

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY DECEMBER 7, 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	Elle Crevits	N
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	Annette S'barra	Y
Ian Gillespie	Y	Patti Mugford	N
Duane Orth	Y	Renee Carpenter	N
Mayor Joe Preston	Y	Sarah Lynch	N
Tina Swaenepoel	Y	* = joined via Zoom	

- 1. Call to Order:** The meeting was called to order at 8:06 am 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 December 7, 2022 Agenda as distributed." Carried

- 4. Confirmation of Minutes**
Motion by Tina, Seconded by Dave, "To confirm the minutes of the November 2, 2022 meeting as distributed" Carried
Note: Meeting Minutes can be found at www.downtownstthomas.ca/monthly-minutes

- 5. Deputations**
None

- 6. Chair Report**

Social Media

Earl reported that our Twitter account @stthomasddb now has 546 Followers (was 558 last month), our DDB Facebook page www.FB/downtownstthomas has 3132 Followers (was 3175 Likes last month) and our Instagram/stthomasDDB page has 1213 Followers (Was 1211 last month).

Elections

The DDB elections are typically held in conjunction with the municipal elections. A notice will be distributed seeking new board members and a new board will be assembled at the January 11, 2023 DDB Meeting.

Annual General Meeting

Earl reported that the 2022 AGM will be held on Wednesday January 18th, 2023 at The CASO Station at 8am. Doors open at 7:30am and Kathy's Catering will serve breakfast prior to the meeting.

Earl and Annette will be mailing an invitation to all members over the next week and adding the event to our newsletter. Please RSVP to Annette as soon as you can.

Patio Bump-Outs

Earl mentioned that he had a discussion with the Talbot Street construction team and will be surveying a few Downtown restaurants to determine if they would like to have a patio bump-out designed into the streetscape or would they prefer parking spaces.

7. Finance Report

Earl presented the 2023 Draft budget, as emailed December 4th, showing the comparison between the 2022 Budget vs 2022 Actual and the 2023 Proposed Budget. After a review and discussion and changes it was finalized.

Motion by Paul, Seconded by Ian, "To approve the 2023 Budget as presented and reviewed" Carried

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

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

8. Reports

8.1 Promotions Report

Tree Lighting Celebration

The November 18th event was very successful with a large crowd and 84 kids who lined up to see Santa and received a small gift from Santa.

Thanks to Grayden for finding us a new Santa and Mrs Claus and Thanks to all who helped setup, serve the Cookies and Hot Chocolate and tear down the equipment.

Horton Market

Earl reported that, with the help of Serge LaVoie, almost \$300.00 of roasted chestnuts were sold and the funds donated to The Food Bank. Our sponsorship cost of supplies was \$150.00.

Downtown Santa

Dave reported that the Saturday December 3rd event was very successful. 19 businesses were visited from 11am, as the rain stopped just in time, through to 1pm when we visited The Fire Departments "Stuff the Firetruck" at Foodland. A total of \$750.00 was used to help shoppers complete their purchases.

Business Update

St Thomas Police Services have opened a new community office at 584 Talbot Street. Annette will visit a new business opening at Talbot Street and provide them with our DDB information package.

Downtown VIBE - Reza

Reza reported that 8,000 copies of the December issue were distributed on the week of November 28th.

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

Radio Advertising - Dave

Dave reported that the 2 Shop Downtown for Christmas ads are running to December 24th followed by the New Years ads running from December 26th to January 1st. The DDB Greeting ad will run from Monday December 12th to December 16th. The DDB\$ Promotion ads were cancelled on November 14th since the \$100,000 program was sold out.

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, \$44,830.00 DDB Dollars were redeemed in November of which \$43,320.00 are from the DDB\$ promotion. A total of \$148,715.00 DDB\$ have been redeemed YTD and of this \$905.00 are from the 2021 DDB\$ promotion and \$43,320.00 from the 2022 DDB\$ promotion.

There were 6 DDB\$ pickups in October and 31 so far in November.

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

The sale of the 2022 \$100,000 DDB Dollar program began on November 1st and was sold out on November 14th.

8.2 Beautification Report

Downtown Business Street Signs

A street sign for Homebrew Junction was installed, vandalized and will be reinstalled soon.

8.3 Reports

Parks Dept Update - Adrienne

Adrienne submitted a report that the 27 flower urns have been planted with winter greens on November 14th, supplied by Canadale at a cost of \$2,325.47.

Due to the 2023 Talbot Street reconstruction project, the flower baskets and urns in the Mary Street to Flora Street will have to be either relocated or not installed. The DDB will work with Parks Department to find new locations for the urns.

8.4 Council Update - Mayor Preston

Mayor Preston reported that the Talbot Street reconstruction project was approved on December 5th and the RFP went out on December 6th.

The garbage pickup schedule has been changed, effective December 1st, to handle collection after 12 Noon on Tuesdays and Fridays. It was noted that many members were unaware of that notices had been distributed by Environmental Services to define this change.

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 Tourism is working on another Murals Festive in 2023.

8.8 Economic Development Report - Sean

No report

8.9 SBEC - Sarah / Elle

No report

8.10 Chamber of Commerce Report - Paul

Paul reported that the next Business After 5 is December 7th at The CASO Station. The Impact Awards nominations are open to December 20th.

Paul also reported that the "A Few of My Favourite Things" project has been launched.

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

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

- Annual General Meeting - Wednesday January 18, 2023 at CASO.

- Business After 5 - Wednesday December 7, 2022 at CASO.

10. **Adjournment**

Motion by Tina, Seconded by Duane, "To adjourn the meeting at 9:45am." Carried

Next Meeting: Wednesday January 11, 2023 at 8:00AM at City Hall Room 304 and via Zoom if required.