

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY AUGUST 3, 2022 8:00AM ROOM 304 CITY HALL AND 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*	Adrienne Jefferson	Y
Promotions Chair - Susan Boldt	N	Megan Pickersgill	Y
Reza Alavie	N	Paul Jenkins	N
Russell Schnurr	Y*	Annette S'barra	Y
Ian Gillespie	Y	Patti Mugford	Y*
Duane Orth	N	Renee Carpenter	Y*
Mayor Joe Preston	N	Sarah Lynch	N
Tina Swaenepoel	Y	* = joined via Zoom	

- 1. Call to Order:** The meeting was called to order at 8:05am 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 Tina, Seconded by Russ, "To confirm the August 3, 2022 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Ian, Seconded by Tina, "To confirm the minutes of the July 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**

None

- 6. Chair Report**

Social Media

Earl reported that our Twitter account @stthomasddb now has 559 Followers (was 559 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 3051 Likes (was 2433 last month) and our Instagram/stthomasDDB page has 1196 Followers (Was 1183 last month).

## **7. Finance Report**

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

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

The City auditor has asked our accountant to provide our DDB files to begin work on the 2021 audit.

## **8. Reports**

### **8.1 Promotions Report**

Business Update

No updates

Downtown VIBE - Reza

Reza submitted that the next issue is planned for September.

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

Radio Advertising - Dave

Dave reported that the Shop Downtown St Thomas ad is running.

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, \$2,405.00 DDB Dollars were redeemed in July of which \$1,515.00 are from the DDB\$ promotion. A total of \$83,600.00 YTD has been redeemed from the DDB\$ promotion with an overall YTD total redemption of \$100,695.00. 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 the 8th Nostalgia Nights Car Show was a tremendous success. A Debrief Meeting was held on Wednesday July 27th with only Earl, Annette, Rob Burns, Tina Swaenepoel and Bob Ward in attendance. With the pending Phase 3 Talbot Street construction in 2023, alternative plans are being reviewed.

A supply of T-shirts have been purchased from Imageline and were sold at the Car Show. A number of Downtown business including Railway City Tourism, Legends, Crocker's and Taste Makers are selling them for us. They can also be ordered online through our website.

## 8.2 Beautification Report

### Downtown Business Street Signs

A sign 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 were recently installed. Repairs were made to Taste Makers 471 Talbot, Handmade Tale 571 Talbot and the Natures Balance sign at 656 Talbot was removed.

A new sign for Beauti-Ink and The Bee Hive will be produced once a file is received. The sign at Now and Zen at Talbot Street will be removed since the business has closed.

### Downtown Banners

Earl reported that the Historical banners are fading fast and need to be replaced this fall.

The cross street banner system recently installed by the City can not be used due to it being unsuitably designed for our current banners.

### Downtown Summer Students

Earl reported that our 2 Ambassador students, working out of Earl's office as well as our Summer Administrator, working out of the DDB office will complete their summer employment on August 26th.

## 8.3 Reports

### Parks Dept Update - Adrienne

Adrienne reported that 162 Mums will be ordered for the 27 planters with an installation period of September 12th to mid November.

Motion by Grayden, Seconded by Renee "To purchased the required number of Mums (162) to be used in the 27 sidewalk planters and to contract with a company to water them through this period" Carried

## 8.4 Council Update - Mayor Preston

No report

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

Earl mentioned that in previous discussions with Mayor Preston, that the Food Truck Bylaw will not be changed and they will continue to be excluded from the Downtown footprint.

## 8.5 Municipal Heritage Committee Update - Russell

Russell reported that there are no updates to report this month.

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

#### 8.6 CIP Program - Russell

Russell reported that there are no updates to report this month.

A discussion about encouraging Downtown property owners to apply and complete any necessary facade improvements during the 2023 Phase 3 Talbot Street reconstruction.

We will publish the CIP details in upcoming newsletters.

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 the Track to The Future Mural Festival on July 16, 2022 was a success and that most murals are complete. Visit Railway City Tourism website for a list of all murals.

Megan also reported that they are working with Fanshawe, the Elgin Heritage Centre and STPL to create a Tales of Talbot series. Sample tours will be available on September 9th and 10th. Visit Railway Tourism website for details.

#### 8.8 Economic Development Report - Sean

No updates to report

#### 8.9 SBEC - Tara

Tara provided the following written report:

- Sarah will be attending the meeting to provide an update on MMS and the number of business proceeding with funding and supports. Can you please add her to future meeting invites.
- [Digital Main Street](#) is once again offering funding for businesses who want to increase their digital presence. This is for businesses that have a brick and mortar business (not just downtown businesses). Info on eligibility can be found [here](#). The Elgin Business Resource Centre will be overseeing this program in St. Thomas and Elgin County and have just hired a DMS employee.
- The SBEC will be facilitating Business Plan Bootcamp (which helps new and expanding businesses build a first draft of a business plan/2 years financial projections) in September and the SBEC will also be taking Starter Company Plus applications in September. Contact for this program is Elle Crevits (included on this email).
- The St. Thomas Downtown Development Board will need to start considering the winner for the 2022 St. Thomas Downtown Business award for our Bridges to Better Business event in October.
- I am taking a leave of absence from my role on August 12th and Elle will be attending DDB meetings as the SBEC representative. Can you please add her to future meeting invites.

#### 8.10 Chamber of Commerce Report - Paul

Paul provided submitted that the next Business After will be held on the August at the north side Fire Station.

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

## NEW BUSINESS

A discussion was held about the upcoming ECRM Comedy Night fundraising event. Motion "To purchase a table of 8, at a cost of \$175.00, to the August 13th, 2022 ECRM Comedy Night and through the DDB Facebook page, award 4 prizes to 4 submissions that Like our page and state how the Love to shop in Downtown St Thomas. The prizes will be awarded randomly with a cutoff date of Saturday August 6th, 2022. Carried

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

- Downtown Pumpkin Prowl - Friday October 28, 2022
- Tree Lighting Celebration - Friday November 18, 2022
- Downtown Santa - Saturday December 3, 2022
  
- Business After 5 - Wednesday August 17th at North Fire Hall
- Bridges to Better Business - Thursday October 6, 2022 at ECRM

### 10. **Adjournment**

Motion by Tina, Seconded by Adrienne, "To adjourn the meeting at 9:02am." Carried

**Next Meeting: Wednesday September 7, 2022 at 8:00AM at City Hall Room 304 and via Zoom if required.**