

**MEETING MINUTES  
ST THOMAS DOWNTOWN DEVELOPMENT BOARD  
WEDNESDAY MAY 4, 2022 8:00AM ROOM 304 CITY HALL**

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	Y*
Reza Alavie	Y	Paul Jenkins	Y*
Russell Schnurr	Y		
Ian Gillespie	N	Annette S'barra	Y*
Duane Orth	Y	Guests - Sarah Lynch-Baitz	
Mayor Joe Preston	Y	* = joined via Zoom	
Tina Swaenepoel	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**

Tara added a Building Capacity agenda

Motion by Joe, Seconded by Duane, "To confirm the amended May 4, 2022 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Russell, Seconded by Duane, "To confirm the minutes of the April 6, 2022 meeting as distributed" Carried

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

- 5. Deputations**

Mike and Teresa Burns - Hogtown Cycle re Baconfest event

- 6. Chair Report**

COVID Updates

Earl reported that on Monday April 4th, the City has revised their Covid policy to allow in-person meetings at City Hall.

## CCTV Cameras

Earl reported that STPS have issued their 2021 Downtown CCTV report.

Also, STPS is conducting their Strategic Plan and have asked me to participate on behalf of the DDB via a consultant interview.

## Downtown Social Issues

Earl reported that, thanks to Tara, he is meeting with Hunter Barnes and Jackie Moore from CMHA on Thursday May 5th at 1pm at Horton Market to discuss their role in our Downtown.

## Sidewalk Patios

Earl reported that he has submitted and received approval from City Hall for 2 sidewalk patio to be installed at Bella Jacks and Why Not Cookies this year. Working with Andrew Gunn, they should be installed mid May through to mid October.

## Social Media

Earl reported that our Twitter account @stthomasddb now has 554 Followers (was 545 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 2381 Likes (was 2327 last month) and our Instagram/stthomasDDB page has 1174 Followers (Was 1168 last month).

## Building Capacity

Tara discussed on finding ways to get more businesses and volunteers involved in DDB activities. New board elections are coming this fall, extra volunteers will help.

## **7. Finance Report**

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

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

## **8. Reports**

### **8.1 Promotions Report**

#### Business Update

Deneire's Fine Art Gallery has opened at 584 Talbot Street, Natures Balance at 656 Talbot Street has closed.

#### Downtown VIBE - Reza

Reza reported that the next issue is planned for a date prior to the July 9th Nostalgia Nights Car Show.

Past issues can be found along at <https://issuu.com/stthomasddb>

#### Photo Contest - Reza

Reza provided an update on the "Downtown Photo Contest" that started April 7th and will run through to May 31st. The Photo Contest Rules are available on the website.

Thanks to Dave for creating a new radio ad to promote the contest.

Radio Advertising - Dave

Dave reported that the Photo Contest radio spot will begin May 5th. The Shop Local - stores open for in store shopping continues to run.

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, \$3,435.00 DDB Dollars were redeemed in April of which \$3,090.00 are from the DDB\$ promotion. A total of \$80,350.00 has been redeemed from the DDB\$ promotion. The full report has been filed.

A robbery at a Downtown business involved the theft of unredeemed Downtown Dollars. With the help of the business owner, we continue to identify some of the lost serial numbers which were used by the thief at numerous Downtown businesses. Through security video, the thief was identified and arrested. Also a second thief was arrested using Downtown Dollars at a Downtown bakery.

STPS suggested that we ask Downtown businesses to refuse the identified serial numbers to try and persuade the thief's to stop using them. Annette spent another day visiting each downtown business to make them aware of the new revised procedures.

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

Nostalgia Nights Car Show

Earl reported that a committee meeting was held on Friday April 28th to review the Schedule of Events. All items are under control however we will be asking for "all-hands-on-deck" during the event. Committee Meeting minutes attached to this report. The Board agreed to proceed with the sale of Tshirts using the L&PS square payment system. Earl will coordinate ordering a sufficient quantity with profits directed to a charity.

## **8.2 Beautification Report - Grayden**

Downtown Business Street Signs

A signs for Jennings Furniture at 432 Talbot Street, Suzanne Faris at 578 Talbot Street, Harvest Moon Trading Company at 481 Talbot Street and Deneires Fine Art at 584 Talbot Street have been ordered.

Downtown Banners

Earl reported that, according to Sarah Van Pelt, approximately 53 businesses responded to the banner program. An additional 25 logo banners will also be installed totalling 72 banners to installed on Sunday May15th.

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 approved totalling \$6,075.00 submitted with a revised funding amount of 50% of \$12,150. Tina volunteered to help with recruiting.

#### New Event Opportunity

Mike and Teresa Burns from Hogtown Cycle joined via Zoom at 8:45am to provide an overview of the Baconfest event that they ran in Lucan for many years. Earl will arrange a meeting - perhaps at CASO - to involve Downtown business owners and determine if this event is possible.

#### 8.3 Reports

##### Parks Dept Update - Adrienne

Adrienne reported that the 3 new planters were received - red- and will be installed at Holy Angles Church. Flower basket (silver and white flowers) installation is planned for the week of June 6th. Weed control has started and the west end entrance gardens are being revitalized.

##### 8.4 Council Update - Mayor Preston

Joe gave an update on recent developments affecting our Downtown. 25 new trash cans are being installed shortly, the clean team begins this week and the 4 Special Constables program is scheduled to begin in early June.

For City Council Agenda and Minutes visit <https://www.stthomas.ca/cms/one.aspx?portalId=12189805&pageId=12517512>

##### 8.5 Municipal Heritage Committee Update - Russell

Russell reported that the mural projects are scheduled to be discussed at this weeks meeting.

Visit <https://www.stthomas.ca/cms/one.aspx?portalId=12189805&pageId=13290088> for more information.

##### 8.6 CIP Program - Russell

Russell reported that a sign installation at 321 Talbot is being reviewed.

Visit <https://www.stthomas.ca/search/default.aspx?q=Cip&type=-1,12189805-12410,12189721-117,12189721-127&sortBy=Relevance&pg=0> for more information.

##### 8.7 Railway City Tourism Report - Megan

Megan reported that a Track to The Future Mural Festival is planned for July 16, 2022.

Talbot Street between John Street and St Catharine Street will be closed - pending approval at the May 4th Special Events Meeting. Register at <https://www.muralfestival.eventbrite.ca>

Visit <https://www.railwaycitytourism.com> for more details

##### 8.8 Economic Development Report - Sean

Sean is travelling - No report

##### 8.9 SBEC - Tara

Tara reported that a “Depave Paradise” project is planned for Horton Market to add a perennial garden near the building on June 23rd - 25th.  
The Horton Market opens on Saturday May 11th with 39 vendors to start the season.  
The DDB’s sponsorship permits the DDB to offer a display table to any Downtown business - Annette will create an article for the May 13th Newsletter.

#### 8.10 Chamber of Commerce Report - Paul

Paul reported that the April 14th - Impact Awards at St Anne’s was well attended.  
Tickets are available for an All Candidates debate on May 18th at CASO at \$15/ ticket.  
Paul asked if our DDB could submit a few questions related to Downtown safety issues.  
The next Business After 5 is May 11th at Wildflowers  
Visit <https://www.stthomaschamber.on.ca> for full details

### **Nostalgia Nights Car Show Committee Meeting Minutes - April 28, 2022 via Zoom**

Attendance- Earl, Rob, Tara, Sarah and Duane

Earl reviewed the Schedule of Events for the July 9th, 2022 car show.

- The Special Events application was approved subject to SWPH changes which also approved garbage cans and road closures for 3pm - 9pm.
- ECRM will have the DDB Coach ready and PSTR is booked to run 6 train hourly rides from 3pm to 8pm.
- The DJ and No Name band are booked for City Hall
- Moonlight Painters genie boom is booked for DJ support
- Porta-potties, React, St John Ambulance, Holy Angels parking lot and the St Thomas Optimists 50/50 draw and parking assistance are booked.
- The Streeter, Chewys Hot Dogs, Dandy Cotton Candy, The Cheesery, Sub Zero Ice Cream, Clippity Clop Ice Cream, Optimist Food Booth, Bombshell Beauties and Dominos are booked.
- Busker is booked to play at the Hepburn Parkette.
- Dave has secured 6 train ride train and band sponsorship by MYFM, Railway City Tourism, Autoguys and Wendys
- Earl has secured 3 car award sponsorships from K&K Locksmith, Coldwell Banker and Gurr Auto
- Joe will handle the Information Booth, perhaps we could select a charity to collect donations.
- Earl is investigating sourcing of Nostalgia Tshirts that can be sold to the public.
- Megan will handle tickets and distribution.
- Tara and Sarah are securing businesses for the Business Alley - now being relocated to the L&PS corridor.
- Sarah is asking Downtown restaurants to remain open and supply a draw prize coupon.
- Sarah is asking businesses to remain open as well - The Nook and Crockets have advised that they will be open with vendors.
- A garbage can contract has been obtained from the City

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

- 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
  
- Business After 5 - Wednesday May 11th
- Track to the Future Mural Festival - Saturday July 16, 2022
- Beer-Lesque and Carniv-Ale Show - Saturday July 16, 2022 at ECRM

**10. Adjournment**

Motion by Tina, Seconded by Paul, "To adjourn the meeting at 9:48am." Carried

**Next Meeting: Wednesday June 1, 2022 at 8:00AM**