \$1,000. The \$250 Downtown Dollars ballot is being distributed through the Weekly News.

Earl reported that the Poker Run plans are completed with 15 businesses participating including St Thomas Pawn, Coffeys News Depot, Sherry's, Aline's, Reflections, Box Car Shoes, Juniors e-Bikes, Submariners Tales, Discount Max, Gospel Lighthouse, Wind n Willow, Fish and Sticks, Now and Zen, Smittys Convenience and Railway City Vapes. Prizes for 1st, 2nd and 3rd will be sourced this week.

Merchants who participate will qualify for a \$549 MYFM Radio advertising package prize.

Win This Space

Beth advised that the program has been postponed and will be reviewed in September.

Century Sound Mural

No report

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

The next committee meeting is scheduled for Wednesday July 19, 2017 at 8:30am at Earl's office

8.8 CIP Selection Committee - Beth

Beth reported that there are new new details since the last meeting.

8.9 Downtown Dollars Promotions - Beth

Beth reported that \$465 DDB Dollars have been redeemed this month.

9. **New and Ongoing Business**

No Report

10. **Coming Events**

- Nostalgia Nights Saturday July 8th, 2017
- Thomas and Friends July 15 - 16th and 21 - 23rd, 2017

11. **Budgetary and Personnel**

12. **Adjournment**

Motion by Ian, Seconded by Russ "To adjourn the meeting at 9:00am." Carried

Upcoming Committee Meetings

Beautification, Promotions and Budget Committee meeting - Wednesday May 17th, 2017 at 8:00am at Earl's office.

Next Meeting: Wednesday August 2, 2017 at 8:00am Room 204, City Hall

BEAUTIFICATION MEETING MINUTES
Coldwell Banker Office
Wednesday June 21, 2017
8:00 a.m. – 8:20 a.m.

Attendance: Earl Taylor, Beth Burns, Rob Burns, Dave Thomson, Tara McCaulley and Ryk Snetselaar

1. Flag pole has been moved to west end entrance.
2. Flower Pots are thriving.
3. The following businesses have taken wooden flower boxes: Tabby's Treasures, Yurek's Pharmacy, State Farm, Coldwell Banker, Maxwell's Photo, and My Fur and Whiskers

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