

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY JUNE 5, 2019 at 8:00 am
CITY HALL ROOM 304

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	X	Sean Dyke	X
Treasurer - Sarah Van Pelt	Y	Tara McCaulley	Y out 9:40
Beautification Chair - Grayden Laing	Y out 9:45	Adrienne Jefferson	X
Promotions Chair - Susan Boldt	Y	Megan Pickersgill	Y
Secretary - Jazz Staddon	Y out 9:40	Barry Fitzgerald	Y
Reza Alavie	X	Guests: Rick & Fran Dunseith	
Russ Schnurr	Y		
Mayor Joe Preston	Y		

- 1. Call to Order:** The meeting was called to order at 8:03am

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 Sarah, Seconded by Jazz, "To confirm the revised June 5, 2019 Agenda as distributed to add the topic of Website Re-Design under Section 8.10." Carried

- 4. Confirmation of Minutes**

Motion by Susan, Seconded by Barry, "To confirm the minutes of the May 1, 2019 meeting as distributed" Carried

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

- 5. Deputations**

Elizabeth Nagy provided a very detailed report on the May 11th Beerlesque event - for the second year, the DDB was the main Stage sponsor. Report filed for future reference.

6. Chair Report

Social Media

Earl reported that our Twitter account @stthomasddb now has 452 Followers (was 451 last month), our DDB Facebook page www.FB/downtownstthomas has 1,248 Likes (was 1185 last month) and our Instagram/stthomasDDB page has 483 Followers (Was 439 last month).

Crime Prevention / CCTV Cameras

Earl reported that a formal letter will be submitted to the Green Lane Foundation seeking funds to assist in the development of this program.

Motion by Jazz, Seconded by Sarah, "That the DDB allocate a total of \$10,000 from reserves to assist in the implementation of the CCTV project" Carried

Digital Main Street - Digital Service Squad

Earl and Grayden met on Friday May 31st discuss the ongoing plans. A short video was shot for the CCTV Camera project, Nostalgia Nights Car Show, Digital Service Squad and the Business Video project. The Mural Project will be shot later once plans are developed further.

Grayden is developing the DSS plan and setting up merchant visits.

FICE

Annette is compiling the data provided by our St Thomas DDB members during their visit to Woodstock.

Downtown Patios

Earl explained the upcoming Downtown Patio Program. The DDB will take ownership of the Program running from May to September using funding from an Andrew Gunn source, Home Hardware will build the units and the City will install, remove and store the patios. Earl thanks Russ and his Fanshawe students for creating 3 renditions to better display the potential of the patio project.

1. This would be a project coordinated by the DDB
2. The funds would flow to the DDB for the patio material etc
3. The DDB would select and recommend to Council the locations for the patios
4. The DDB would liaise with the restaurant owners and their neighbours
5. The patios would be in compliance with the City's requirements including those of the City's insurers relating to risk management
6. The restaurants would be required to name the City in their liability insurance and provide an indemnity to the City for their outdoor patio.. this info would be articulated in an agreement. They would also be required to get a road occupancy permit.
7. The restaurants will have to comply with liquor license requirements
8. The patios / temporary sidewalks would be the property of the DDB
9. The construction of the patios /sidewalks would need to be compliant with the building code where applicable
10. The City will assist with the removal and storage of the patios at the end of the season and placement of the patios at the beginning of the season

The proposal will be presented to Council on Monday June 17th.

Motion by Susan, Seconded by Barry "To take administrative ownership of the Downtown Patio project as defined herein" Carried

7. Finance Report

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

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

8. Reports

8.1 Parks Dept Update - Adrienne

Adrienne reported through Earl that the flower baskets will be installed during the week of June 10th, silver and purple.

Earl reported that the development of the Royal Bank walkway garden is being investigated and if approval can be obtained from the property owner the garden project will be coordinated with a local family.

8.2 Council Update - Mayor Preston

Joe reported that the William Street construction is nearing completion.

A Jurassic Park event is being planned for Moore Street on Friday June 7th.

8.3 Municipal Heritage Committee Update - Russell

Russ reported on projects including the Pinafore multi family development and the Flora Street multi family developments where Fanshawe was able to provide overviews and propose a better design alternative.

8.4 Railway City Tourism Report - Megan

Megan reported that the May 11th Beerlesque Event was well attended and that the Mothers Day London Free Press Shunpikers Tour brought a number of visitors to town.

- The Boxcar mural project has been released and open for applications until June 30th, more info can be found on the tourism website.
- The Kelsey Montague WINGS project has been booked and will begin December 30th at STEPAC
- A committee was established consisting of Megan, Sarah, Susan, Grayden and Tara to investigate, develop and implement a Downtown Mural Program.

8.5 Economic Development Report - Sean

Sean was unable to attend.

8.6 SBEC - Tara

Tara reported on the following items:

- The Small Business Alley will once again appear on Mondamin Street and a new "Creators Alley" will be established in Hepburn Parkette during Nostalgia Nights.
- The next West End Wednesday's are scheduled for June 19th, July 17th and August 21st from 11:30am - 1:30pm at STEPAC.
- The first Grow pop-up Shop has opened in SBEC

- The 2019 Bridges event is scheduled for October 3rd at the ECRM with Jann Arden as the guest host.

Motion by Sarah, Seconded by Jazz "To commit \$1,000 as budgeted to sponsor the 2019 Bridges to Better Business event" Carried

8.7 Chamber of Commerce Report - Barry

Barry reported on the following Chamber of Commerce upcoming events

- June 19th - Business After 5 at Iron Creek Golf Course - sponsored by Post Media
- June 26th - MP/ MPP Lunch at CASO at 11:30am
- 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 Beautification Report - Grayden

LED Snowflakes

Earl reported that the building on Harwill has been sold, we have secured storage from the new owner.

Summer Banners

Earl reported that he worked with our contractor to install 60 new art banners, 19 Visit/Savour/Attend/Eat banners and 5 STEPAC 50th Anniversary Banners on Sunday May 5th and May 12th.

Downtown Cleanup

Earl reported that Logan Wilson, our 2018 summer student, continues to work 2-3 hours every Saturday to do a pass through Downtown to pickup garbage.

Downtown Business Signs

Earl reported that new street sign were installed at Slate Metalwork and Loft Hair Salon, the L'Or Dog Grooming sign was replaced and the Titewads sign was relocated to the businesses new location.

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 Horton Market Banner was removed and the Lions Club Car Show Banner was installed on June 4th. The Nostalgia Nights Banner will be installed on June 16th.

Summer Students

Earl reported that our CSJ funding has been confirmed and 2 student have been hired to begin work on about June 26th

Horton Market Banners

Earl is coordinating the installation of 6 new banners around the Horton Market.

L&PS Clock

Earl reported that Dan Vernackt from PSTR will be helping with the replacement of the clock batteries.

The next Beautification / Promotion Meeting has been scheduled for Wednesday June 19th at 12:00pm at the STEPAC West End Wednesday event - bring your own lunch.

8.9 Downtown Dollars - Susan

\$500 DDB Dollars and \$280 Christmas Care DDB Dollars were redeemed in May.

Horton Market Associate Membership

Earl reported that the Horton Market is asking to become involved in our DDB Dollars Program. Earl will investigate options and report back at the next committee meeting.

8.10 Promotions Report - Susan

Coupon Book

Sarah reported that Annette is continuing to distribute Coupon Books as supplies in local stores run out.

- A sufficient supply will be set aside for the Car Show, DOWT and Shop Hop. Others will be distributed to participating businesses, Tourism, ECRM, CASO, STEPAC and the Arena.

Iron Horse Festival

The August 15th - 18th, 2019 festival will be held on the Ross / Talbot corner property, Ross Street will be closed south of Talbot and the Moore Street parking lot area.

Business Welcome Package

Susan reported that she is developing a Welcome package containing pertinent Downtown information to add to the flower delivery. Sarah is working on a Membership Information booklet to better explain DDB activities and services.

Motion by Susan, Seconded by Russ "To allocate \$500 from the Advertising budget to design and print a sufficient quantity of Membership information booklets" Carried

Nostalgia Nights Car Show

Earl reported that a meeting was held on Thursday May 2nd at Earl's office with Rob, Bob, Megan, Tara, Dave and Earl and on June 4th at The Roadhouse with Rob Burns by phone, Bob Ward and Megan to confirm the plans.

- New features this year include the Canadian Bombshell Beauties and the Cosy Can Photo Booth.

- Megan reported that 11 vendors are booked for the Hepburn Parkette.

- Tara reported that a full slate of vendors are scheduled for the Small Business Alley

The next Car Show meeting - a walk about - is scheduled for Friday June 21st at 9:00am starting at Earl's office.

Business Video Production

Grayden reported that, to date, he has shot 3 short promotional videos at Hush Hair Boutique, Crocker's and Myrtle. Annette continues to send a newsletter to inform Downtown businesses to sign up for Grayden to shoot more.

Radio Advertising

Earl reported that 2 Nostalgia Nights Car Show radio ads have been approved, one advertising the overall Car Show and one thanking the 6 train sponsors and that the ads will begin airing the week of June 3rd.

Day Out With Thomas

The DDB will once again participate in this event on the weekend of July 12th- 14th in partnership with Railway City Tourism.

Slide Show at Joe Thornton Community Centre

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

DDB Website Re-Design

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

The next Beautification / Promotion Meeting has been scheduled for Wednesday June 19th at 12:00pm at the STEPAC West End Wednesday event - bring your own lunch.

8.11 CIP - Susan and Russell

Susan reported that the next meeting is scheduled for Monday June 10th and will feature a Victoria Building update.

8.12 Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported that a meeting has not been scheduled at this time.

9. Coming Events

- Nostalgia Night Car Show and Train Rides - Saturday July 6th
- Day Out With Thomas - Friday July 12 to Sunday July 14th at Memorial Arena
- 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

Upcoming Committee Meetings

- Beautification / Promotions Committee meeting - Wednesday June 19th at 12:00pm at the STEPAC West End Wednesday event - bring your own lunch.
- Nostalgia Nights Car Show Meeting - a walk-about on Friday June 21st meeting at 9:00am at Earl's office.

10. Budgetary and Personnel

No Report

11. Adjournment

Motion by Joe, Seconded by Barry "To adjourn the meeting at 10:00am." Carried

Next Meeting: Wednesday July 3, 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