

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY OCTOBER 5, 2022 8:00AM ROOM 304 CITY HALL AND VIA ZOOM**

Attendance:

Chair - Earl Taylor	Y	Advisors:	
Vice Chair - Dave Thomson	N	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	Y*	Annette S'barra	Y
Ian Gillespie	Y	Patti Mugford	N
Duane Orth	Y	Renee Carpenter	Y*
Mayor Joe Preston	Y*	Sarah Lynch	N
Tina Swaenepoel	N	* = joined via Zoom	

- 1. Call to Order:** The meeting was called to order at 8:06am 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 Russell, Seconded by Joe, "To confirm the October 5, 2022 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Note: The September 7, 2022 meeting was cancelled.

Motion by Ian, Seconded by Russell, "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](http://www.downtownstthomas.ca/monthly-minutes)

- 5. Deputations**

Shop Talbot

Suzanne Faris reported that a number of Downtown businesses have selected November 18th, the date of our Tree Lighting Celebration, to develop a new shopping event in our Downtown called Shop Talbot - Holiday Edition. Running from 2pm to 9pm, most businesses will be open, warming stations, buskers and fun events will help make this an evening to visit Downtown St Thomas.

Our DDB can assist with our insurance certificate, Facebook and website advertising, MYFM radio advertising and personnel.

Motion by Joe, Seconded by Reza, "To provided funding of the Shop Talbot event to a maximum of \$2,000.00" Carried

## **6. Chair Report**

### Talbot Street Construction 2023

Earl raised the issue that a few Downtown merchants are asking that the 2023 Talbot Street construction be postponed by 1 more year due to lagging sales post Covid.

### Garbage Collection

Earl reported that residential tenants are placing garbage bags on Talbot Street every day of the week rather than following the current Tuesday and Friday morning pickup schedule. In a customer service request for clarification and assistance in notifying tenants of the actual schedule it was mentioned that rather than a Friday morning pickup, might a Thursday afternoon pickup work better. Currently, garbage bags on the sidewalks for extended periods of time and are being opened and scattered during the night.

### Members Deputation to Council

On September 12th, a coalition of Downtown business and property owners made a deputation to City Council asking for help with the ongoing social and criminal activities occurring in our Downtown. This is not a DDB mandate - being Beautification and Promotion only, but todays concerns actually affect the above mentioned mandate. Many BIA's are actively involved in such social concerns in their Downtown. Earl asked that our DDB act as a communication vehicle for upcoming meetings - after a discussion, the consensus was to approve this idea.

### Social Media

Earl reported that our Twitter account @stthomasddb now has 558 Followers (was 559 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 3055 Likes (was 3051 last month) and our Instagram/stthomasDDB page has 1200 Followers (Was 1196 last month).

### ECRM Comedy Night

Earl reported that 4 tickets to the August 13th ECRM Comedy Night were awarded randomly to Maggie Underhill, Cindy Tighe-Rae, Amanda Perry and Rebecca Anderson for Liking our Facebook Page and stating why they Love to Shop in Downtown St Thomas.

### Downtown Small Business Award

Earl reported that Susan Boldt has been chosen as the 2022 recipient of the Downtown Small Business Award. Award presentation script attached.

## **7. Finance Report**

Christine Scrimgeour presented presented the audited financial statement and answered a few questions.

Motion by Russell, Seconded by Duane "To accept the 2021 Audited financial statement as presented" Carried

Earl provided an update on the financial status of the DDB accounts.  
Motion by Reza, Seconded by Russell, "To accept the financial report and to pay the outstanding bills" Carried

## **8. Reports**

### **8.1 Promotions Report**

#### Downtown Pumpkin Prowl

Annette reported that we are actively seeking Downtown businesses to participate. A passport will be created where visitors can obtain a stamp for entry into our prize packages of 5 - \$50 Downtown Dollars and 2 - \$50 Downtown Dollars prizes by posting on our DDB Facebook page.

Dave has created a unique and scary radio ad.

Annette is reaching out to local schools asking for help with crosswalk security from students that require volunteer hours.

#### Tree Lighting Celebration

Plans are beginning for our November 18th event. We are seeking a new Santa since our previous Santa has retired.

Earl reported that he has submitted a Special Event Permit application which will be heard on October 5th and he has booked a musical group to sing Christmas Carols from 5:30pm to 7pm. Christmas Decor has been booked to install the Christmas lights on the week of November 14th. Annette is buying children's gifts to replenish our stock and hot chocolate and cookies will be served again depending on how much help we can get.

#### Business Update

No updates

#### Downtown VIBE - Reza

Reza submitted that 12,000 copies of the October issue were released and distributed on September 21st.

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.

The Pumpkin Prowl ad will begin on October

#### 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, \$400.00 DDB Dollars were redeemed in August of which \$0 are from the DDB\$ promotion.

Earl reported that, thanks to Annette's data collection, \$1,525.00 DDB Dollars were redeemed in September of which \$0 are from the DDB\$ promotion. A total of \$102,820.00 YTD has been redeemed from the DDB\$ promotion with an overall YTD total redemption of \$84,305.00. The total DDB\$ promotional sales totalled \$93,415.00. The full report has been filed.

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

A discussion about holding another DDB\$ sales promotion resulted in a consensus to proceed.

Motion by Reza, Seconded by Grayden "To proceed with a 25% discounted DDB Dollar sales promotion totalling \$100,000.00 DDB Dollars beginning approximately November 1st" Carried

## **8.2 Beautification Report**

### Downtown Business Street Signs

A sign for Innovative Interiors at 535 Talbot Street, The Craft Hive at 656 Talbot Street and The Brow Boss at 550 Talbot Street were installed in September. The Elgin Realty sign at 527 Talbot Street was replaced due to damage.

### Downtown Banners

Earl reported that the Historical banners are fading fast. 8 new banners have been ordered and received and will be installed this fall when the summer banners are removed.

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 3 summer students completed their work assignments on August 26th. A final report has been submitted to CSJ seeking the 50% funding rebate of \$6,075.00.

## **8.3 Reports**

### Parks Dept Update - Adrienne

Adrienne reported that 162 Mums were planted in the 27 sidewalk planters on September 14th and will remain until mid November. Moonlight Painters has been contracted to water them through this period.

Motion by Grayden, Seconded by Reza "To allocate the necessary budgeted funds up to \$3,000.00 to allow Parks to install winter decorations in the 27 sidewalk planters by November 19th" Carried

#### 8.4 Council Update - Mayor Preston

Mayor Preston reported that a new Downtown garbage pickup proposal would involve pickup on Tuesday and Friday after 12Noon and a new Downtown Police depot is being investigated. The potential of expanding the Special Constable program to 8 in 2023.

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 the 389-393 Talbot Street project, the damage to the rear of the building at Cafe Siam and rear facade at 341 TalbotStreet.

A Demolition permit for the Municipal World building has been issued.

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

#### 8.6 CIP Program - Russell

Russell reported

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 on upgrade to the building at Queen and Talbot.

#### 8.8 Economic Development Report - Sean

No updates to report

#### 8.9 SBEC - Sarah / Elle

No report

#### 8.10 Chamber of Commerce Report - Paul

Paul provided submitted that the next Business After will be held on October 19th at KMS Property Maintenance, 9528 Belmont Road, New Sarum.

MP and MPP Luncheon will be held at CASO on Wednesday October 12th at 11:30am

4 Coffee and Cookies training sessions will be held at the ERBC Boardroom on October 4th, 11th, 18th and 25th. Attendance is limited to 12 at no cost.

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

### 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 October 19, 2022
- Bridges to Better Business - Thursday October 6, 2022 at ECRM

**10. Adjournment**

Motion by Duane, Seconded by Grayden, "To adjourn the meeting at 9:49am." Carried

**Next Meeting: Wednesday November 2, 2022 at 8:00AM at City Hall Room 304 and via Zoom if required.**