

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY NOVEMBER 6, 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 | N |
| Beautification Chair - Grayden Laing | Y in 9:20 | Adrienne Jefferson | Y |
| Promotions Chair - Susan Boldt | Y | Megan Pickersgill | N |
| Secretary - Jazz Staddon | Y | Barry Fitzgerald | Y |
| Reza Alavie | N | | |
| Russ Schnurr | Y | | |
| Mayor Joe Preston | Y | | |

- 1. Call to Order:** The meeting was called to order at 8:14am

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 Joe, Seconded by Dave, "To confirm the November 6, 2019 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Susan, Seconded by Sarah, "To confirm the minutes of the October 2, 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 453 last month), our DDB Facebook page www.FB/downtownstthomas has 1559 Likes (was

1499 last month) and our Instagram/stthomasDDB page has 638 Followers (Was 584 last month).

Crime Prevention / CCTV Cameras

Earl reported that a major source of funding may be announced soon. A letter asking for finding assistance has been sent to all Downtown Banks and Insurance companies

Digital Main Street - Digital Service Squad

Grayden reported that he continues to work with applicants

FICE

Earl reported that the September 16th meeting, thought to be cancelled, actually happened without proper communication to us. A copy of the Woodstock report have been obtained and a special meeting will be scheduled to present it to City representatives.

7. Finance Report

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

A finance budget meeting will be held in late November / early December to start plans for the 2020 Budget.

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 that the 27 Planter Canna's were cut off and removed on October 21st. The Yellow/Orange Mum's will be removed on November 7th. Earl added that Moonlight Painters watered the plants 6 times at a cost of \$1,200.

The winter plantings will be installed November 12th per the budgeted winter planting program and removed the 1st week of January.

8.2 Council Update - Mayor Preston

Joe reported that Inn Out of the Cold opened on October 23rd and will be operating year round. 230 Talbot Street is nearing completion. The Remembrance Day event will begin at the Cenotaph at 10:45am.

8.3 Municipal Heritage Committee Update - Russell

Russell reported

8.4 Railway City Tourism Report - Megan

Megan reported on the following activities:

- The Wings project by Kelsey Montaque begins December 13th at Van Pelts with a viewing of the project on December 16th.
- Arts Crawl 2020 is scheduled for February 28th.

8.5 Economic Development Report - Sean

No report

8.6 SBEC - Tara

Tara provided a report on the following activities:

- Bridges to Better Business was a success and well attended. The Downtown Business Award, as chosen by the DDB Advisors, was awarded to Earl Taylor.
- Inn Out of The Cold Fundraiser November 7th at CASO 7-9pm at \$50 is sponsored by EDC, SBEC and Tourism.

8.7 Chamber of Commerce Report - Barry

Barry reported on the following upcoming events:

- October 23 - Small Biz Expo at St Anne's Centre was well attended
- November 13 - Business After 5 at Grand Central Place sponsored by MYFM
- December 7 - Small Business Christmas Turkey Dinner at St Anne's at 5:30pm

8.8 Downtown Dollars - Susan

\$0 DDB Dollars and \$0 Christmas Care DDB Dollars were redeemed in October.

8.9 Promotions Report - Susan

Coupon Book

Coupon books were distributed at the October 23rd Small Biz Expo. Sarah will begin evaluating the 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 deliver flowers or a Welcome package in the month of October.

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 "Tree Lighting" ad will end on November 1st at 5pm

The "Downtown Santa" ad will begin 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 none of the \$100.00 DDB Dollars have been redeemed at the Market or at any Downtown business.

Mural Program

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

Pumpkin Prowl - 3rd Annual

Earl reported that the Pumpkin Prowl was an amazing success and that 970 kids visited his Business. Annette finished collecting all Passport on November 5th and the DDB\$ prizes will be distributed on Friday November 8th.

247 Passports were returned, 50 did 5 - 25 stops, 197 did 25 - 47 stops, 47 did 44 - 47 stops and 17 did all 47 stops!

Tree Lighting Celebration

Earl reported that the Special Event application was approved on October 2nd.

Christmas Decor will be installing the Christmas Tree lights on Monday November 11th.

A Road Right-of-Way permit has been obtained.

- Peter Sheridan has been booked for the music
- Yurek Pharmacy has once again agreed to be our Tree sponsor at a rate of \$1,650. A new sponsorship sign has been ordered.
- Susan will arrange for the Tim Hortons Hot Chocolate and Why Not Cookies
- Annette has sourced sufficient Santa gifts
- Earl has contacted Lyndon Securities for the City Hall washrooms
- And of course, Santa will arrive at 5:45pm St Thomas Fire Truck

Downtown Santa

The date of Saturday December 7th 10am - 2:00pm was chosen for the Downtown Santa event. A total of \$750 will be used for the shopping giveaway.

The next Beautification / Promotion Meeting has been scheduled for Wednesday November 20th at 12:30pm at Earls Coldwell Banker office

8.10 Beautification Report - Grayden

Downtown Business Signs

Earl reported that a new sign was installed at Rustic at 626 Talbot Street, the Otera sign and Bracket at 797 Talbot Street - Rear was removed. The sign and bracket at Natures Balance at 246 Talbot Street was removed and re-installed with Lyndon Securities at 656 Talbot Street. The sign at 595 Talbot for Brow Boss was removed and the sign and a new bracket was reinstalled with the new Purely Wicked sign at at 626 Talbot Street. New signs for Southern Charm and Camden are planned

Directional Signs

Earl reported that McBain Signs has installed 24 Directional signs with a few more planned.

Cross Street Banner Schedule

The Horton Market Banner was removed on October 20th and the Optimist Santa Claus Parade Banner was installed. The DDB Merry Christmas Banner will be installed on November 18th and the Thanks For Shopping Banner will be installed in early January.

Summer Students

Earl reported that the final claim funding of \$3,780 has been received

L&PS Clock

Earl reported that the clock is operating sporadically but a new internal system will be procured at a cost of approximately \$1,000 in the 2020 budget.

Sidewalk Patio Program

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

LED Christmas Lights

Earl reported that 5 damaged snowflakes were returned to the supplier and new units were picked up. The damaged snowflakes have since been repaired and will be delivered mid November.

Entegrus has removed the Snowflakes from the Harwill storage facility and began installation on November 5th and 6th. When removed in January, they will be stored in our storage locker for easy access.

Winter Banners

Earl reported that 22 existing winter Banners were installed on October 20th

The next Beautification / Promotion Meeting has been scheduled for Wednesday November 20, 2019 at 12:30pm at Earl's Coldwell Banker office.

8.11 CIP - Susan and Russell

Susan reported that the next meeting is scheduled for November 12th.

8.12 Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported that the November 4th meeting discussed Transportation and Housing issues.

9. Coming Events

- Tree Lighting Celebration - Friday November 15th at 5:30 - 7pm
- Downtown Santa - Saturday December 7th at 10am - 2pm
- AGM - Wednesday January 22nd at STEPAC at 8am

10. Adjournment

Motion by Dave, Seconded by Russ "To adjourn the meeting at 9:30am." Carried

Upcoming Committee Meetings

- Beautification / Promotions Committee meeting - Wednesday November 20th at 12:30pm at Earl's Coldwell Banker office.

Next Meeting: Wednesday December 4, 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 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 |