

**MEETING MINUTES  
ST THOMAS DOWNTOWN DEVELOPMENT BOARD  
WEDNESDAY OCTOBER 6, 2021 8:00AM VIA ZOOM**

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	Y	Sean Dyke	N
Treasurer - Sarah Van Pelt	N	Tara McCaulley	N
Beautification Chair - Grayden Laing	Y 8:20 in	Adrienne Jefferson	Y
Promotions Chair - Susan Boldt	N	Megan Pickersgill	Y 8:30 in
Reza Alavie	Y	Paul Jenkins	Y 8:30 out
Russell Schnurr	Y 8:30 in		
Ian Gillespie	Y	Annette S'barra	Y
Duane Orth	Y 9:00 out	Guests - Tina Swaenepoel	Y
Mayor Joe Preston	Y 9:00 out	Christina Scrimgeour	

**1. Call to Order:** The meeting was called to order at 8:00am 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 Duane, Seconded by Adrienne, "To confirm the October 6, 2021 Agenda as distributed." Carried

**4. Confirmation of Minutes**

Motion by Ian, Seconded by Duane, "To confirm the minutes of the September 8, 2021 meeting as distributed" Carried

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

**5. Chair Report**

Social Media

Earl reported that our Twitter account @stthomasddb now has 536 Followers (was 533 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 2138 Likes (was 2068 last month) and our Instagram/stthomasDDB page has 1129 Followers (Was 1125 last month).

Downtown Issues

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

## Crosswalks

Earl reported that he re-submitted a letter to City Council to clarify the decision that was made.

## South Western Public Health

Earl reported that Peter Heywood connected to discuss the proliferation of discarded needles. Mayor Preston is taking the lead with this project. However, Mr Heywood presented a plan to offer a small sharps container to every Downtown business.

## OBIAA Conference

Susa, Grayden and Earl attended the online version of the September 27 - 28 Conference

## Dream Drive

Earl gave an overview of an event being planned by a group interested in bringing a special car show through St Thomas on September 17 - 18, 2022. A meeting with local businesses and service clubs will be held at CASO soon.

## **6. Finance Report**

The 2020 audit was presented by the City Auditor Christine Scrimgeour. Motion by Dave, Seconded by Joe, "To accept the 2020 DDB Audited financial statement as presented" Carried

Earl provided an update on the accounts that were paid in August. Motion by Adrienne, Seconded by Reza, "To accept the financial report and to pay the outstanding bills" Carried

## **7. Reports**

### **7.1 Promotions Report**

Earl announced that Susan has returned to school and as such has resigned her position as Promotions Chair.

#### Nostalgia Nights Car Show - Earl

Earl reported that the Nostalgia Nights Car Show was an outstanding success. The website has been updated with the award winners and the complete detailed report has been filed for future use.

#### Downtown Pumpkin Prowl - Earl

After a short discussion, it was decided that the 2021 Downtown Pumpkin Prowl event would be canceled due to Covid restrictions.

#### Downtown VIBE - Reza

Reza reported that a November issue is being scheduled.

#### Downtown Santa

Dave and Grayden are organizing Santa Downtown for December 4th 10-12 Noon.

#### Radio Advertising - Dave

Dave reported that the Shop Downtown ad is running and that after Remembrance Day, the Christmas ads will begin.

#### Newsletter - Annette

Annette reported that she continues to produce and email a weekly newsletter.

#### Bridges Downtown Award

Earl reported that the Downtown Award was presented to Sandy Vasquez CTP Computers at the September 29th Bridges to Better Business event.

#### Downtown Dollars Promotion

Earl reported that the website has been updated to display a Downtown Dollars Promotion page. Also, our TD account has been setup to allow us to receive e-transfer deposits. Annette will handle the sale of DDB Dollars at the DDB office on Tuesday and Thursday's from 10am - 3pm and Earl will handle online e-transfer orders. \$100,000 DDB Dollars have been ordered and will be ready this week. A social media and newsletter launch will begin this week. The sale of 25% discounted dollars will end on December 20th.

### **7.2 Beautification Report - Grayden**

#### Downtown Business Street Signs

Earl reported that a new sign for Bobs Bud was installed on September 18th.

#### Cross Street Banner

Earl reported that the Nostalgia Nights banner was removed September 21st. The The Love Where You Shop banner experienced some damage and a new banner has been ordered.

The Emma Reinke banner will be removed from the west end banner poles on September 21st as well.

#### Downtown Summer Students

Earl reported that our two Summer Students have completed their June 28th to August 27th summer employment however Travis Holt came back to help at Nostalgia Nights. 2 students all assisted to earn credits towards their volunteer hours.

Joseph Schuit completed his summer employment on October 1st, helping to ensure our Downtown Dollar program was expanded and to update our contact list and membership contact details.

### **7.3 Downtown Dollars - Annette**

Earl reported that, thanks to Annette's data collection, \$465.00 DDB Dollars were redeemed, \$0 from the August 2020 VIBE and \$0.00 Christmas Care DDB Dollars were redeemed in September. The full report has been filed. Thanks to Susan and Annette for their dedication to responding to the many calls and picking up redeemed DDB Dollars and issuing cheques.

#### 7.4 Parks Dept Update - Adrienne

Adrienne reported that the 2021 fall Mums (Yellow / Purple) will be installed on September 13th and 14th program. Earl reported that Moonlight Painters has been contracted to begin the watering process on September 15th and will continue through to mid / late November when the Mums are removed. The winter greens will be planted and remain in place until a mid January removal and the covers installed.

Motion by Grayden, Seconded by Duane "To allot \$2,500 for the purchase and installation of winter greens in the 27 Downtown planters" Carried

#### 8.5 Council Update - Mayor Preston

Mayor Preston reported on the developments and ground breaking at 230 Talbot.

Earl reported that disturbances at a couple of social assistance locations continue to interfere with business operations.

#### 8.6 Municipal Heritage Committee Update - Russell

Russell reported on a couple of projects including the scaffolding at the Queen St and Talbot property

#### 8.7 CIP Program - Russell

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>. A facade project at 488 Talbot Street to restore the second floor window design is in progress.

#### 8.8 Railway City Tourism Report - Megan

Megan reported on the Scavenger Hunt is still running through to the end of the year. The Horton Christmas Market will be held on November 20th with a ticketed After Dark event that evening.

#### 8.9 Economic Development Report - Sean

St Thomas EDC has won an international award at the Nashville EDC conference.

#### 8.10 SBEC - Tara

Tara provided the following report.

The Bridges to Better Business Bridges event on September 29th was a huge success, lots of good feedback. The SBEC, through Elle, is working on a program called Side Gig for youth under 29 which is a partnership with Employment Services Elgin. The Horton Market has just a few more Saturdays left and the Christmas Market will be November 20th. Tourism is doing an evening event the same day at the Horton Market.

#### 8.11 Chamber of Commerce Report - Paul

No report

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

Tree Lighting Celebration - Friday November 19, 2021

**10. Adjournment**

Motion by Russell, Seconded by Adrienne, "To adjourn the meeting at 9:16am." Carried

**Next Meeting: Wednesday November 3, 2021 at 8:00AM via ZOOM Meeting**