

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY JUNE 1 2022 8:00AM ROOM 304 CITY HALL**

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	Adrienne Jefferson	Y*
Promotions Chair - Susan Boldt	N	Megan Pickersgill	Y*
Reza Alavie	Y*	Paul Jenkins	Y*
Russell Schnurr	N		
Ian Gillespie	Y	Annette S'barra	Y
Duane Orth	Y		
Mayor Joe Preston	N	* = joined via Zoom	
Tina Swaenepoel	N		

- 1. Call to Order:** The meeting was called to order at 8:07am 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 Reza, "To confirm the June 1, 2022 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Duane, Seconded by Paul, "To confirm the minutes of the May 4, 2022 meeting as distributed" Carried

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

- 5. Deputations**

None

- 6. Chair Report**

COVID Updates

Earl reported that he took part in a STPS Strategic Plan interview on May 27th, 2022 a day STPS online survey on May 31st which polled questions about numerous issues including Downtown social issues and concerns.

Downtown Social Issues

Earl reported that he participated in the Social Services online Meeting held on Wednesday May 25th.

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. Andrew Gunn is no longer involved in this program. Earl reported that he is working to secure a patio from Popup Patios and due to the cost increase, an option of having one built locally.

The potential to build patio is an option and will be investigated.

Motion by Paul, Seconded by Ian "To permit the purchase of a patio if the cost can be achieved at a cost not to exceed \$4,000.00" Carried

Social Media

Earl reported that our Twitter account @stthomasddb now has 558 Followers (was 555 last month), our DDB Facebook page www.FB/downtownstthomas has 2394 Likes (was 2381 last month) and our Instagram/stthomasDDB page has 178 Followers (Was 1174 last month).

7. Finance Report

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

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

8. Reports

8.1 Promotions Report

Business Update

A new business, Fast Wheels Delivery, is operating out of the Chef Bondi location. Now and Zen 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" - about 50 submissions were received.

Radio Advertising - Dave

Dave reported that the Photo Contest radio spot has finished. The Shop Local - stores open for in store shopping continues to run and the Nostalgia Nights ads will begin mid June 2022.

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, \$1,075.00 DDB Dollars were redeemed in May of which \$880.00 are from the DDB\$ promotion. A total of \$81,230.00 YTD has been redeemed from the DDB\$ promotion with an overall YTD total redemption of \$96,900.00. The full report has been filed.

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 things are falling into place with entertainment, food, train and vendors scheduled.

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 and Pup Scrubs at 257 Talbot Street are in production and will be installed soon.

Downtown Banners

Earl reported that 72 banners, consisting of 53 business and 19 generic promotional banners were installed in our Downtown on Sunday May 29th.

Downtown Summer Students

Earl reported that 2 students have been hired for our Canada Summer Jobs funding and will begin work on June 27th.

We are still seeking 1 more employee

Due to security issues around The Inn and The Railway City Loft, the safety of these Summer Students is a concern that may limit their ability to complete typical tasks.

New Event Opportunity - Bacon Fest

Earl reported that after further discussions with Mike and Teresa Burns from Hogtown Cycle, it's been decided to postpone the event for 2022. To run this event in the future, a new budget amount would be required to purchase the event rights.

8.3 Reports

Parks Dept Update - Adrienne

Adrienne reported that the hanging baskets and planters will be planted on the week of June 9th.

8.4 Council Update - Mayor Preston

No report. Earl reported that he has been advised that 25 new trash cans have been installed on Talbot Street.

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

No report

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

8.6 CIP Program - Russell

No report

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 for the event.

Register at [https://www.mural festival.eventbrite.ca](https://www.muralfestival.eventbrite.ca)

Motion by Paul, Seconded by Duane "To purchase a \$1,000.00 sponsorship package for the 2022 Mural Festival" Carried

The Beer-Lesque and Carniv-Ale event at the ECRM is scheduled for the same day.

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

8.8 Economic Development Report - Sean

Sean reported on the closure of Sunset and identified the potential affects on our Downtown. Earl will investigate and raise issue if this will be a concern.

8.9 SBEC - Tara

The DDB's sponsorship of the Horton Market permits the DDB to offer a display table to any Downtown business - Annette advertised this in the May 13th and 27th Newsletter, but no one has signed up yet.

8.10 Chamber of Commerce Report - Paul

Paul reported that the next Business After 5 is June 15th at the Port Stanley Theatre and July 15th at the Horton Market.

Visit <https://www.stthomaschamber.on.ca> for full details

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 June 15th at PortStanley Theatre
- 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 Tara, Seconded by Ian, "To adjourn the meeting at 9:30 am." Carried

Next Meeting: Wednesday July 6, 2022 at 8:00AM at City Hall Room 304