

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY OCTOBER 3, 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 Left 9:20 | Tara McCaulley        | Y           |
| Treasurer - Dave Thomson             | Y           | Sarah Noble           | Y           |
| Ian Gillespie                        | N           | Adrienne Jefferson    | Y           |
| Russ Schnurr                         | N           | Barry Fitzgerald      | Y Left 9:20 |
| Sarah Van Pelt                       | Y           |                       |             |
| Reza Alavie                          | N           |                       |             |
| Susan Boldt                          | N           | Guest - Grayden Laing |             |
| Councillor - Joan Rymal              | Y           |                       |             |
| Jazz Staddon                         | Y           |                       |             |

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

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 Joan, Seconded by Beth "To confirm the October 3, 2018 Agenda as distributed" Carried

- 4. Confirmation of Minutes**

Motion by Sarah, Seconded by Joan "To confirm the minutes of the September 5, 2018 meeting as distributed" Carried

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

- 5. Deputations**

None

## **6. Chair Report**

### Social Media

Earl submitted that our Twitter account @stthomasddb now has 415 Followers (was 412 last month) and our DDB Facebook page has 940 Likes (was 921 last month).

### FICE

Earl reported that we have an opportunity to visit Downtown Woodstock this fall. A date in late October or mid November was suggested.

### Crime Prevention

Earl reported that he met with Chief Herridge, Entegrus and the Chamber of Commerce on September 27th 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 has been arranged. Doors open at 6pm for a Meet and Greet with the debate running from 7pm - 9pm. Pete Sheridan will moderate and then the program will air on Rogers TV Channel 13 for the 2 weeks leading up to the October 22nd election.

## **7. Finance Report**

Dave provided an update on the past months financial activity

Motion by Dave, 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 eight 10" Red and White Mums were planted in the 27 urns on September 16th a budgeted cost of \$869.54.

The urns will be changed over to winter planting's the about November 5th - 16th at a budgeted cost of approximately \$2,000.

The soil has been replaced in the Curran Parkette garden to help with next years plantings.

Earl reported that 3 quotes were received to water the Urns at \$300 and \$250 per water. Kevin Atterbury was contracted to water the Urns 1 to 2 times per week at a cost of \$200, weather dependant.

## 8.2 Council Update - Councillor Rymal

Joan reported that Talbot Street and Queen Street has been closed due to a brick facade failure.

## 8.3 Municipal Heritage Committee Update - Russell

No report

## 8.4 Railway City Tourism Report - Sarah

Sarah reported on the following events:

Culinary Tour - September 22nd. The DDB Car was not used. Approximately 60 rode the train tour and 80 had tickets for the dinner

Culture Days - September 28-30th

Doors Open - Saturday October 13th

Comic Book Day - Saturday Oct 27th

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

## 8.5 Economic Development Report - Sean

No report - Get Well Soon Sean

## 8.6 SBEC - Tara

Tara reported that the Bridges to Better Business is scheduled for October 11th at the ECRM.

They are moving to the old TD bank on December 1st

## 8.7 Chamber of Commerce Report - Barry

Barry reported on the following upcoming events:

- All Candidates Meet and Greet - Wednesday October 3rd at the Seniors Centre
- Business Showcase - Wednesday October 17th at St Annes Centre 3pm - 7pm
- Cyber Self Defence - Tuesday October 23rd at St Anne's 4:30pm - 6pm
- Hackathon - November 16th - 17th at CASO

## 8.8 Beautification Report - Ryk

Ryk reported on the following items:

### Tree Lighting Celebration

The same lighting package as 2017 will be ordered for the City Hall tree and will be installed late October / early November. Ryk has obtained a Right Of Way permit. We Thank Yurek Healthcare for offering to sponsor the event again.

Earl reported that a Special Events Application has been submitted for the November 16th Tree Lighting Celebration.

Santa has been confirmed and will arrive at 5:30pm on a St Thomas Fire Truck.

### 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

Earl reported that 8 replacement historical banners were installed on September 23rd using the new banner frames.

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

## LED Snowflakes

35 new brackets were installed on both the new poles in the 2018 Talbot Street construction zone as well as others throughout the core by Moonlight Painters on September 23rd.

Ryk and Earl are arranging a meeting with Entegrus to install the LED snowflakes again this year.

## Directional Signs:

The design for the new directional signs is under review.

## Cross Street Banner Schedule:

The Railway City Road Races banner was removed by Moonlight Painters on September 23rd and the Horton Market Banner was installed and will remain in place until October 22nd when the Optimist Santa Claus Parade banner is installed.

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

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

The next meeting is scheduled for Friday October 19, 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 \$845 DDB Dollars (\$210 of this is Christmas Care Dollars) have been redeemed in September .

## 8.11 Promotions Report - Beth

The Home Show is March 29 - 31st this year and we need to determine if and how we will participate this year.

## 10% Discount Card

No report

## Pumpkin Prowl

Plans for the Friday October 26th are underway. Earl and Annette have developed a Passport with businesses, posters, a Facebook Event and working on producing a large pumpkin window poster to identify each participant for business.

Sarah reported that the Halloween Comic Book Event is scheduled for Saturday October 27th 10 - 2pm

## STEPAC Juried Art Show

Beth reported that the DDB sponsored Art Event is installed September 8th - October 20th. A Meet and Greet will be held on September 29th from 1-3pm.

## Spirit Awards

Dave reported that the 2019 Spirit Awards event is October 19th at the ECRM starting at 7pm. A lot of Downtown businesses have been nominated for various awards. 10 prize packages of \$25 DDB Dollars will be given to STEPAC for prizes.

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

The next Promotions Committee meeting is scheduled for Friday October 19, 2018 at 8:30am at Earl's office

## 9. New and Ongoing Business

### 2018 DDB Elections

Earl reported that a newsletter has been sent to all DDB Members advising of the DDB Board elections that will take place on October 22nd.

Dave, Reza, Susan, Jazz, Sarah, Grayden Laing, Russ, Sean and Sarah Noble have expressed an interest in remaining.

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

## 10. Coming Events

- Bridges to Better Business - Thursday October 11th from 5:00 - 8:00pm at ECRM
- Downtown Pumpkin Prowl - Friday October 26th from 5:30 - 8:30pm
- OBIAA Accessibility on Main Street Meeting - Tuesday October 30th at 5:00 - 8:00pm at STPL
- 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 October 19, 2018 at 8:00am at Earl's office.

## 11. Budgetary and Personnel

No Report

## 12. Adjournment

Motion by Sarah, Seconded by Dave "To adjourn the meeting at 9:36am." Carried

**Next Meeting: Wednesday November 7, 2018 at 8:00am Room 304, City Hall**

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

ATTENDANCE: Beth Burns, Earl Taylor, Susan Boldt, Reza Alavie, Ryk Snetselaar

1. Autumn Planter watering to be done by Moonlight Painters.
2. New Banners for Christmas to be put on hold. Looking at options for Banners that can be used for all year long.
3. C.L.C. Tree Service will be installing Christmas lights again this year.
4. Yurek's Pharmacy to sponsor Tree Lighting again this year. A big Thank you to Yurek's.
5. Musical entertainment has been booked for Tree Lighting Celebration.

Meeting Adjourned 8:30 am

Next Meeting – Friday October 19, 2018 – 8:00 am – Coldwell Banker Office

**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     | NEW DDB Winter Banner                      |
| February 25 - April 1       | DDB Winter Banner                          |
| April 1 - April 22          | MS Society (No contact)                    |
| April 22 - May 13           | Alzheimer's Society (May 11th Walk)        |
| May 13 - May 27             | Horton Market (Mothers Day May 12th)       |
| May 13 - 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 - August 26          | Thanks for Shopping Downtown St Thomas     |