

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY JANUARY 11, 2023 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 Alavi	N	Paul Jenkins	Y*
Russell Schnurr	Y*	Annette S'barra	Y
Ian Gillespie	N	Sarah Lynch	Y*
Duane Orth	Y		
Mayor Joe Preston	Y		
Tina Swaenepoel	Y		

* = joined via Zoom

Guests - Renee Carpenter*, Suzanne Faris, Jolie Inthavong, Julie Hosford, CJ Allen, Vanessa Lockwood, Heather Taylor, Jeff Yurek, Sandra Datars-Bere

- 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 Tina, Seconded by Duane, "To confirm the January 11, 2023 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Joe, Seconded by Tina, "To confirm the minutes of the December 7, 2022 meeting as distributed" Carried

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

- 5. Deputations**

None

- 6. Chair Report**

Earl thanked the 2019 - 2022 Board of Directors for their help over the past 4 years. Even though the COVID period was challenging, we have hopefully been able to assist

in keeping Downtown St Thomas an exciting, vibrant and strong place to work, shop and prosper.

Based on the DDB Policy Manual, the Board can have up to 16 members.

The new Board executive and Board membership list will be submitted to City Council for approval. New board members must provide a Police Check and complete the requisite city training program.

Earl also thanked our Advisors, Sean, Megan, Elle / Sarah, Paul and Adrienne and welcomed them to remain as part of our Board.

Earl also thanked Annette for her work as our Administrator.

Earl reported that Sarah Van Pelt will not be seeking re-election and Reza is taking a sabbatical with Jeff Yurek taking his place to represent Yurek Pharmacy and Healthcare.

Elections

City Manager Sandra Datars-Bere assisted with the 2023 - 2026 Board Elections by reading the duties for each position and calling for and closing nominations.

Sandra called for nominations for Board Chair

Earl Taylor was elected as Chair - acclaimed

Sandra called for nominations for Vice Chair

Grayden Laing was elected Vice Chair - acclaimed

Sandra called for nominations for Treasurer

Tina Swaenepoel was elected Treasurer - acclaimed

Sandra called for nominations for Secretary

Jolie Inthavong was elected Secretary - acclaimed

Sandra called for nominations for Promotions Chair

Julie Hosford was elected Promotions Chair with Dave Thomason as Co-Chair

Sandra called for nominations for Beautification Chair

Vanessa Lockwood was elected Beautification Chair - acclaimed

Earl thanked Sandra for her assistance.

Social Media

Earl reported that our Twitter account @stthomasddb now has 545 Followers (was 546 last month), our DDB Facebook page www.FB/downtownstthomas has 3262 Followers (was 3232 Followers last month - corrected from 3132) and our Instagram/stthomasDDB page has 1224 Followers (Was 1213 last month).

Annual General Meeting

Earl reported on the plans for the 2022 AGM scheduled for Wednesday January 18th, 2023 at The CASO Station at 8am. We have about 50 confirmed so far. Doors open at 7:30am and Kathy's Catering will serve breakfast at 8:00am prior to the meeting. Invitations were mailed to all members using the City assessment list plus numerous online newsletters were published.

Home Show

Earl polled the members to determine if there was interest in participating in the March 24 - 26th Home Show. It was decided that we would book a 10 x 10 booth, create a work schedule, allot \$750 (\$250 per day) in DDB Dollars for the Whistle Stop promotion and work to promote Downtown St Thomas

7. Finance Report

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

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

8. Reports

8.1 Promotions Report

Downtown VIBE - Reza

No report

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

Radio Advertising - Dave

Dave reported that the Downtown Jingle ads are running. A new ad to promote the Home Show will be developed.

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, \$10,546 DDB Dollars were redeemed in December. A total of \$159,260 DDB\$ have been redeemed YTD and of this \$470 are from the 2021 DDB\$ promotion and \$9,805 are from the 2022 DDB\$ promotion.

There were 28 DDB\$ pickups in December and 13 so far in January.

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

8.2 Beautification Report

Downtown Business Street Signs

The vandalized Homebrew Junction was reinstalled on January 11th and a new sign for Crock A Doodle was installed on January 11th.

LED Snowflakes and Christmas Tree

Earl reported that Entegrus is scheduled to remove the LED Snowflakes beginning January 11th and return them to storage. Earl reported that, due to the 2023 Talbot Street reconstruction project, Entegrus has graciously agreed to also removed the lamp pole banner/snowflake brackets so that we can reinstall them on the new poles after the construction is completed.

Canada Summer Jobs

Earl reported that he has submitted an application for 2023 funding - meeting the January 12th deadline.

8.3 Reports

Parks Dept Update - Adrienne

Adrienne reported that new locations for the urns, currently located in the 2023 Talbot Street construction area, are being planned. Since the winter greens are deteriorating, the contents will be removed soon and the winter covers installed.

8.4 Council Update - Mayor Preston

Mayor Preston reported that a public meeting to present the 2023 Talbot Street reconstruction project is scheduled for Wednesday January 25th at 6pm in Room 304 City Hall. It was suggested that a Downtown Dustup event - similar to that held in the 2018 Phase 2 construction, as well as a final grand opening event could be planned.

Mayor Preston also advised that the new garbage pickup schedule, as started on December 1st with pick ups happening after 12 Noon on Tuesdays and Fridays. Also, note that early morning pickups are and will continue to happen.

To view 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

No report

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 scheduled for Wednesday January 18th at Dennys Restaurant at The Elgin Centre.

The February 3rd Uncorked event being held at GCW is almost sold out.

Tickets are now available online for the Mayors Luncheon scheduled for March 8th at the St Anne's Centre.

The Chamber sponsored 2023 tour to Egypt is being planned.

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

9. Coming Events - dependant on COVID restrictions status.

- Annual General Meeting - Wednesday January 18, 2023 as CASO.
- St Thomas Home Show March 24-26th
- Easter Shop Hop Saturday April 8th 11-1
- OBIAA Conference April 16 - 19th RBC Place London
- Nostalgia Nights Car Show Sat July 8th 4-9pm
- Downtown Pumpkin Prowl Friday October 27th 5-8pm
- Tree Lighting Celebration Friday November 17th 5:30-7
- Black Friday Friday November 24th
- Downtown Santa Saturday December 2nd 11-1pm

Other Events

- Business After 5 - Wednesday January 18th at Denny Restaurant.
- Uncorked - February 3rd at GCW
- Mayors Luncheon - March 8th at St Anne's Centre
- Summer Fest - June 23rd - 24th

10. Adjournment

Motion by Jolie, Seconded by Tina, "To adjourn the meeting at 9:59am." Carried

Next Meeting: Wednesday February 1, 2023 at 8:00AM at City Hall Room 304 and via Zoom if required.