

**MEETING MINUTES  
ST THOMAS DOWNTOWN DEVELOPMENT BOARD  
WEDNESDAY OCTOBER 2, 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	Y
Beautification Chair - Grayden Laing	Y	Adrienne Jefferson	N
Promotions Chair - Susan Boldt	Y	Megan Pickersgill	Y
Secretary - Jazz Staddon	N	Barry Fitzgerald	Y
Reza Alavie	N		
Russ Schnurr	Y		
Mayor Joe Preston - left 9:30	Y		

- 1. Call to Order:** The meeting was called to order at 8:07 am

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 Russ, Seconded by Susan, "To confirm the October 2, 2019 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Dave, Seconded by Barry, "To confirm the minutes of the September 4, 2019 meeting as distributed" Carried

Note: Meeting Minutes can be found at [www.downtownstthomas.ca/monthly-minutes](http://www.downtownstthomas.ca/monthly-minutes)

- 5. Deputations**

None

## **6. Chair Report**

### Social Media

Earl reported that our Twitter account @stthomasddb now has 450 Followers (was 453 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 1499 Likes (was 1483 last month) and our Instagram/stthomasDDB page has 515 Followers (Was 584 last month).

### Crime Prevention / CCTV Cameras

Earl reported that a funding application was resubmitted to the Greenlane Foundation for their October 1, 2019 meeting but we have been advised that funding has been denied.

### Digital Main Street - Digital Service Squad

Grayden reported on the DSS progress. The Hubspot system has been updated. Limitless, Reiths, CFP and L'Or have received their \$2,500 funding and 6 others are progressing through the system.

### FICE

Earl reported that the September 16th meeting was cancelled by Woodstock and that the presentation meeting is being rescheduled.

## **7. Finance Report**

Sarah provided an update on the accounts that were paid in September. A finance meeting will be held in late October to start plans for the 2020 Budget.

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

## **8. Reports**

### 8.1 Parks Dept Update - Adrienne

Adrienne provided a report that the Yellow/Orange Mum's were planted on September 19th. Earl added that Moonlight Painters has been hired to water them twice per week. The hanging baskets were removed the week of September 16th. The winter planting will be installed mid November per the budgeted winter planting program.

### 8.2 Council Update - Mayor Preston

Joe reported that Inn Out of the Cold will be operating year round with an announcement due October 22nd.

### 8.3 Municipal Heritage Committee Update - Russell

Russell reported that a plan for the building at Talbot and Queen is pending.

#### 8.4 Railway City Tourism Report - Megan

Megan reported:

- Doors Open - Spooky St Thomas is planned for October 5th and the trains will be running 10am-4pm with performances by Rail City Theatre
- The Wings project by Kelsey Montaque behinds 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 reported:

- Bridges to Better Business is planned for Thursday October 3rd at ECRM featuring Mike Downey plus Choir-Choir-Choir, a team building group.
- Pop up Art Show at The Nook on October 4th as a Respite fundraiser.
- Inn Out of The Cold Fundraiser November 7th at CASO 7-9pm \$50 sponsored by EDC, SBEC and Tourism.

#### 8.7 Chamber of Commerce Report - Barry

Barry reported on the following Chamber of Commerce upcoming events

- October 23 - Small Biz Expo at St Anne's Centre 3pm - 7pm with 60 vendors
- November 13 - Business After 5 at Grand Central Place
- December 7 - Small Business Christmas Turkey Dinner at St Anne's at 5:30pm

#### 8.8 Downtown Dollars - Susan

\$120 DDB Dollars and \$0 Christmas Care DDB Dollars were redeemed in September.

#### 8.9 Promotions Report - Susan

Coupon Book

About 4 boxes of books remain but will be distributed soon.

Business Welcome Package

Susan delivered flowers and a Welcome package to new business in the Keepers building.

Nostalgia Nights Car Show - 6th Annual

All of the 6 train sponsorship invoices have been received.

Business Video Production

Grayden reported that all 20 videos have been shot with Fan of the Sport yet to be released.

Radio Advertising

Dave reported that the Shop Downtown St Thomas fall ads began running on October 1st. The Pumpkin Prowl ads will begin on October 18th.

The Tree Lighting ad will begin November 1st

The Downtown Santa ad will begin running mid November  
The Thank You ad will begin running January 1st  
The New Years ad will begin running December 25th

#### Joe Thornton Community Centre Slide Show

Earl reported that Annette updated on the week of September 16th with ads for the Pumpkin Prowl and the Tree Lighting Celebration.

#### Website Design

Sarah reported work continues and a full presentation will be presented soon.

#### Horton Market Program

Earl reported that he spoke with Vicki on October 2nd and she 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 Annette is working on the Passport with an entry deadline of October 18th. A total of \$300 will be given out in prizes.

Dave reported that the radio script will begin in October 18th as well.

#### Tree Light Celebration

Earl reported that the Special Event application will be heard today. Christmas Decor has been contracted and the invoice has been paid to install the lights on the week of November 4th. A Road Right-of-Way permit has been obtained.

- Peter Sheridan has been booked for the music and
- A Tree sponsor is being sought
- Susan will arrange for the Tim Hortons Hot Chocolate and Why Not Cookies
- Annette is sourcing Santa gifts
- Earl will contact Lyndon Securities for the City Hall washrooms

#### Downtown Santa

The date of December 6th 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 October 9th at 12Noon at Rail City Bistro

#### 8.10 Beautification Report - Grayden

##### Downtown Business Signs

Earl reported that a new sign for Rustic at 626 Talbot Street has been ordered.

The Otera sign and Bracket at 797 Talbot Street - Rear will be removed. The sign and bracket at Natures Balance at 246 Talbot Street will be removed and re-installed at 656 Talbot Street. The sign at 595 Talbot for Brow Boss will be removed and the sign and a

new bracket will be reinstalled at 626 Talbot Street. A sign for Purely Wicked is being produced and will be installed as well.

#### Directional Signs

Earl reported that McBain Signs will begin the installation of the Directional signs soon.

#### Cross Street Banner Schedule

The Railway City Road Races Banner was removed the week of September 28th and the Horton Market Banner was installed. The Optimist Santa Claus Parade Banner will be installed on the week of October 28th.

#### Summer Students

Earl reported that the final claim form was submitted on September 23rd.

#### L&PS Clock

Earl reported that he is investigating the replacement of the internal system.

#### Sidewalk Patio Program

Earl reported that he and Grayden are meeting with Wendell and Andrew Gunn on Thursday October 3rd regarding a new pre-made patio option.

#### LED Christmas Lights

Earl reported that 5 snowflakes that are in need of repair and will be returned to Milton soon, 1 has been damaged beyond repair and the 6 new units will be picked up.

#### Winter Banners

Earl reported that we will use 27 existing winter Banners for the 2019-2020 season. Installation is scheduled for Sunday October 27th.

The next Beautification / Promotion Meeting has been scheduled for Wednesday October 9th at 12Noon at Rail City Bistro

#### 8.11 CIP - Susan and Russell

Susan reported that there is no news to report.

#### 8.12 Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported on their September 13th meeting

### **9. Coming Events**

- 10th Anniversary Bridges to Better Business - Thursday October 3rd at ECRM
- Doors Open - Saturday October 5th with a theme of Spooky St Thomas.
- Downtown Pumpkin Prowl - Friday October 25th 5:00 - 8:00pm
- Tree Lighting Celebration - Friday November 15th at 5:30 - 7pm

### **10. Adjournment**

Motion by Sarah, Seconded by Joe, "To adjourn the meeting at 9:10am." Carried

## Upcoming Committee Meetings

- Beautification / Promotions Committee meeting Wednesday October 9th at 12 Noon at Rail City Bistro

**Next Meeting: Wednesday November 6, 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