

**MEETING MINUTES**  
**ST THOMAS DOWNTOWN DEVELOPMENT BOARD**  
**WEDNESDAY MAY 3, 2023 8:00AM ROOM 304 CITY HALL AND VIA ZOOM**

**Attendance:**

Chair - Earl Taylor	Y	Mayor Preston	N
Vice Chair - Grayden Laing	N	Russell Schnurr	Y*
Secretary - Jolie Inthavong	Y*	Sarah Van Pelt	Y
Treasurer - Tina Swaenepoel	Y	Dana Vanzanten	N
Beautification Chair-Vanessa Buckland	Y*	<b>Advisors:</b>	
Promotions Chair - Dave Thomson	Y	Elle Crevits	N
Reza Alavie	Y	Sean Dyke	N
Susan Boldt	N	Adrienne Griffin	Y*
Renee Carpenter	Y*	Paul Jenkins	Y*
Jennifer Childs	Y*	Sarah Lynch	N
Ian Gillespie	Y	Sarah Noble	Y
Julie Hosford	N	Megan Pickersgill	Y*
Duane Orth	Y*	Annette S'barra	Y
		Suzanne Faris	Y

\* = joined via Zoom

Time = Departed the meeting

- 1. Call to Order:** The meeting was called to order at 8:09 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:**

Sarah Van Pelt declared a potential conflict - bid for the website  
(no personal financial gain was established by the Board)

- 3. Confirmation of Agenda**

Motion by Reza, Seconded by Sarah Van Pelt, " To confirm the May 3, 2023 Agenda as distributed." All in favour, Carried

- 4. Confirmation of Minutes**

Motion by Reza, Seconded by Ian, "To confirm the April 5, 2023 Minutes as distributed." All in favour, 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 - Earl**

### Newsletter

Earl reported that Annette continues to produce and email a bi-weekly newsletter along with specialty newsletters as required.

- A Newsletter was issued on April 6th to 334 Recipients, 123 Opens, 12 Clicks, 37.5% Open rate, Facebook reach 125 with 126 Impressions

- A Newsletter was issued on April 21st to 329 Recipients, 127 Opens, 18 Clicks, 38.8% Open rate, Facebook reach 93 with 95 Impressions.

- A proposal from a business came to Earl to publish paid/ad newsletter, about 1200 could be reached through the Chamber per Paul Jenkins

### Downtown Dollars Tracking - Earl

Earl reported that, thanks to Annette's data collection, \$3960 DDB Dollars were recorded as being redeemed in April. A total of \$19235 DDB\$ have been redeemed YTD and of this \$85 are from the 2021 DDB\$ promotion and \$3450 are from the 2022 DDB\$ promotion. Earl made 14 DDB Dollar merchant pick-ups in April.

### Business Updates - new / relocated / lost

Earl reported that Toth Jewellers has now closed, Angry Bear Barbershop is moving to 631 Talbot Street, A Handmade Tale has closed at 571 Talbot, The Longbox/Taste Makers Studio has temporarily moved from 471 Talbot to 571 Talbot Street joining Central Station Social Club, Sewatohkwat Cannabis has opened at 626 Talbot Street, Cassie's Canines has opened at 210 Talbot Street and Katrina's K9 Designs has opened at 349 Talbot Street. Grand Central has a new doctor's office. Please let us know of any updates you discover.

### Social Media

Earl reported that our Twitter account @stthomasddb now has 557 Followers (was 547 last month), our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has 3361 Followers (was 3306 Followers last month) and our Instagram/stthomasDDB page has 1246 Followers (was 1234 last month).

Through the month of April, our DDB website Reach has soared by 303% to 42,428 and our Post Engagement has increased by 586% to 12,571.

### Talbot Street Construction Updates

Earl reported that since construction began on March 20th, 7 weekly reports, as supplied by The City, have been posted on Facebook and added to the DDB website. For full details visit [www.downtownstthomas.ca/2023-talbot-street-construction](http://www.downtownstthomas.ca/2023-talbot-street-construction). If you would like to receive a copy of the weekly updates, please visit the DDB website, click on the 2023 Talbot Street Construction tab and complete the form.

Earl reported that he continues to meet with the City construction engineering and the contractor representatives every Tuesday morning in front of City Hall. Discussions centre around construction scheduling, updates, changes, delays, safety issues and concerns raised by DDB members.

#### New member training status

Earl mentioned that all new members must complete their training and submit their Police Checks to the City as soon as possible. If not completed by the June meeting, members will be removed until completed to the satisfaction of The City.

Earl also reported that a letter to add Suzanne Faris as a DDB Director has been submitted to City Council for approval.

#### VW Announcement

Earl reported that he represented the DDB at the VW announcement held on April 21st at the ECRM.

### **7. Finance Report - Tina**

Tina provided a monthly statement update on the financial status of the DDB accounts.

Our accounts have not been fully set up in the City Accounting system yet.

Motion by Ian , Seconded by Sarah Van Pelt , “To accept the financial report and to pay the outstanding bills” All in Favour, Carried

Through the Chair Sean Dyke (not present) requested a partnership/sponsorship for Horton market \$5000, Sarah discussed the ROI includes but is not limited to Logos and promo on signage at the Market, weekly newsletter, and downtown features that would go into marketing. There is also the potential for downtown businesses to set up a small table at the Market, but this will be clarified.

Motion by Dave, Seconded by Reza, “To sponsor the Horton Market with a \$5000 partnership/donation” All in Favour, Carried

### **8. Reports**

#### **8.1 Promotions Report - Dave**

Easter Shop Hop

Dave reported that the Easter Shop Hop was a success. 35 Passports were returned, noting that some of the participants visited all 39 businesses. The winners of the 3 \$100 Downtown Dollar prizes were Aiden Beaton (12), Ashley Power (11) and Kiara Sestokas (5). The winners were posted to Facebook and received 40 likes and 6 shares.

#### Social Media Advertising

Earl reported that he and Grayden (Dave was unable to attend) met with Andrew Gunn on April 28th to discuss the Young and Free Press Social Media proposal further. The cost is \$450/month (Starting May 15th) They are offering to assist with the DDB Instagram and Twitter posts featuring businesses in the downtown core as well as local landmarks and hidden gems and facts, with a focus on construction on Talbot Street through the summer and fall, to help generate interest in exploring the area. The upcoming July 15th Nostalgia Nights Car Show will also be featured.

#### Print Advertising

Earl presented a copy of the 1/4 page ad that was published in the May issue of the Hometown St Thomas magazine.

A 1/2 page ad will be designed for the June and July issues at a cost of \$362.50 per month which is a 50% rate reduction offered to Downtown businesses.

Vanessa requested the ad be emailed out to the rest of the Board so we could see what was approved. (Attached)

#### Website

Sarah Van Pelt submitted via email. Further discussion about maintenance happened. Cost to maintain will be quoted and sent out to the Board.

Note: the website outline was emailed to all board members on April 20th for review.

The Board has decided to discuss with other vendors.

#### Nostalgia Nights Car Show - Earl

Earl reported that meeting #4 was held on Thursday April 20th at 9am at Why Not Cookies.

Plans are progressing well with all committee members pitching in to help with various events and activities.

Earl provided following written report:

Nostalgia Nights Car Show Meeting #4

Thursday April 20, 2023 at 9:00am at Why Not Cookies

Attendance: Earl Taylor, Rob Burns, Bob Ward, Shawn Deneire, Dave Thomson, Annette Sbarra, Tina Swaenepoel, Sarah Van Pelts, Stephanie from Yureks, Megan Pickersgill  
Regrets: Dan Vernackt, Grayden Laing

1. Earl reported that the Special Events application was approved at the Wednesday April 5th Special Events meeting.
2. The committee went through the Schedule of Event Worksheet to update the assigned tasks.
3. New items added to the worksheet include:
  - Obtaining a truck or flatbed for the Main Stage area - Rob
  - Possibility of booking a couple of food trucks to supplement the selection of fast food - Earl
  - Porta Potty placement - 4 at McCaigs + 2 at Mufflerman - Annette
  - Parking assistance from Kinsmen - Tina
  - Youth Centre involvement - Tina
  - Car Awards - Rob
  - Bottled water - Dave
  - Garbage disposal - Sarah VP
  - Walkie Talkies - 6 vs 4 - Rob
  - Student volunteers - Annette
  - MYFM Advertising - scripts + post flyer to social media - Dave
  - Old Autos website ad - Earl to send Rob a file

Next meeting - Thursday May 18, 2023 at 9:00am at Why Not Cookies  
Meeting adjourned.

Radio Advertising - Dave

Dave reported that the "Support our Downtown businesses during Construction" ads continue to run.

Downtown VIBE - Reza

Reza reported

New Event Proposal

Suzanne Faris presented a proposal to develop a new event as part of the November 17th Tree Lighting Celebration.

Motion by Reza, Seconded by Vanessa, "To motion to support Light Up Talbot event for \$3000" All in Favour, Carried

Suzanne Faris will strike and chair a planning committee

## **8.2 Beautification Report - Vanessa**

### **Downtown Business Street Signs**

Vanessa reported

11 new businesses participating this year with 40 reused from last year. 6 were replaced. 1 historical banner replaced in front of Grand Central.

### **2023 Banner Program**

Vanessa reported, with input from Sarah Van Pelt, that 11 new businesses responded to the search for businesses that wanted to participate in the 2023 banners program. The balance of the required banners were randomly selected from the 2022 banner inventory. Earl met the installer at 8am on Sunday April 23rd and worked to install 51 banners, replace 6 Canada flag banners and install one historical banner in front of The Grand Central apartment complex.

### **Canada Summer Jobs**

Earl reported that we have been approved for 1 Canada Summer Jobs position for an 8 week, 30 hours per week at a rate of 50% funding for a total contribution of \$1,860.00. Earl also reported that he has interviewed an employee from 2022 along with a second applicant. They will begin their summer jobs employment on June 30th. \$9000 budgeted for salary

## **8.3 Reports**

### **Parks Dept Update - Adrienne**

159 Hot pink hanging baskets will be installed on the second week of June.  
(60 short this year due to Talbot Street Construction)

## **8.4 Council Update - Mayor Preston**

No report

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**

Russell submitted PDFs, attached.

“TD Renew the Environment Competition”:

Doug Tarry homes has asked if the Railway site could be the focus of the next project. It would encompass Ross to First and Talbot to Wellington (brownfield redevelopment)

There will be a Steering Committee, so if the DDB would like a representative, there is an offer to participate; Sarah Van Pelt and Jolie Inthavong volunteered.

## **8.6 CIP Program - Russell**

No report

## **8.7 Railway City Tourism Report - Megan**

-Downtown Hunt (started May 1) - <https://www.railwaycitytourism.com/dt-hunt>  
130 teams have signed up, the event will finish at the end of September.

-Taste culinary guide - will be distributed to restaurant owners and into the community,  
LINK:

[https://issuu.com/elginst.thomastourism/docs/coe1268\\_savour\\_elgin\\_culinary\\_guide\\_digital\\_sing](https://issuu.com/elginst.thomastourism/docs/coe1268_savour_elgin_culinary_guide_digital_sing)

-Two students have been hired and will be working out of the Tourism office  
-Summer Office Hours will begin soon  
-3 new murals planned: 2 in the Heritage district (power alley and side of the art centre to replace the deteriorated one) 1 on Championship City facing the park will feature native animals in a contemporary format to connect the park and children's centre.

## **8.8 Economic Development Report - Sarah Noble**

-Summer company applications are currently being accepted  
-Small business alley will not be part of Nostalgia Nights again as it was identified that a focus on artisans and creators has been better received by attendees in past years.

## **8.9 SBEC - Sarah / Elle**

No report

## **8.10 Chamber of Commerce Report - Paul**

Paul submitted and reported

-The Chamber continues to work with local groups to engage young entrepreneurs in the City; An event was recently hosted that was successful and well attended.  
-Chambers AGM was attended  
-The Job Fair last month saw 45 business in the labour sector participate, approx. 1000 people attended

May 9 - The Rising Role of Skills Development in the Workplace @ CASO Station

May 17 - Business After Five hosted by Abode Home Comfort/Harvest Hands @ Railway Museum

May 25 - Members' Golf - sold out

June 11 - Old School Company Picnic in Pinafore Park

June 14 - Business After Five hosted by Ice Box/Libro in Pinafore Park

June 28 - MP/MPP Luncheon - CASO Station

A reminder that the DDB is a member of the Chamber so please attend Chamber events as a guest of the DDB or as a Member when you can.

Earl is meeting with Councillor McCauley to discuss the change of permitted spots into 2hr spots in Municipal Parking Lots behind the businesses on Talbot Street. All permitted spots haven't been sold, and some are only used during business hours.

## **9. Coming Events**

- Nostalgia Nights Car Show - Saturday July 15th 4-9pm
- Downtown Pumpkin Prowl - Friday October 27th 5-8pm
- Tree Lighting Celebration - Friday November 17th 5:30-7pm
- Optimist Santa Claus Parade - Saturday November 18th 6pm
- Black Friday - Friday November 24th
- Downtown Santa - Saturday December 2nd 11-1pm

## **Other Events**

- Business After 5 - Wednesday May 17th at the ECRM

## **10. Adjournment**

Motion by Russell, Seconded by Rene, "To adjourn the meeting at 9:53am" Carried

**Next Meeting: Wednesday June 7, 2023 at 8:00AM at City Hall Room 304 and via Zoom if required.**



We are digging up Talbot Street  
and we're hoping you dig it too!



# St. Thomas downtown

D E V E L O P M E N T   B O A R D

Please **SHOP LOCAL** and support our  
Downtown Businesses.



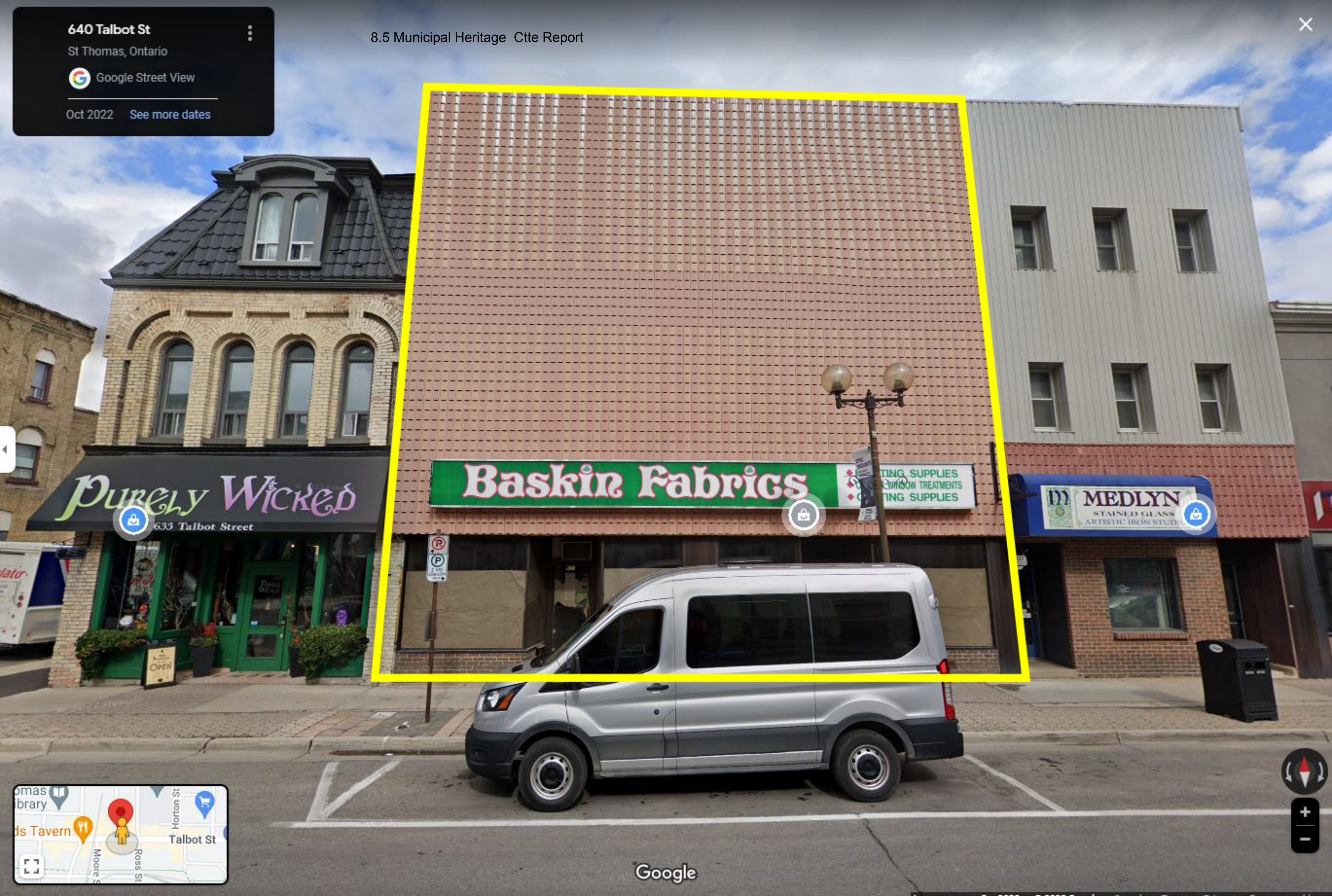
640 Talbot St

St Thomas, Ontario

Google Street View

Oct 2022 See more dates

8.5 Municipal Heritage Ctte Report



Baskin Fabrics

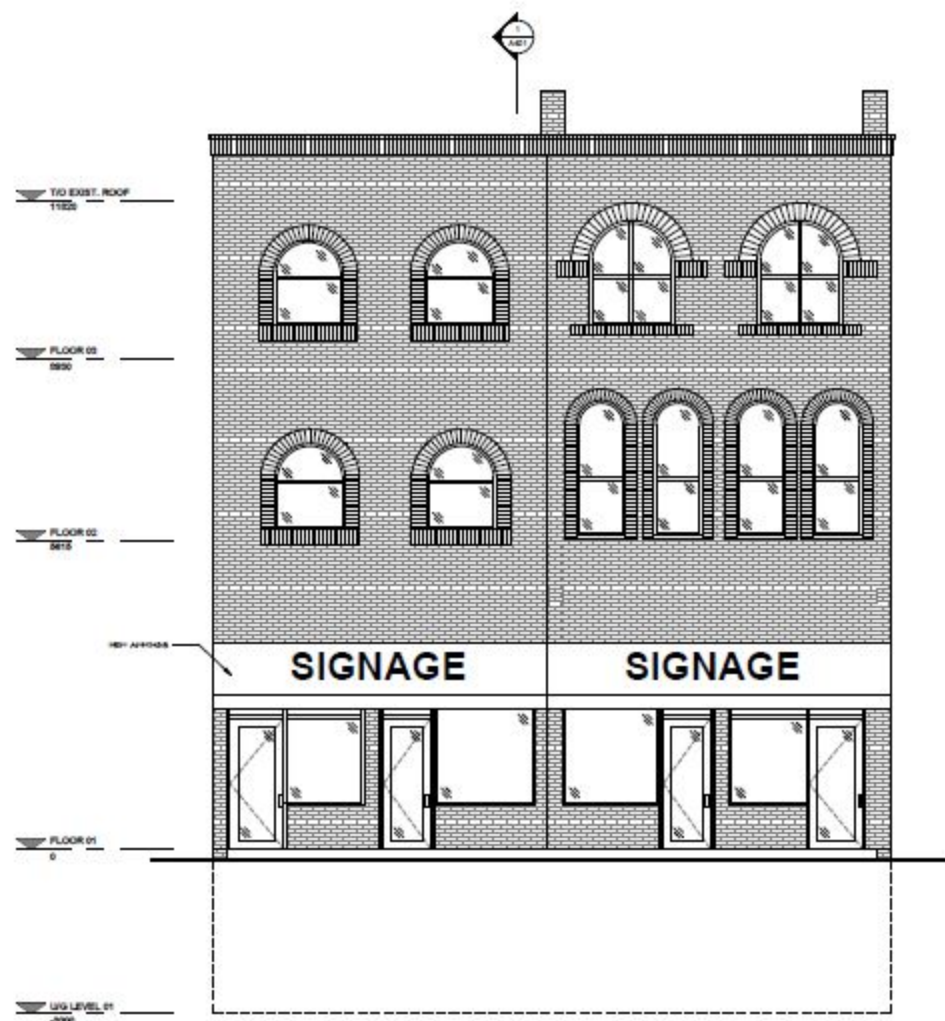
SEWING SUPPLIES  
WINDOW TREATMENTS  
CUTTING SUPPLIES

MEDLYN  
STAINED GLASS  
ARTISTIC IRON STUDIO

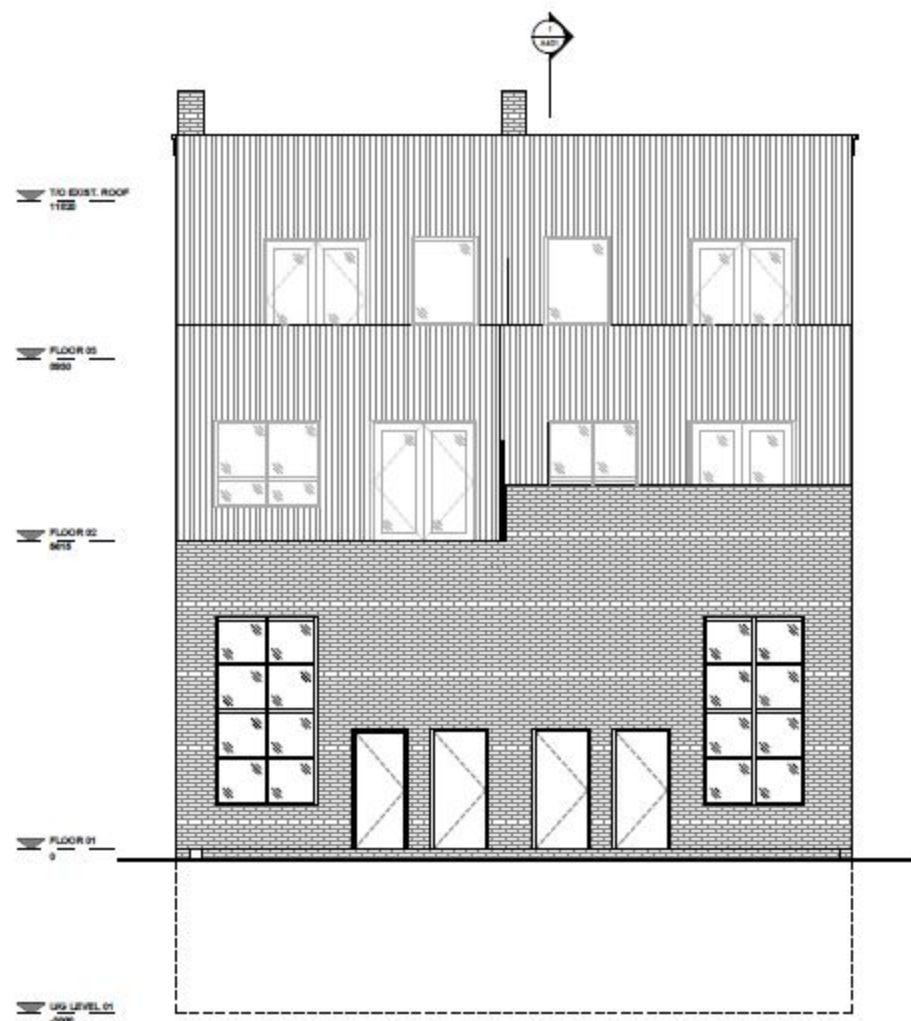
Purely Wicked  
633 Talbot Street

Google





1 **PROPOSED SOUTH ELEVATION**  
1:50



2 **PROPOSED NORTH ELEVATION**  
1:50





HAIR IDEAS  
FAMILY HAIR CARE & ESTHETICS CENTRE 519-637-1336





471 Talbot Street, St Thomas, ON N5P 1C1



471 Talbot St

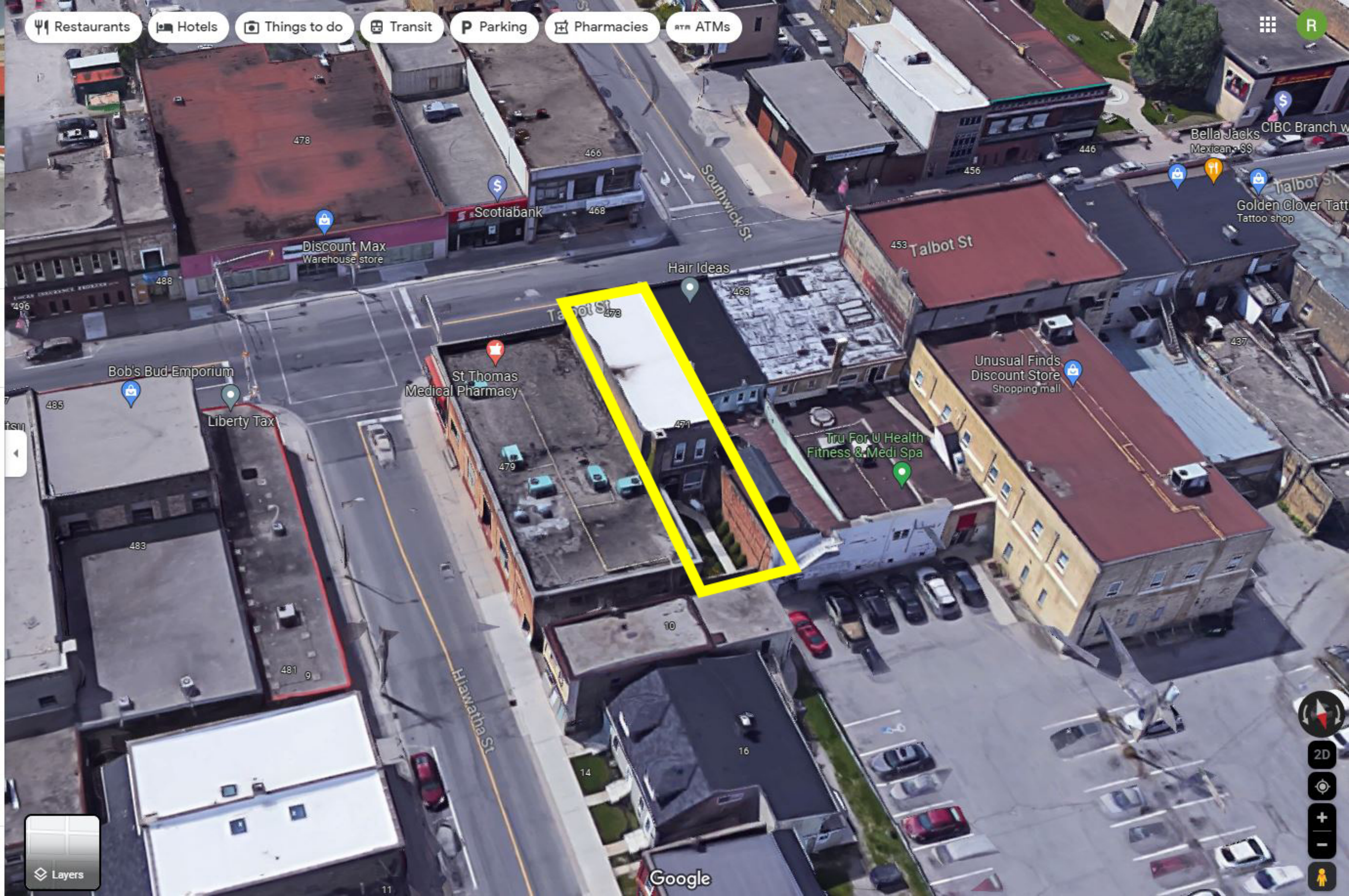
- Directions
- Save
- Nearby
- Send to phone
- Share

- 471 Talbot St, St Thomas, ON N5P 1C1
- QRH3+MX St Thomas, Ontario
- Suggest an edit on 471 Talbot St
- Add a missing place
- Add your business
- Add a label

Photos

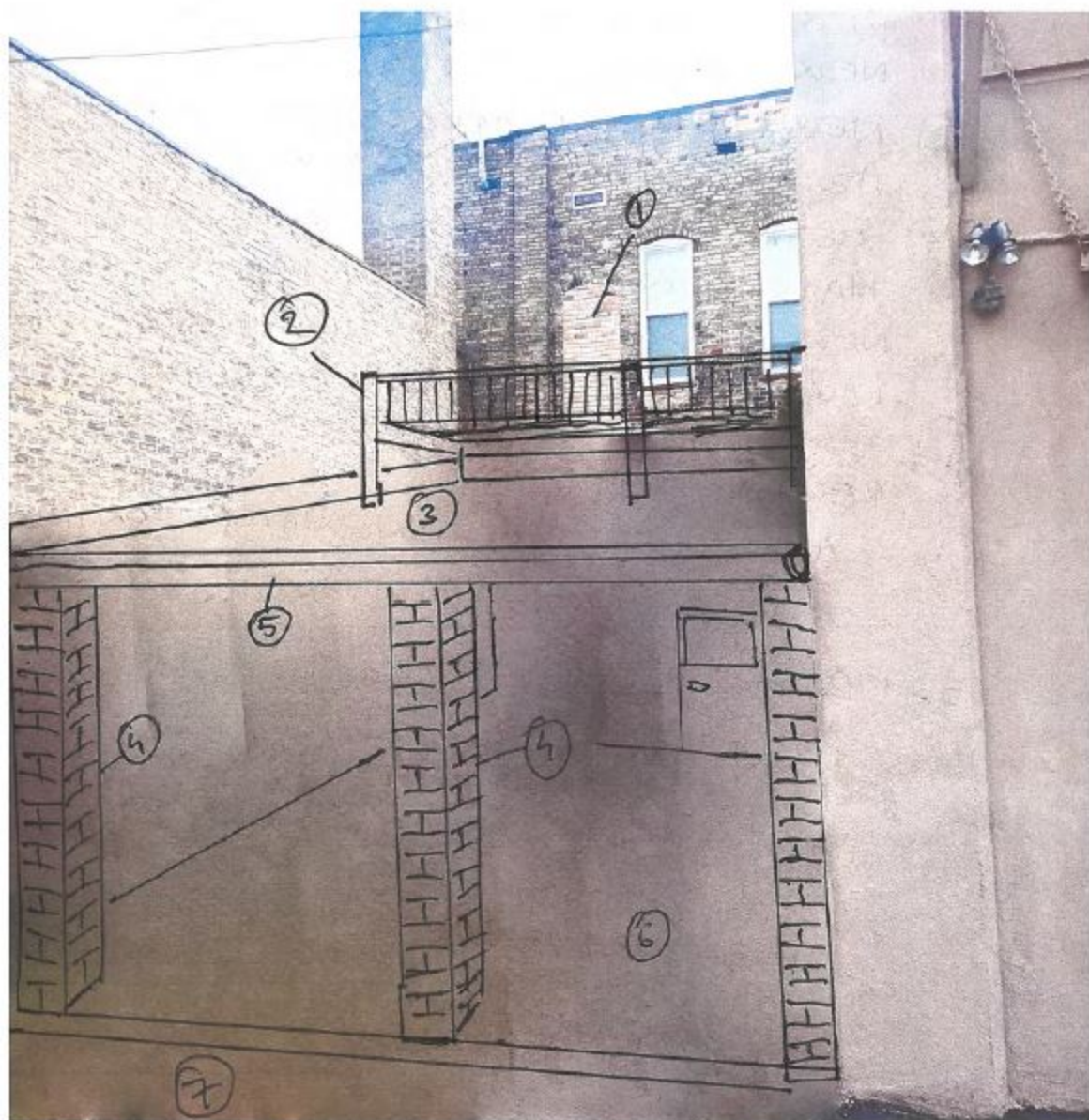


At this place





36  
PLEASE SEE BACK FOR DETAILS  
PROPOSED AUXILIARY BUILDING



**(2) PROPOSED AUXILIARY BUILDING**