

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY JANUARY 8, 2020 at 8:00 am
CITY HALL ROOM 304**

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	Y	Sean Dyke	Y
Treasurer - Sarah Van Pelt	Y	Tara McCaulley	Y
Beautification Chair - Grayden Laing	Y	Adrienne Jefferson	Y
Promotions Chair - Susan Boldt	Y	Megan Pickersgill	Y
Secretary - Jazz Staddon	N	Barry Fitzgerald	Y
Reza Alavie	Y Arrived 8:27		
Russ Schnurr	Y	Guests- Ian Gillespie	Arrived 8:30
Mayor Joe Preston	Y	Diana Joyes	

1. Call to Order: The meeting was called to order at 8:03am

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
Sarah declared a conflict in regards to Website design
Barry declared a conflict in regards to Railworks
Dave declares a conflict in regards to MYFM Radio advertising

3. Confirmation of Agenda

Motion by Susan, Seconded by Sarah, "To confirm the January 8, 2020 Agenda as distributed." Carried

4. Confirmation of Minutes

Motion by Sarah, Seconded by Joe, "To confirm the minutes of the December 4, 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 450 Followers (was 449 last month), our DDB Facebook page www.FB/downtownstthomas has 1588 Likes (was

1559 last month) and our Instagram/stthomasDDB page has 664 Followers (Was 638 last month).

Crime Prevention / CCTV Cameras

Earl reported that a meeting was held on Wednesday December 4th with the City and Entegrus to discuss hardware installation requirements.

Digital Main Street - Digital Service Squad

Grayden reported that he continues to work with applicants.

Earl reported that our program is coming to an end and that we must provide a financial report to OBIAA by January 24th.

7. Finance Report

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

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

8. Reports

8.1 Parks Dept Update - Adrienne

Adrienne reported that the 27 Urns will be emptied approximately end of January or beginning of February depending on how well they look. The protective covers will then be installed.

8.2 Council Update - Mayor Preston

Joe reported

8.3 Municipal Heritage Committee Update - Russell

Russell reported on a number of Downtown activities - watch "The Mayor's Update" for full details.

8.4 Railway City Tourism Report - Megan

Megan reported on the following activities:

- Arts Crawl - February 28 - 29, 2020
- Murals Program - working on finding installation locations

8.5 Economic Development Report - Sean

Sean reported that the EDC report was presented to City Council - A copy of the report will be supplied.

8.6 SBEC - Tara

Tara reported:

March 1st - Business Plans training

Group mentoring program - Monthly presentations

100 Women in Business plans underway

8.7 Chamber of Commerce Report - Barry

Barry reported on the following upcoming events:

- January 15 - Business After 5 at Back Alley Bar & Grill
- January 22 - New members Breakfast
- January 25 - Uncorked at STEPAC
- January 29 - Lunch with the Mayors at St Anne's
- February 12 - Business After 5 at the Curling Club
- May 14 - Impact Awards featuring Brent Butt

8.8 Downtown Dollars - Susan

\$1,025 DDB Dollars and \$55 Christmas Care DDB Dollars were redeemed in December. \$710 of this was from the Downtown Santa event.

The \$100.00 Horton Market cash float which was not used was returned to the DDB.

8.9 Promotions Report - Susan

Coupon Book

Sarah reported on 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 November

Business Video Production

Grayden reported that the You Tube channel will be launched soon.

Joe reported that the business videos are now playing on the Wendy's Restaurant monitor.

Radio Advertising

Dave reported:

The "Downtown - Downtown St Thomas" ads are now running at 12 spots per week.

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.

Mural Program

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

Downtown Santa

Santa visited Downtown on Saturday December 7th from 10am - 2:00pm to much success. A total of \$750 was used for the shopping giveaway.

Home Show

Earl reported that we have booked 3 spaces for the March 27 - 29, 2020 show. A merchant schedule and a duty schedule will be prepared soon.

Beerlesque

After a short discussion it was decided to support this event for 1 more year. Motion by Susan, Seconded by Sarah, "To contribute \$1,000 to support the 2020 Beerlesque event in the major sponsorship category" Carried
The DDB will share booth space with Railway City Tourism.

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

8.10 Beautification Report - Grayden

Downtown Business Signs

New signs for Southern Charm, Camden and Doogie The Dog have been approved and ready for installation. A new sign for Arable and Sugarr are being designed. The vandalized Merrymount sign will be reinstalled and the David Pentz sign will be serviced.

Cross Street Banner Schedule

The DDB Merry Christmas Banner was removed on January 6th and the Thanks For Shopping Banner was installed.

Sidewalk Patio Program

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

Summer Students - Earl

The funding announcement has not yet been released but we will once again apply for funding of 2 Summer Students.

The next Beautification / Promotion Meeting has been scheduled for Thursday January 30th at 12:30pm at Earl's Coldwell Banker office.

8.11 CIP - Susan and Russell

No report

8.12 Elgin Drug and Alcohol Strategy - Justice Pillar

Sarah reported that the next meeting was scheduled for January 27th.

9. Coming Events

- AGM - Wednesday January 22nd at STEPAC at 7:45am
- Mayor's Levee - Sunday January 26th 12 - 2pm at 230 Talbot Street
- Arts Crawl - February 28 - 29, 2020

10. Adjournment

Motion by Reza, Seconded by Grayden, "To adjourn the meeting at 9:20am." Carried

Upcoming Committee Meetings

- Beautification / Promotions Committee meeting - Thursday January 30th at 12:30pm at Earl's Coldwell Banker office.

Next Meeting: Wednesday February 5, 2020 at 8:00am Room 304, City Hall

2020 Cross Street Banner Schedule

The 2020 cross street banner schedule is as follows:

January 2 - May 4	NEW DDB Winter Banner
April 1 - April 22	MS Society (No contact)
April 22 - May 4	Cancelled - Alzheimer's Society (May 11th Walk)
May 4 - June 1 (West Pole)	Horton Market (Mothers Day May 10th)
May 4 - June 1 (East Pole)	Victim Services (week of May 4 - May 30)
June 1 - June 22	Lions Car Show (June 21st)
June 22 - July 13	Nostalgia Nights Car Show (July 11th)
July 13 - September 1	Thanks for Shopping Downtown St Thomas
September 1 - September 28	Railway City Road Races (4th Sunday in Sept = 27th)
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 26 - November 16	Optimist Santa Claus Parade (November 14th)
November 16 - January 2, 2021	DDB Merry Christmas / Love Where You Shop

Downtown Banners	Summer installation May 3rd - 10th
	Winter installation November 1st - 8th
LED Snowflakes	Installation November 2nd - 13th
	Removal mid January / early February