

**MEETING MINUTES  
ST THOMAS DOWNTOWN DEVELOPMENT BOARD  
WEDNESDAY MAY 5, 2021 8:00AM VIA ZOOM**

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	N	Sean Dyke	Y
Treasurer - Sarah Van Pelt	N	Tara McCaulley	Y
Beautification Chair - Grayden Laing	Y 8:25am	Adrienne Jefferson	Y
Promotions Chair - Susan Boldt	N	Megan Pickersgill	Y
Reza Alavie	Y	Paul Jenkins	N
Russell Schnurr	Y		
Ian Gillespie	Y	Annette S'barra	Y
Duane Orth	Y 8:27am		
Mayor Joe Preston	Y		

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

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 Russell, Seconded by Reza, "To confirm the May 5, 2021 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Sean, Seconded by Russell, "To confirm the minutes of the March 3, 2021 meeting as distributed" Carried

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

- 5. Deputations**

None

- 6. Chair Report**

Social Media

Earl reported that our Twitter account @stthomasddb now has 528 Followers (was 518 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 1984 Likes (was 1954 last month) and our Instagram/stthomasDDB page has 1117 Followers (Was 1099 last month).

## Crime Prevention / CCTV Cameras

Earl reported that the project is moving ahead slowly but surely.

## COVID-19 Update

Earl reported that Ontario entered into another lockdown on April 8th that has forced our Downtown non essential businesses back to Curbside pickup and delivery methods, lasting through to May 20th.

See <https://covid-19.ontario.ca/zones-and-restrictions> for more info.

## Downtown Issues

Earl reported that Mental health, homeless and garbage issues continue. Thanks to STPS for their continuing Downtown patrol support.

## Cross Street Banner

Earl reported that he has received no update on the status of the replacement of the damaged cross street banner poles.

## **7. Finance Report**

Earl provided an update on the accounts that were paid in March and April.

Motion by Ian, Seconded by Reza, "To accept the financial report and to pay the outstanding bills" Carried

## **8. Reports**

### **8.1 Promotions Report - Susan**

#### Business Welcome Package

No new welcome packages were delivered this month.

#### Downtown Vibe - Reza

Reza reported that the 9th issue - April 2021, was printed and distributed the week of April 26th. The May 2021 issue is being prepared.

Past issues can be found at [www.Issuu.com/STTHOMASDDB](http://www.Issuu.com/STTHOMASDDB) and through the Downtown Vibe Facebook page at [www.Facebook.com/TheDowntownVibe](http://www.Facebook.com/TheDowntownVibe) which now has 250 Likes (was 170 last month)

#### Business Video Production

No new "business check-ins" have been scheduled

#### Radio Advertising

Dave reported that the support our Downtown businesses offering Curbside pickup options is currently running. MYFM has doubled the number of ads at no charge to the DDB.

Website Design - Sarah

No update

However, Annette continues to maintain the current DDB website - Annette continues to update the membership database as well.

Newsletter - Annette

Annette reported that she continues to produce and email a weekly newsletter to 408 business addresses. The Newsletters are now being uploaded to our Facebook page.

STEAM Centre

Earl reported that a program that Virtual Marketplace program initiated by the STEAM Centre continues to work with 9 Downtown businesses including Streamliners Coffee Bar, Camden Technologies, Le Cafe Siam, Your Fish and Chips, Wimpys Diner, Caps Off Brewing, Home Junction, Fan of the Sport and Alines Fine Fashions.

Nostalgia Nights Car Show - Saturday September 18, 2021

A Special Events application has been submitted to hold the Nostalgia Nights Car Show on Saturday September 18th. However, due to the current COVID restrictions, the application is on hold.

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

## **8.2 Beautification Report - Grayden**

Downtown Business Street Signs

No new signs were installed in March or April although a new sign has been ordered for Bennett TV Repairs.

Downtown Summer Students

Earl reported that we have received confirmation for funding 2 Canada Summer Jobs summer students running for 9 weeks beginning June 28th to August 27th at 30 hours per week at a funded rate of \$10.69 / hour. (\$14.25 / hour paid rate)

Earl also reported that we have received CSJ funding for one Downtown Worker running for 23 weeks beginning June 7th through to November 23rd at 12 hours per week at a funded rate of \$10.69 / hour. (\$14.25 / hour paid rate)

The CSJ subsidy was revised from 100% funding (\$14.25) to 75% funding (\$10.69).

L&PS Clock Vandalism

Earl reported that a new clock mechanism has been sourced at a cost of \$1,000 and arrangements are being to have it installed.

Sidewalk Patios

Earl reported that patios will be installed in mid May at The Roadhouse, Streamliners, Bella Jacks and the railings will be installed Why Not Cookies.

To assist in getting the paperwork through City Hall, Earl will prepare and submit the Road Occupancy Permits.

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

### 8.3 Downtown Dollars - Susan / Annette

Earl reported that, thanks to Annette's data collection, \$250.00 DDB Dollars including \$0.00 from the August VIBE and \$0.00 Christmas Care DDB Dollars were redeemed in March and April. The full report has been filed.

Thanks to Susan for her dedication to responding to the many calls and picking up redeemed DDB Dollars and issuing cheques.

### 8.4 Parks Dept Update - Adrienne

Adrienne reported that 5 damaged covers were replaced at a cost of \$145 each. The urns will be planted near the end of May.

### 8.5 Council Update - Mayor Preston

Mayor Preston reported on the developments at 230 Talbot, 423 Talbot, 10 Princess and the Transit Building. A Tiny Homes development is being planned for the former Elgin Handles location on Kains Street. Thanks to STPS for the increased Downtown patrols.

Earl reported that disturbances continue to interfere with business operations.

### 8.6 Municipal Heritage Committee Update - Russell

Russell reported that the advertising rates for the Talbot Street Walking Tour Booklets have been set. Full Page \$800 x 1 spot, Half Page \$400 x 4 spots, Logo \$100 x 8 spots. This will allow 3500 booklets to be printed if the full slate is sold.

We will promote through the Newsletter

Motion by Grayden, Seconded by Duane, "To purchase the inside cover space of the Talbot Street Walking Tour Booklet at a cost of \$800.00" Carried

### 8.7 CIP Program - Russell and Susan

The committee continues to work on creating 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>.

### 8.8 Railway City Tourism Report - Megan

Megan reported on the Scavenger Hunt and a Live Artist feature at the Horton Market.

### 8.9 Economic Development Report - Sean

Sean reported that EDC is working on a Film Attraction Policy and the installation of a mural at the Elevated Park

### 8.10 SBEC - Tara

Tara reported that the Horton Market opens on May 8th for the 2021 season. Tara is also working on a Food Manufacturing Program.

### 8.11 Chamber of Commerce Report - Paul

No report

**9. Coming Events** - dependant on COVID restrictions status.

Nostalgia Nights Car Show - Saturday September 18, 2021

Pumpkin Prowl - Friday October 29, 2021

Tree Lighting Celebration - Friday November 19, 2021

**10. Adjournment**

Motion by Grayden, Seconded by Russell, "To adjourn the meeting at 9:23am." Carried

**Upcoming Committee Meetings**

Beautification / Promotion Meeting to be scheduled as required.

**Next Meeting: Wednesday June 2, 2021 at 8:00AM via ZOOM Meeting**

**2021 Cross Street Banner Schedule**

The 2021 cross street banner schedule is as follows:

***Since the cross street banner pole was destroyed due to a wind storm on November 1st, 2020 and has not been installed yet, the following schedule is on hold.***

January 2 - May 3	NEW DDB Winter Banner
April 5 - April 19	MS Society (No contact)
April 19 - May 3	Cancelled - Alzheimer's Society (May 9th Walk)
May 3 - June 1	Horton Market (Mothers Day May 9th)
May 4 - June 1 (East Pole)	Cancelled - Victim Services (week of May 4 - May 30)
June 1 - June 21	Lions Car Show (June 20th)
June 21 - July 12	Nostalgia Nights Car Show (July 10th)
Pending above	Special installation - Horton Market
July 12 - September 1	(Revised to October) Thanks for Shopping Downtown St Thomas
September 1 - September 20	Alzheimer's Scavenger Hunt
September 1 - September 27	Railway City Road Races (4th Sunday in Sept = 26th)
August / September	Volunteer Elgin (No contact)
September	(Cancelled- Violence Against Women - Walk a Mile)
September 27 - October 29	Love Where You Shop
October	VON (No contact)
October 29 - November 15	Optimist Santa Claus Parade (November 20th)
November 15 - January 2, 2022	DDB Merry Christmas / Love Where You Shop
Downtown Banners	Summer installation week of May 3rd - 10th
	Winter installation typically scheduled for 1st week of November.
LED Snowflakes	Installation scheduled for 1st week of November, Removal scheduled for 3rd or 4th week of January.