

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY DECEMBER 6, 2017 at 8:00 am
CITY HALL ROOM 204**

Attendance: Chair Earl Taylor, Vice Chair / Promotions Chair Beth Burns, Beautification Chair Ryk Snetselaar, Treasurer Dave Thomson, Ian Gillespie, Advisor Adrienne Jefferson, Councillor Rymal
Regrets: Sarah Van Pelt, Barry Fitzgerald, Russ Schnurr, Gord Hall, Tara McCaulley, Sean Dyke, Megan Pickersgill
Guests: Susan Bolt, Reza Alavie

1. Call to Order: The meeting was called to order at 8:04am

2. Declaration of Conflict: None

3. Confirmation of Agenda

Motion by Joan Seconded by Ryk "To confirm the December 6, 2017 Agenda as distributed" Carried

4. Confirmation of Minutes

Motion by Ryk, Seconded by Ian "To confirm the minutes of the November 1, 2017 meeting as distributed" Carried

5. Deputations

Delia Rieche - Elgin Middlesex Oxford Workforce Planning and Development Board

6. Chair Report

Social Media

Earl reported that our Twitter account is @stthomasddb and we now have 357 followers (was 347 last month) and our DDB Facebook page has 779 Likes (was 746 last month). The increase this month was due to Tree Lighting Celebration.

Strategic Plan

Earl reported that the plan was presented to the Strategic Plan Committee on November 29th and few updates made. The Strategic Plan was presented to the board for review.

Canada Summer Jobs

Earl reported that a rebate cheque of \$3,295 for the 2017 CSJ Program has been received and deposited.

Sign Bylaw

Earl reported that a letter was issued to the City based on the decision from the November 1st meeting. Joan reported that this bylaw was passed at the November 20th Council meeting. Letters will be issued December 20th and come into affect February 1st.

Vacancy Tax Rebate

Earl advised that David Aristone called and advised that no one attended the November 14th public meeting and no public submissions were received. Joan reported that this topic was presented to Council soon.

Policy and Procedures Manual

Earl reported that he has distributed a copy of the Policies and Procedures Manual to the Executive for review.

Newsletter

Earl advised that Annette continues to produce a weekly newsletter that is sent every Friday morning.

Earl also reported that the expedia.ca article that awarded Downtown St Thomas as being Canada's Coolest Downtown was published in the November OBIAA newsletter.

7. Finance Report

Dave gave an overview of expenses paid this month and invoices yet to be paid.

Earl reported that the expenditures report to October 31st has been received from the Accountant and the 2018 Budget is being established. It will be presented at the January meeting for review.

Invoices were submitted to The City of St Thomas \$1,250 and Railway City Tourism/ EDC \$625 for their part in sponsoring the train rides.

An invoice was submitted to Yurek Pharmacy and Home Healthcare for their sponsorship of the Tree Lighting Celebration.

An invoice was submitted to Christmas Care for their purchase of \$8,750 Downtown Dollars for their 2017 program.

Motion by Joan, Seconded by Ian "To pay the outstanding bills". Carried

Outstanding Accounts

The NARHF balance of \$1,250 is still outstanding. Earl advised that he continues to instruct DDB Accountant, Mark Wales, to continue sending invoices to get this cleared up soon.

8. Committee Reports

8.1 Parks Dept Update - Adrienne

Adrienne reported that the planter urn covers have been ordered and will be delivered in late December.

- The 27 planters were planted with winter greenery on the week of November 13th. Total cost at Canadale Nurseries was \$1,998.51. These urns will remain in place until mid January 2018.

- The City Hall front gardens and Canon Parkette will be modified in 2018 to remove trees and realign the gardens.
- A discussion about installing more flower basket hangers in areas where none currently exist was discussed.
- Adrienne was advised that our new Strategic Plan contains a plan to find a way to install flowers (Mums) in the 27 urns during the late fall to mid November period.

8.2 Council Update - Councillor Rymal Joan reported

Earl asked Joan to provide an update on the Municipal Heritage Designation that was given to 763 - 767 Talbot Street. Earl asked Joan to keep our DDB advised of future such designations before they happen.

Beth asked Joan if there was a way to determine the actual budgeted dollar amount for city spending in our downtown. At this time it is unknown.

8.3 Municipal Heritage Committee Update - Russell No report.

Earl reported that it appears that the new Downtown St Thomas Walking Tour maps are published but where to find them is unknown at this time.

8.4 Railway City Tourism Report - Megan No Report

Earl reported that free hot chocolate and Las Chicas coffee was distributed during the Optimist Santa Claus Parade on November 18th.

Train Rides: 5 Free train rides per day were provided during the November 18-19th Hometown Hockey event from 1 - 5pm. The DDB Coach will be used during these rides. Beth reported that the ridership numbers are not available yet

Train Car and Arts Crawl: The PSTR train car arrived at the L&PS station on December 6th and will remain in place for the February 23-24th Arts Crawl.

Motion by Beth, Seconded by Dave "To provide \$500 Downtown Dollars to be given away as prizes at the 2018 Arts Crawl event" Carried

8.5 Economic Development Report - Sean No Report

8.6 SBEC - Tara No Report

8.7 Beautification Report - Ryk Ryk gave a report of recent activities - see Ryk's report as attached.

Downtown Business Signs:

Earl reported that a new sign for Hygienist Next Door was installed this month.

Ryk reported that the "DDB Merry Christmas" banner was installed was delayed due to the Sutherland Press demolition and was installed on December 6th vs November 20th.

Ryk advised that he is investigating the possibility of installing war memorial type banners along Moore Street this summer.

Cross Street Banner Schedule:

The 2017 cross street banner schedule is as follows:

March 7 - April 4	Cancelled - Home & Garden Show
April 4 - April 27	MS Society
April 27 - May 14	Alzheimer's Society
May 14 - May 29	Horton Market
May 29 - June 19	Lions Car Show
June 19 - July 9	Nostalgia Nights Car Show
July 9 - August 14	Thanks for Shopping Downtown St Thomas
August 14 - September 3	Railway City Road Races
September 3 - September 24	Fanshawe College 50th Anniversary (Cancelled - Violence Against Women - Walk a Mile)
September 24 - October 8	Horton Market
October 8 - October 31 (23)	VON
October 23 - November 20	Optimist Santa Claus Parade
November 20 - January 2, 2018	DDB Merry Christmas / Love Where You Shop
January 2 - January 31	NEW DDB Winter Banner
February 1 - March 7	New Hockeyville banner

Snowflakes: St Thomas Energy installed the lighted Snowflakes on the week of November 13th.

Motion by Ryk, Seconded by Beth "To accept the Beautification Committee written report as presented" Carried (See attached)

The next committee meeting is scheduled for Wednesday December 13, 2017 at 8:00am at Earl's office.

8.8 CIP Selection Committee - Beth

Beth reported that the next Meeting is scheduled for December 8th.

8.9 Downtown Dollars Promotions - Beth

Beth reported that \$1,205 DDB Dollars have been redeemed in November.

Reza asked if a plan could be established to allow Downtown Dollars to be used for transit Fares. Beth will investigate.

Earl reported that \$8,750 Downtown Dollars along with 375 Customer Brochures were delivered to Christmas Care on November 28th along with an invoice.

Earl also reported that Annette delivered 200 flyers to all Downtown merchants advising them to watch for and gladly accept the \$3,000 in Downtown Dollars that will be in circulation from the radio promotions in November and December and the Christmas Care program beginning December 25th.

Earl presented a letter from the TTC asking for a Downtown Dollars package for their January 13th Bonspiel.

Motion by Beth, Seconded by Dave "To provide \$250 Downtown Dollars to the January 13, 2018 Talbot Teen Centre fundraising bonspiel" Carried

Earl reported that the new Downtown Dollar window decals have been produced and are being distributed, along with a Merchant instruction brochure, to all participating Downtown merchants.

73 businesses are now shown on the www.DowntownStThomasDirectory.ca website as accepting Downtown Dollars

8.10 Promotions Report - Beth

St Thomas Optimist Parade Float

Beth reported that a DDB Float was constructed and entered in the November 18th Optimist Santa Claus Parade. Thanks to Rob Burns for an amazing city streetscape art creation and to Ryk, Beth, Earl, Bill Snetselaar and Sandy Flay for assisting in the construction and tear down process. Thanks to DNO Towing and Verbruggen Trucking for supplying the truck and trailer, to St Thomas Rental for the generator and to Sherry Chambers for the animation.

Rogers Hometown Hockey

Beth reported that the program was well received and did our downtown proud.

Tree Lighting Celebration

Earl reported that this event was well received with a record visitor turnout. Santa arrived at 5:45pm on a St Thomas Fire Truck and turned on the lights at 6pm. Peter Yurek was asked to bring greetings for their sponsorship of the Tree Lights.

- The Art Gallery decorations were installed on the afternoon of November 17th by Kevin Atterbury.
- Ryk reported that the Tree Lights were installed by Christmas Decor on Monday October 23rd.
- Also, Earl and Ryk installed the Yurek sponsorship sign on November 11th and Ryk added lights to increase visibility on November 23rd.
- Beth reported that Tim Hortons supplied the Hot Chocolate and Why Not Cookies supplied 200 cookies.

Downtown Dollar Giveaway

Dave reported that myFM began their giveaway promotion on November 27th and the week 1 winner was announced and shared on our Facebook page.

Beginning December 11th, myFM will use \$750 for in store giveaways to surprise shoppers and pay for their purchases.

Earl reported that Easy 101 and Country 107 began their 5 week \$125 per station Downtown Dollar Giveaway on November 13th and to date 5 of the 6 winners have picked up their prizes. These winners are being announced on our Facebook page.

Downtown Santa

- Beth reported that plans are underway for Santa to tour Downtown St Thomas on Saturday December 9th from 10am - 2pm to visit stores and greet shoppers on the street. Thanks to Bev Nixon from Bulk Barn for being Santa and to Lucas Glanville and Logan Wilson for being our elves.

Earl asked Beth to coordinate with Megan to add this event to the Tourism LED sign.

- The possibility of having Santa available at the PSTR train car at the L&PS through December will be investigated for 2018.

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

The next committee meeting is scheduled for Wednesday December 13, 2017 at 8:30am at Earl's office

9. New and Ongoing Business

Earl presented an ECRM request asking for a \$15,000 sponsorship opportunity. Motion by Beth, Seconded by Dave "To contribute \$15,000 to ECRM for main sponsorship of all 2018 events conditional upon a) DOWT happening at the ECRM in 2018 and b) a 3 year extension to the DDB Coach graphics (to 2021)" Carried

Beth presented the request from the 21U Men's National Baseball Tournament Motion by Beth, Seconded by Joan "To contribute \$1,000 towards sponsorship of the August 16 - 20, 2018 21U Men's National Baseball Tournament" Carried

A request to sponsor a Stars Minor Hockey team was presented Motion by Ian, Seconded by Joan "To contribute \$500 to sponsor a St Thomas Minor Hockey Team" Carried

10. Coming Events

- Downtown Santa and Elves - Saturday December 9th 10am - 2pm
- Home Show - March 23, 24 and 25th, 2018

Upcoming Committee Meetings

Beautification, Promotions and Budget Committee meeting - Wednesday December 13, 2017 at 8:00am at Earl's office.

11. Budgetary and Personnel

12. Adjournment

Motion by Dave, Seconded by Joan "To adjourn the meeting at 9:55am." Carried

Next Meeting: Wednesday January 3, 2018 at 8:00am Room 204, City Hall

BEAUTIFICATION MEETING MINUTES
Coldwell Banker Office
Wednesday November 15, 2017
8:00 a.m.

Attendance: Beth Burns, Susan Boldt, Earl Taylor, Ryk Snetselaar

1. Snowflake Decorations have been put up
2. Christmas Tree Lighting event was again a success.
3. Festive Winter Decorations have been planted in planter urns.
4. Cross-Street Banner to be switched from Santa Claus Parade Banner to Merry Christmas Banner.
5. Discussing designs for Banners around the new War Memorial Park.

Meeting Adjourned at 8:25

Next Meeting: Wednesday December 13th at 8:00am at Earl's office.