

**PROMOTIONS / BEAUTIFICATION COMMITTEE MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY SEPTEMBER 4, 2020 10:00am VIA ZOOM**

Attendance:

Chair - Earl Taylor	Y
Vice Chair - Dave Thomson	Y
Treasurer - Sarah Van Pelt	Y
Beautification Chair - Grayden Laing	Y
Promotions Chair - Susan Boldt	Y
Tara McCaulley	Y
Reza Alavie	N
Annette S'barra	Y

1. Call to Order: The Zoom meeting was called to order at 10:00am

2. Downtown Pumpkin Prowl

After a short discussion, and a number of ideas presented, it was decided to move away from the standard candy distribution event and proceed with a "Pumpkin Patch" type event.

- Date: Saturday October 24th 10am to 2pm, Close off Moore Street, order 100 to 200 pumpkins that would be placed along the street and sidewalk in the Talbot to Memorial Gardens area for families to pickup and go using a physical distancing procession, setup a hay bale / Pumpkin / Corn Stalk photo booth for families to use. Families could post a family type photo with their pumpkin on our Facebook and Instagram sites - possible prizes of Downtown Gift Cards
- Susan / Earl - source pumpkins
- Tara - source hay bales / corn stalks
- Earl - Right of Way application for Moore Street closure
- Dave - produce a radio script
- Grayden - handle the Facebook photo judging
- Sarah - develop a Pumpkin Patch design for use by Southwest Health and Newsletter
- Annette - Newsletter article
- Tara - Southwest Health liaison
- Reza - PPE supplies
- Susan - possible Gift Card prizes

3. Tree Lighting Celebration

Rather than holding a full Tree Lighting with Santa we could still create an event to light the tree and bring Santa Downtown but in a different manner.

Friday November 27th at 6pm

Fire Truck delivers Santa to the tree to turn the tree lights on at 6pm, this would be a non-advertised event but would just happen

Grayden - film for social media use

Dave - MYFM could perhaps do a live Facebook post.

Date: Saturday December 5th and / or 12th

- develop a "Cardboard Santa" to be placed in different locations in Downtown St Thomas for photo opportunities. This idea still needs to be developed further.

4. Downtown Santa

Date: Saturday December 5th from 1pm to 3pm

This event was so well received over the last few years that it was determined that we should work to implement it again this year, but in a slightly different manner.

Dave and Grayden could still visit Downtown businesses to pay for purchases using our budgeted \$750.00 allotment. Asking Mayor Joe to be Santa again is an option.

5. Cross Street Banner

Earl mentioned that the new "Love Where You Shop" cross street banner will be installed on Sunday September 20 at 8:00am and will remain in place until November 22nd when the repaired "Merry Christmas" banner will be installed. This banner will be switched out after New Years to the "Love Where You Shop" banner.

6. Downtown Carollers

Earl mentioned that, with help, he could arrange to have the Carollers installed in the DDB Clock Gardens in front of the L&PS Station on November 22nd at 8:00am - at the same time that the cross street banner is changed.

7. Christmas Snowflakes

Presented by Earl for info only - as mentioned at the September 2nd DDB Meeting, the snowflakes have been tested and Earl will work with Entegrus to have them installed through the November 16th to mid January timeframe.

Next Meeting

TBD but (Earl) suggesting we meet prior to our Wednesday October 7th DDB Meeting - potentially Friday October 2nd or Tuesday October 6th at 10am?? Doodle poll will be sent.