

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY NOVEMBER 7, 2018 at 8:00 am
CITY HALL ROOM 304

Attendance:

| | | | |
|--------------------------------------|----------------|-----------------------|-------------|
| Chair - Earl Taylor | Y | Advisors: | |
| Promotions Chair VP - Beth Burns | Y | Sean Dyke | N |
| Beautification Chair -Ryk Snetselaar | Y | Tara McCaulley | Y Left 9:35 |
| Treasurer - Dave Thomson | N | Sarah Noble | Y |
| Ian Gillespie | N | Adrienne Jefferson | Y |
| Russ Schnurr | Y | Barry Fitzgerald | Y Left 9:30 |
| Sarah Van Pelt | Y Left 9:30 | | |
| Reza Alavie | Y Arrived 8:15 | | |
| Susan Boldt | Y | Guest - Grayden Laing | Left 9:30 |
| Councillor - Joan Rymal | Y | | |
| Jazz Staddon | Y | | |

- 1. Call to Order:** The meeting was called to order at 8:06am

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:**

None

- 3. Confirmation of Agenda**

Motion by Russ , Seconded by Barry "To confirm the November 7, 2018 Agenda as distributed" Carried

- 4. Confirmation of Minutes**

Adrienne identified a spelling mistake with Curran Parkette.

Motion by Russ, Seconded by Sarah "To confirm the amended minutes of the October 3, 2018 meeting as distributed" Carried

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

- 5. Deputations**

None

6. Chair Report

Social Media

Earl submitted that our Twitter account @stthomasddb now has 425 Followers (was 415 last month) and our DDB Facebook page has 1017 Likes (was 940 last month).

FICE

Earl reported that we have an opportunity to visit Downtown Woodstock this fall. A date of November 9th was chosen. Tara, Beth, Adrienne, Susan, Joan and Earl have volunteered to participate.

Crime Prevention

Earl reported that the next meeting with Chief Herridge, Entegrus and the Chamber of Commerce will be held on December 6th at 1:15pm 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

Mayoral Debate

Earl reported that the October 5th Mayoral Debate was well attended and ran a number of times on Rogers TV 13.

7. Finance Report

Earl provided an update on the past months financial activity

Motion by Joan, Seconded by Beth "To accept the financial report and pay the outstanding bills" Carried

8. Committee Reports

8.1 Parks Dept Update - Adrienne

Adrienne's reported that the dead trees have been removed and the sidewalk voids will be filled

The Cana's were cut back in mid October and the Mum's removes on November 5th. The winter greens will be installed beginning November 8th and will remain in place until mid January depending on the condition at that time. The winter covers will be installed at that time.

Earl reported that the Urns where watered 4 times by Moonlight Painters/Kevin Atterbury at a cost of \$200 each time.

8.2 Council Update - Councillor Rymal

Joan reported that the new council will be sworn in on December 3rd.

A community team is conducting a needle pickup every Tuesday morning at 8am.

8.3 Municipal Heritage Committee Update - Russell

Russ reported that the facade at 244 - 248 Talbot Street is being repaired. An application for a new facade for 519 Talbot Street is under review. Also, an application at 389 - 393 Talbot is also under review.

8.4 Railway City Tourism Report - Sarah

Sarah reported on the following events:

Doors Open - Saturday October 13th was very successful

Comic Book Day - Saturday Oct 27th experienced low attendance due to poor weather.

Arts Crawl - Saturday and Sunday February 22nd - 23rd, 2019

8.5 Economic Development Report - Sean

No report

8.6 SBEC - Tara

Tara reported that the Bridges to Better Business was a success.

Beth and Rob Burns of K&K Locksmiths were awarded the DDB Downtown Small Business Award.

The SBEC offices are moving to the old TD Bank on December 1st

A Ready-Set-Grow business plan competition is set to begin soon.

8.7 Chamber of Commerce Report - Barry

Barry reported on the following upcoming events:

- Business Showcase on Wednesday October 17th at St Annes Centre was well attended
- Cyber Self Defence on Tuesday October 23rd at St Anne's provided many businesses with tips to prevent crime from happening to them.
- Hackathon - November 16th - 17th at CASO has been cancelled
- Business after 5 - Wednesday November 14, 2018 at CASO
- STEGH Strategic Planning presentation - November 7th at the Chamber offices. Earl is attending on behalf of the DDB.
- EBRC / SBEC Business Expo - Wednesday December 5th at St Annes

8.8 Beautification Report - Ryk

Ryk reported on the following items:

Tree Lighting Celebration

The tree lights were installed on Monday October 22nd by Christmas Decor.

Santa has been confirmed and will arrive at 5:45pm on a St Thomas Fire Truck.

Why Not Cookies is providing cookies and hot chocolate will be purchased from Tim Hortons.

The Sunshiners have been booked to provide music and Annette has prepared six \$50 DDB Dollar prizes.

Beth will purchase a few extra gifts for the children as they visit Santa

Downtown Business Signs

Earl reported that signs at Rail City Bistro was found in the L&PS Gardens by Sarah and will be reinstalled soon.

Banners

Sarah and Earl are working on a new banner design for spring 2019.

LED Snowflakes

Entegrus installed the 63 LED snowflakes on October 29th and 30th.

Directional Signs:

The design for the new directional signs is under review.

Motion by Beth, Seconded by Sarah "To budget \$4,000.00 from reserves for the design, production and installation of new directional signs" Carried

Cross Street Banner Schedule:

The Horton Market Banner was removed and the Optimist Santa Claus Parade Banner was installed on October 21st and will remain in place until November 17th when the DDB Merry Christmas banner is installed.

The west cross street banner poles are not being used at this time

Carollers

Ryk has completed the renovations to the Carollers and he and Earl will be installing them in the L&PS at 7:30am on November 17th.

Beth, Sarah and Grayden are investigating the possibility of producing a movable display that will allow visitors to take photos. DDB Dollar prizes will be given away to those who post their photos to the DDB Facebook page.

Motion by Ryk, Seconded by Joan "To accept the Beautification Committee report as presented and attached" Carried

The next meeting is scheduled for Wednesday November 14, 2018 at 8:00am at Earl's office.

8.9 CIP Selection Committee - Beth

No report

8.10 Downtown Dollars Promotions - Beth

Beth reported that \$210 DDB Dollars (\$20 of this is Christmas Care Dollars) have been redeemed in October.

8.11 Promotions Report - Beth

Home Show

The Home Show is March 29 - 31st this year and we need to determine if and how we will participate this year. Earl has submitted our application to reserve our 3 spaces.

10% Discount Card

No report

Pumpkin Prowl

His event was a great success with 40 businesses participating, many businesses reporting up to 500 Trick or Treaters, the Art Centre had 646 people and 281 Passports were turned in. 3 Passport winners - Serenity Knesset, Lindsay Manz and Lily McIssac 2 Facebook winners - Melissa Ann and Sondra Boudreaux and 1 winner - Tyson Gordon, selected from 25 Passports, who visited all stops.

Spirit Awards

Earl reported that Rob and Beth Burns of K&K Locksmiths were awarded the Downtown Small Business Award winner for 2018.

Downtown Santa

Beth reported that Santa will be touring Downtown on Saturday December 8th from 10am - 2pm. Working with Dave at MYFM, \$750 DDB Dollars will be given away to pay for lucky shoppers purchases. Beginning November 26th, an extra \$750 in DDB Dollars will be given away over a 3 week period to those to call into the radio station.

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

The next Promotions Committee meeting is scheduled for Wednesday November 14, 2018 at 8:30am at Earl's office

9. New and Ongoing Business

2018 DDB Elections

Earl reported that Dave, Reza, Susan, Jazz, Sarah, Grayden Laing, Russ, Sean and Sarah Noble have expressed an interest in remaining on the DDB.

Any member that is interested in becoming a board member is encouraged to submit their name to Earl soon.

Elections will be held at the December 5th meeting. Those wishing to run for a position are encouraged to talk with Earl prior to the meeting. Positions open are Chair, Vice Chair, Secretary and Treasurer. The positions of Beautification Chair and Promotions Chair will be selected as well.

10. Coming Event

- Tree Lighting Celebration - Friday November 16, 2018 from 5:30 - 7:30pm
- Downtown Santa - Saturday December 8, 2018 from 10:00am - 2:00pm
- Home Show - Friday March 29th to Sunday March 31st

Upcoming Committee Meetings

Beautification, Promotions Committee meeting - Wednesday November 14, 2018 at 8:00am at Earl's office.

11. Budgetary and Personnel

No Report

12. Adjournment

Motion by Beth, Seconded by Susan "To adjourn the meeting at 9:50am." Carried

Next Meeting: Wednesday December 5, 2018 at 8:00am Room 304, City Hall

BEAUTIFICATION MEETING MINUTES Coldwell Banker Office Wednesday October 19, 2018 8:00 am

ATTENDANCE: Beth Burns, Earl Taylor, Susan Boldt, Tara McCaulley, Dave Thomson,
Ryk Snetselaar

1. Set of 36 new Downtown Directional signs from McBain Signs. I would like to make a motion to the Board for the approval and payment of the new set of directional signs.
2. Tree Lighting Celebration is set to go on Friday, November 16th.
3. Optimist Santa Claus Parade Banner has been put up.
4. Twenty-three Winter Banners have been installed.
5. Snowflakes have been put up by Entegrus.

Meeting Adjourned 8:30 am

Next Meeting – TBA

2018 - 2019 Cross Street Banner Schedule

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

| | |
|-------------------------------|---------------------------------------------------|
| September 4 - September 24 | Railway City Road Races (4th Sunday in Sept 23rd) |
| 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 22 | VON (No contact) |
| October 22 - November 19 | Optimist Santa Claus Parade (November 17th) |
| November 19 - January 2, 2018 | DDB Merry Christmas / Love Where You Shop |

2019

January 2 - February 25

February 25 - April 1

April 1 - April 22

April 22 - May 13

May 13 - May 27

May 13 - June 3 (West Pole)

May 27 - June 17

June 17 - July 8

July 8 - August 26

NEW DDB Winter Banner

DDB Winter Banner

MS Society (No contact)

Alzheimer's Society (May 11th Walk)

Horton Market (Mothers Day May 12th)

Victim Services (week of May 26- June 1st)

Lions Car Show (June 16th)

Nostalgia Nights Car Show (July 6th)

Thanks for Shopping Downtown St Thomas