

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY NOVEMBER 2, 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	Y*
Beautification Chair - Grayden Laing	Y*	Adrienne Jefferson	N
Promotions Chair - Susan Boldt	N	Megan Pickersgill	N
Reza Alavie	N	Paul Jenkins	Y
Russell Schnurr	Y*	Annette S'barra	Y
Ian Gillespie	Y	Patti Mugford	N
Duane Orth	Y*	Renee Carpenter	N
Mayor Joe Preston	N	Sarah Lynch	Y
Tina Swaenepoel	Y	* = joined via Zoom	

- 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 Ian, Seconded by Tina, "To confirm the November 2, 2022 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Dave, Seconded by Grayden, "To confirm the minutes of the October 5, 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 556 Followers (was 558 last month), our DDB Facebook page www.FB/downtownstthomas has 3175 Likes (was 3055 last month) and our Instagram/stthomasDDB page has 1211 Followers (Was 1200 last month).

Elections

The DDB elections are typically held in conjunction with the municipal elections. A discussion took place as to how to assemble the next DDB Board.

7. Finance Report

Earl reported that he is working on the 2023 budget and will present a draft budget at the December meeting for approval at the January meeting.

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

8. Reports

8.1 Promotions Report

Downtown Pumpkin Prowl

Annette reported that 40 Downtown businesses participated this year. Attendance was back to 2019 levels. 5 - \$50 Downtown Dollars prize will be awarded on Friday once all Passports have been collected as well as 2 - \$50 Downtown Dollars prize packages for posting on our DDB Facebook page.

Annette reached out to local schools, asking for help with crosswalk security, and 6 students attended for volunteer hours.

Tree Lighting Celebration

Plans are looking good for our November 18th event. Grayden was able to secure a new Santa and Mrs Claus.

Earl reported that he has booked a musical group to sing Christmas Carols from 5:30pm to 7pm. Christmas Decor will be installing the Christmas lights on the week of November 14th. Annette is buying children's gifts to replenish our stock and cookies have been ordered from Why Not Cookies and Ruby Blues. Earl will provide the hot chocolate using our 2 thermoses.

We need volunteers to help make this a great event - Annette, Paul, Tina and Grayden volunteered.

Light Up Talbot Project

Earl reported that this project has been cancelled by the committee.

Horton Market

Earl reported that, with the help of Serge LaVoie, The DDB Will once again sponsor a Chestnut roasting event with funds and donations delivered to The Food Bank.

Downtown Santa

Dave reported that the event is scheduled for Saturday December 3rd from 11am - 1pm. A budget of \$750.00 has been allocated to this project.

Business Update

No updates

Downtown VIBE - Reza

Earl reported that Reza is working on a December issue.

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

Radio Advertising - Dave

Dave reported that the Tree Lighting ad is running to November 18th and the DDB\$ Promotion ads are running as of November 1st. Two Christmas spots will then run to Christmas Day.

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, \$1,285.00 DDB Dollars were redeemed in September of which \$600.00 are from the DDB\$ promotion. A total of \$103,885.00 DDB\$ has been redeemed YTD and of this \$84,905 are from the 2021 DDB\$ promotion.

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 another \$100,000 DDB Dollars began on November 1st. So far, 17 orders have been sold.

8.2 Beautification Report

Downtown Business Street Signs

A sign for Homebrew Junction has been ordered and will be installed soon.

Downtown Banners

Earl reported that 8 new banners will be installed and the existing banners removed on Sunday November 6th.

The Optimist Santa Claus Parade banner was installed on the McCaig fence since the cross street banner system recently installed by the City can not be used due to it being unsuitably designed for our current banners.

8.3 Reports

Parks Dept Update - Adrienne

Adrienne submitted a report that the 2 Bella Jacks flower pots were moved back onto the sidewalk. The mums will be removed before Nov 11 and the plant material has been ordered and will be installed the week of Nov 14 in the downtown planters for the winter displays. Adrienne will send the bill for the plant material when they have it.

They are pulling together next years plans for the annual flower displays and can talk colours at the December meeting.

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>

8.5 Municipal Heritage Committee Update - Russell

Russell reported on projects at 389-393 Talbot and 573 Talbot.

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

8.6 CIP Program - Russell

Russell reported on adding CIP information to the DDB Newsletter

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

No report

8.8 Economic Development Report - Sean

No report

8.9 SBEC - Sarah / Elle

Sarah reported on the My Main Street project with 8 businesses approved for \$5,000 funding Sarah also reported on a Side Gig project with \$1,500 funding opportunities.

8.10 Chamber of Commerce Report - Paul

Paul reported that the next Business After 5 is November 16th at The Curling Club. Paul also reported on the Impact Awards and the A Few of My Favourite Things project.

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

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

- Tree Lighting Celebration - Friday November 18, 2022
- Downtown Santa - Saturday December 3, 2022
- Annual General Meeting - Wednesday January 25, 2023

- Business After 5 - Wednesday November 16, 2022 at St Thomas Curling Club
- Horton Christmas Market - Saturday November 19, 2022

10. **Adjournment**

Motion by Russ, Seconded by Duane, "To adjourn the meeting at 9:34am." Carried

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