

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY NOVEMBER 4, 2020 8:30am VIA ZOOM**

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	Y	Sean Dyke	Y
Treasurer - Sarah Van Pelt	N	Tara McCaulley	Y
Beautification Chair - Grayden Laing	Y	Adrienne Jefferson	N
Promotions Chair - Susan Boldt	N	Megan Pickersgill	N
Secretary - Jazz Staddon	Y	Barry Fitzgerald	Y
Reza Alavie	Y	Duane Orth	Y
Russ Schnurr	Y		
Ian Gillespie	Y	Annette S'barra	Y
Mayor Joe Preston	Y		

1. Call to Order: The meeting was called to order at 8:31 am meeting the Quorum of 5 voting members

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:
No new Declarations presented

3. Confirmation of Agenda
Motion by Barry, Seconded by Russ, "To confirm the November 4, 2020 Agenda as distributed." Carried

4. Confirmation of Minutes
Motion by Russ, Seconded by Tara, "To confirm the minutes of the October 7, 2020 meeting as distributed" Carried
Note: Meeting Minutes can be found at www.downtownstthomas.ca/monthly-minutes

5. Deputations
None

6. Chair Report
Duane has completed his Police Check and the online Accessible Customer Service Training program. Ian is working on his items, Grayden has completed his Police check and Jazz has yet to complete her items.

Social Media

Earl reported that our Twitter account @stthomasddb now has 479 Followers (was 472 last month), our DDB Facebook page www.FB/downtownstthomas has 1803 Likes (was 1792 last month) and our Instagram/stthomasDDB page has 1026 Followers (Was 1015 last month).

Crime Prevention / CCTV Cameras

Earl reported that the first camera system was installed on Friday October 2nd on the Talbot Street / Moore Street cross streets banner pole. However, due to recent high winds, the pole broke and has been removed along with the DDB cross street banner. Installation of the remaining 7 cameras is on hold pending approval of a government funding submission.

COVID-19 Update

Earl reported that new updates to the Ontario mandates as released on October 3rd are being enforced by all Downtown businesses and that the face covering rules as mandated by Southwest Health and the City are being followed.

7. Finance Report

Earl provided an update on the accounts that were paid in October.

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

Earl reported that the 2021 Budget process will start soon in order to establish a Levy calculation for City Council by November 30th.

8. Reports

8.1 Parks Dept Update - Adrienne

Adrienne submitted the following report - the 162 Red and Bronze Mums are scheduled for removal in early November. Earl reported that Moonlight Painters continues to water on Thursdays and Tuesday's depending on weather.

Also, sufficient fall planting material for the 27 planters have been ordered and will be installed on November 16th using the previously budgeted amount of \$2,000.00 as a guideline.

8.2 Council Update - Mayor Preston

Mayor Preston reported that City Council revised the 2018 Sign Bylaw to allow Downtown businesses the opportunity to use the large "yellow signs" once again through to December 2021. These signs were currently banned from the Downtown based on the Heritage Conservation District footprint as well as approximately 60 other municipal addresses throughout the city.

An announcement regarding new transit system called Local Motion will be made on November 3rd. Work continues to find suitable housing needs for the homeless situation.

8.3 Municipal Heritage Committee Update - Russell

Russell reported that they are looking for sponsors for our Courthouse Area, Old St. Thomas Church Area, and Talbot Street Walking Tour maps. A new historic churches map that will be printed soon. Earl mentioned that we will submit this request for sponsors through our DDB Newsletter but need to obtain the advertising costs first.

Russ gave an overview of the state of the Urban Design Guidelines.

Motion by Russ, Seconded by Ian, "That the St Thomas Downtown Development Board prepare a letter to City Council recommending that the City of St. Thomas consider the creation and adoption of city-wide urban design guidelines for all development areas."
Carried

8.4 CIP Program - Russell

More information will be available next month however the committee is working to create a list of historically significant building so that they can be made aware of requested changes before they happen. Visit <http://viewer.mapme.com/stthomasheritage>

8.5 Railway City Tourism Report - Megan

Megan reported that the tourism sign has been damaged and that repairs are underway. New murals are being planned including one for the Elevated Park - Russ commented that this would require an HCD alteration permit.

Megan asked if we could create 10 interesting facts about Downtown for future projects.

8.6 Economic Development Report - Sean

Sean reported that the pertinent topics had been covered.

8.7 SBEC - Tara

Tara reported on the Business Development Fund

Tara submitted some information on the COVID-19 Business Development Fund, which the DDB participated in. The follow up reporting has begun were each recipient is to provide a report on their recovery progress. To date 88% retained their staff, 36 new hires and 19 jobs created.

A new jewellery store has opened at TCB and a new wine store has opened in the Closing the Gap location beside Hepburn Parkette.

8.8 Chamber of Commerce Report - Barry

Barry reported on the following upcoming events:

- Impact Awards Virtual Event - November 18th
- Barry Fitzgerald roast - December 2nd at CASO

Barry reported that an ECRM online auction is being arranged in late November, to sell some ECRM items. The suggestion of moving the painted boxcars into the Downtown was discussed.

8.9 Downtown Dollars - Susan / Annette

Earl reported that, thanks to Annette's data collection, \$290.00 DDB Dollars including \$0 from the DDB Coupons as published in the August edition of the Downtown Vibe and \$0 Christmas Care DDB Dollars were redeemed in October.

8.10 Promotions Report - Susan

Business Welcome Package
No report

Downtown Vibe - Reza

Reza reported that the third issue, as printed by Impressions Printing at a cost of \$1,565.05, was distributed to Downtown businesses as well as through the Wendy's and Yurek's distribution channels. The November issue is being produced with a release scheduled for. Currently, advertising totalling \$700 has been raised to offset the costs of the November edition costs.

Business Video Production

Grayden reported that he will reimplement the video program soon.

Radio Advertising

Dave reported that the Fall spots have been running since October 8th and ending November 15th. The Christmas spots are ready and will begin after Remembrance Day - the same as we did last year. The Downtown Santa ad will advertise our December 5th Downtown Santa event and the It's a Magical Time ad will run through December.

Website Design - Sarah

No update

However, Annette continues to maintain the current DDB website and to update the membership database.

Newsletter - Annette

Annette reported that she continues to produce and email a weekly newsletter to 200+ business addresses.

So Much More Life Program - Barry

Barry reported that the So Much More Life sign program has been extended to December 31st.

Tree Lighting Celebration

Earl reported that the CLC Tree Service has been booked with a light installation scheduled for the week of November 16th.

Earl reported that Special Events application for a reinvented Tree Lighting Celebration has been developed and approved to bring Santa Downtown on a Fire Truck on November 20th to light the City Hall tree at 6pm. Without drawing a crowd, Rogers TV will be on-site to film Santa lighting the tree, plus MYFM will do a Facebook Live and Grayden will photograph for social media posts. Earl reported that sufficient insurance has been obtained through our standard insurance policy to cover this event.

After the Tree Lighting, Santa will setup in front of the City Hall lobby Christmas Tree to read letters to Santa as taped by Rogers TV for broadcast through December. Earl has recruited Mike Vecchio to be our TV host.

Susan reported that she has contacted all St Thomas elementary schools to gather Letters to Santa. Susan has also created and posted a request for letters on the DDB Facebook page.

Downtown Santa

Dave and Grayden, will continue the Downtown Santa tradition, hosting this event on Saturday December 5th however under a new schedule of 12pm - 2pm using the \$750 Downtown Dollars as budgeted. A special Thanks to Mayor Joe, (shhhh..) for volunteering to be our celebrity Santa once again.

Reverse Santa Claus Parade

Earl reported that the Reverse Santa Claus Parade, now known as A Thrill of Hope is scheduled for Pinafore Park on December 4th to 6th from 4pm - 9pm.

Rob Burns has volunteered to assist in resurrecting and installing the lighted Downtown skyline, as used on our previous parade entry.

The next Beautification / Promotion Meeting will be scheduled if required.

8.11 Beautification Report - Grayden

Cross Street Banner Schedule

Earl reported that the Love Where You Shop banner will be removed on the week of November 16th and replaced with the DDB Merry Christmas banner. This banner will remain in place until after New Years when the Love Where You Shop banner will be reinstalled.

Sidewalk Patio Program

Earl reported that the Patios were removed on October 29th by the Pop Up Patios crew and stored in the City Works yard on Burwell Road. Thanks to Steve Burgess for removing his Why Not Cookies railing system and storing in his basement.

Downtown Business Street Signs

Earl reported that the Suggar sign, previously located at 633 Talbot is scheduled to be moved to Hush at 399 Talbot Street. A new sign for Locke's Insurance, which went missing is being designed for installation on their existing bracket. However, due to the McBain fire, these items will be completed when they are running again.

Downtown Directional Signs

Earl reported that McBain Signs will be installing 6 more Downtown directional signs at South Edgware and Burwell, Kains and Flora, Scott and Hiawatha, First and Edward, Talbotville - Sunset and Talbot Line and Wellington at Regan Bourne.

Summer (Fall) Students - Earl

Earl reported that Max McCaulley and Brayden Carvery continue to work 2 hours each on every Saturday, until snowfall, to make a cleanup pass through our Downtown.

Neighbourhood Needle Network - Joe

Earl reported that the \$1,000 City reimbursement has been received and deposited.

LED Christmas Lights / Carollers

Earl reported that he has made arrangements with Entegrus to have the LED Christmas Lights installed on the Downtown lamp poles during the week of November 16th.

The possibility of installing the Carollers, perhaps in front of the L&PS again, is an option dependant on help.

The next Beautification / Promotion Meeting will be scheduled as required.

9. Coming Events - dependant on COVID restrictions status

- Tree Lighting Celebration and Letters to Santa - Friday November 20th
- Downtown Santa - Saturday December 5th 12Noon - 2pm
- Reverse Santa Claus Parade - December 4th - 6th

10. Adjournment

Motion by Joe, Seconded by Russ, "To adjourn the meeting at 9:54am." Carried

Upcoming Committee Meetings

Beautification / Promotion Meeting to be scheduled as required.

Next Meeting: Wednesday December 2, 2020 at 8:30am via ZOOM Meeting

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	Cancelled due to Covid-19 Horton Market (Mothers Day May 10th)
May 4 - June 1 (East Pole)	Cancelled - Victim Services (week of May 4 - May 30)
June 1 - June 22	Cancelled due to Covid-19 Lions Car Show (June 21st)
June 22 - July 13	Cancelled due to Covid-19 Nostalgia Nights Car Show (July 11th)
June 22nd	Special installation - Horton Market
July 13 - September 1 (Revised to October)	Thanks for Shopping Downtown St Thomas
September 1 - September 20	Alzheimer's Scavenger Hunt
September 1 - September 28	Cancelled due to COVID-19 Railway City Road Races

August / September	(4th Sunday in Sept = 27th)
September	Volunteer Elgin (No contact)
September 28 - October 28	(Cancelled- Violence Against Women - Walk a Mile)
October	Love Where You Shop
October 28 - November 16	VON (No contact)
	Cancelled due to COVID-19 Optimist Santa Claus Parade (November 21st)

The banner pole was destroyed due to a wind storm on November 1st, 2020

November 16 - January 2, 2021 DDB Merry Christmas / Love Where You Shop

Downtown Banners	Cancelled due to Covid-19 Summer installation May 3rd - 10th
	Winter installation November 1st - 8th

LED Snowflakes	Installation November 16th - 20th, 2020, Removal mid January / early February
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