

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY JANUARY 5, 2022 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	Y
Beautification Chair - Grayden Laing	Y	Adrienne Jefferson	Y
Promotions Chair - Susan Boldt	N	Megan Pickersgill	N
Reza Alavie	Y	Paul Jenkins	Y
Russell Schnurr	Y		
Ian Gillespie	Y	Annette S'barra	Y
Duane Orth	Y	Tina Swaenepoel	Y
Mayor Joe Preston	Y		

- 1. Call to Order:** The meeting was called to order at 8:02am 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 Joe, Seconded by Duane, "To confirm the January 5, 2022 Agenda as distributed." Carried

4. Confirmation of Minutes

Motion by Russ, Seconded by Joe, "To confirm the minutes of the December 1, 2021 meeting as distributed" Carried

Note: Meeting Minutes can be found at www.downtownstthomas.ca/monthly-minutes

5. Deputations

None

6. Chair Report

COVID Restrictions

Earl reported that effective at 12:01am today, Wednesday January 5th, 2022, Ontario moved to a modified "Step Two of the Roadmap to Reopen".

- Indoor dining at restaurants and bars closed. Only outdoor dining, takeout, drive through and delivery permitted.

- Social gathering limits reduced to five people indoors and 10 people outdoors.
- Retail stores, malls and personal care services limited to 50 per cent capacity.
- Saunas, steam rooms, and oxygen bars closed.
- Capacity at weddings, funerals and religious services limited to 50 per cent capacity per room.
- Outdoor services must have two-metre distancing between all attendees.
- Employees must work remotely unless their work requires them to be on site.
- Gyms and other indoor recreational sport facilities closed, except athletes training for the Olympics and Paralympics and certain professional and elite sports leagues.
- Outdoor facilities are permitted but with a 50 per cent capacity limit on spectators.
- Museums, galleries, zoos, science centres, historic sites, amusement parks, festivals and other attractions closed.
- Outdoor establishments allowed with restrictions and capacity limits.
- Indoor meeting and event spaces closed with limited exceptions, except those with outdoor spaces, which can operate with restrictions.

For more info visit <https://news.ontario.ca/en/release/1001394/ontario-temporarily-moving-to-modified-step-two-of-the-roadmap-to-reopen>

A discussion about sending a letter to MPP Jeff Yurek regarding the fact that Big Box stores were once again omitted from adhering to the 50% retail capacity restrictions whereas our Downtown merchants have been unjustly penalized once again with an in level playing field. A letter will be issued this week.

Business Changes

The vacant Fan of The Sport and the Red Rover spaces have been leased. Edward Jones is moving to the Homedale Plaza and the space is now for lease. The Burger King has closed. Pizza Hut will be moving to the Timken site, Ansell Awards is moving to Homedale Plaza and an Indian Restaurant will open in this location. A Caribbean Restaurant opened at 647 Talbot and Ruby Blues Bakery opened at 576 Talbot Street.

Social Media

Earl reported that our Twitter account @stthomasddb now has 541 Followers (was 540 last month), our DDB Facebook page www.FB/downtownstthomas has 2162 Likes (was 2147 last month) and our Instagram/stthomasDDB page has 1146 Followers (Was 1141 last month).

City of St Thomas Proof of Covid -19 Vaccination Policy

Earl advised that all City committee members must now adhere to the new Covid-19 Policy effective November 19th. To date, only Duane and Tina have completed their forms.

Downtown Issues

Earl reported that disturbances at a couple of social services locations continue to interfere with Downtown business operations and that Mental health, homeless and garbage issues affecting our Downtown continue.

Earl also reported that a couple of responses were received regarding the SWPH notice to supply each Downtown Businesses with sharps training and equipment to allow business and property owners to pickup sharps. To date, it appears that SWPH has not distributed any supplies.

Earl reported we will work to assemble a list of phone numbers and email addresses of social services, municipal, police etc. that can be distributed to all Downtown members.

Crime Prevention

Earl reported that the DDB contribution of \$10,000 was submitted to the City treasurer by year end along with an outstanding balance from the sponsorship funding of \$6,208.60. An addition to the 2022 budget will be required to cover CCTV camera Internet fees.

2021 AGM

The 2021 AGM is scheduled to be held as an online virtual meeting on Wednesday January 26th at 8:30am. Please visit www.downtownstthomas.ca/2021-agm/ and complete the form to register. The zoom link, along with the Annual Report will be emailed a week before the meeting date.

7. Finance Report

Earl provided an update on the financial status of the DDB accounts.

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

The 2022 Draft Budget was reviewed with minor changes being made.

Motion by Paul, Seconded by Duane, "To accept the 2022 Draft Budget as presented and updated". The approved budget will be presented at the January 26th, 2022 AGM.

8. Reports

8.1 Promotions Report

Downtown VIBE - Reza

Reza reported that an expanded 6 page December issue (\$2897.32) was distributed the first week of January - 4877 were mailed (\$956.42) and 7123 were distributed through Wendy's, Yureks and hand delivered to Downtown businesses. This issue along with previous issues can be found at <https://issuu.com/stthomasddb>

Radio Advertising - Dave

Dave reported that the New Years ad ran from December 26th to January 5th, 2022.

The Shop Local - stores open for in stores, Curb side or online shopping is now running.

Downtown Santa

Dave and Grayden reported that Downtown Santa that occurred on Saturday December 4th from 10-12 Noon was a great success. A sum of \$750 was used to pay for the purchases of many happy Downtown shoppers. In 2022, we will change the time to 11am - 1pm.

Tree Lighting Celebration - Earl

Earl reported that the City Hall tree lights will be removed by Christmas Decor on the first or second week of January.

LED Snowflakes

Earl reported that Entegrus will remove our 62 LED Snowflakes the first or second week of January and return them to storage.

Website Design - Sarah

No report

Newsletter - Annette

Annette reported that she continues to produce and email a bi-weekly newsletter to 192 recipients.

Downtown Dollars Tracking - Annette

Earl reported that, thanks to Annette's data collection, \$10,920.00 DDB Dollars were redeemed in December, \$0 from the August 2020 VIBE and \$10.00 of Christmas Care DDB Dollars were also redeemed in December. The full report has been filed. Thanks to Annette for her dedication to responding to the many calls and picking up redeemed DDB Dollars and issuing cheques.

Downtown Dollars Promotion

Earl reported he and Annette have spent a lot of time issuing and delivering over 40 cheques to Downtown merchants through December, for this special program, now totalling \$50,775.00

Stationary Santa Claus Parade - Earl

Earl reported that, thanks to Rob Burns and Nancy Taylor, the Downtown Streetscape silhouette at Pinafore Park was removed on Monday December 6th at 9:00am and returned to storage.

Dream Drive

Earl reported that plans are still underway for the September 17 - 18, 2022 Dream Drive event. More details as to how the DDB can get involved will be developed further in the new year.

8.2 Beautification Report - Grayden

Downtown Business Street Signs

Earl reported that no new signs were installed in December.

Cross Street Banner

Earl reported that the Merry Christmas banner that was installed across Talbot Street at Manitoba Street by Entegrus on November 24th and disappeared, has been found. Without notice, at the City's request, ERTM removed the banner and wires to engineer a new cabling system. To date it has not been reinstalled and no communication has been received as to its return.

Downtown Summer Students

Earl reported that a Canada Summer Jobs application for three 2022 Summer Students, 2 to be hired for 10 weeks from June 27th to September 2nd and 1 to be hired for 23 weeks from June 6th to September 23rd has been submitted with a funding amount of 75% of \$15,498.

Downtown Banner

Earl reported that a new set of banners could be designed for 2022 or alternatively, the existing art banners could be reinstalled again.

8.3 Parks Dept Update - Adrienne

Adrienne reported that the winter greenery will be removed before the greenery turns brown and the protective covers installed.

The 2022 hanging basket plans include a silver/white and pink display with purple fountain grass.

8.4 Council Update - Mayor Preston

Last month, Mayor Preston reported that the 2 hour parking spaces in municipal lots may be converted to all day paid parking. Earl had asked that we need to see the mapping of these subject parking spaces and details of the proposed plan.

The 2.35% budget increase includes changes to the Talbot Street crosswalks to change them to a DDB lobbied pedestrian friendly crosswalks.

8.5 Municipal Heritage Committee Update - Russell

Russell reported that the Urban Design Guidelines for the official plan are being developed now.

8.6 CIP Program - Russell

Russell reported that there are no new projects pending.

8.7 Railway City Tourism Report - Megan

Megan submitted a report that the donated \$600 Downtown Dollars were awarded to 5 Scavenger Hunt winners.

8.8 Economic Development Report - Sean

Tara reported that the EDC was approved for funding and they are seeking a My Main Street Downtown Ambassador.

8.9 SBEC - Tara

Tara reported that the Horton Market is working towards a full commercial kitchen setup - funding opportunities are being reviewed soon.

A discussion about - how can the DDB get more involved in the market in a mutual benefit role.

8.10 Chamber of Commerce Report - Paul

Paul reported that he has been busy with distribution of the Covid Antigen test kits. Also, the chamber is connecting with MPP Yurek in regards to how the new Covid restrictions are affecting small businesses.

- 9. Coming Events** - dependant on COVID restrictions status.
- 2021 AGM - Wednesday January 26, 2022 via Zoom - Please visit www.downtownstthomas.ca/2021-agm/ and complete the form to register.
 - Shop Hop - Saturday April 16, 2022
 - 2022 OBIAA Conference, Niagara Falls - April 24 - 27, 2022
 - Nostalgia Nights Car Show - Saturday July 9, 2022
 - Downtown Pumpkin Prowl - Friday October 28, 2022
 - Tree Lighting Celebration - Friday November 18, 2022
 - Downtown Santa - Saturday December 3, 2022

10. Adjournment

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

Next Meeting: Wednesday February 2, 2022 at 8:00AM via ZOOM Meeting