

MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY JUNE 7, 2023 8:00AM ROOM 304 CITY HALL AND VIA ZOOM

Attendance:

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

* = joined via Zoom

Time = Departed the meeting

- 1. Call to Order:** The meeting was called to order at 8:04 am, without 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 Declarations were presented

- 3. Confirmation of Agenda**

Motion by Grayden Laing, Seconded by Russell Schnurr, "To confirm the June 7, 2023 Agenda as distributed." all in favour, motion carried.

- 4. Confirmation of Minutes**

Motion by Grayden Laing, Seconded by Jennifer Childs, "To confirm the May 3, 2023 Minutes as distributed." All in favour, motion carried.

Note: Meeting Minutes can be found at 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 a May 5th to 328 Recipients, 115 Opens, 9 Clicks, 35.2% Open rate, Facebook reach 113 with 114 Impressions

- A Newsletter was issued on May 19th to 328 Recipients, 123 Opens, 11 Clicks, 37.8% Open rate, Facebook reach: 92 with 92 Impressions.

Downtown Dollars Tracking - Earl

Earl reported that, thanks to Annette's data collection, \$2,100.00 DDB Dollars were recorded as being redeemed in May. A total of \$21,335.00 DDB\$ have been redeemed YTD and of this \$25.00 are from the 2021 DDB\$ promotion and \$1,625.00 are from the 2022 DDB\$ promotion. Earl made 16 DDB Dollar merchant pickups in May.

Business Updates - new / relocated / lost

Earl reported that Locke Insurance moved to 12 Pearl Street and Angry Bear Barbershop moved to 641 Talbot Street.

Reza Alavie 8:10am, meeting has quorum

Social Media

Earl reported that our Twitter account @stthomasddb now has 564 Followers (was 557 last month), our DDB Facebook page www.FB/downtownstthomas has increased by 83 Followers to 3444 (was 3361 Followers last month) and our Instagram/stthomasDDB page has 1281 Followers (was 1246 last month).

Through the month of May, our DDB Facebook Reach has soared by 110% to 88,753 and our Post Engagement has increased by 28% to 15,679 with 83 new followers

Talbot Street Construction Updates

Earl reported that since construction began on March 20th, 13 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

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. Discussions centre around construction scheduling, updates, changes, delays, safety issues and concerns raised by DDB members.

Sidewalk and Road Curbs were installed on May 29-31 and 2 layers of asphalt were installed on June 5-6th. Sidewalk installations begin June 7th.

Tara McCaulley mentioned that there needs to be signage that directs people to parking for businesses on the Northside of Talbot street as well.

2 Hour Free vs Permit Parking Update

Earl reported that after hearing concerns from downtown merchants about possible 2 Hour Free vs Permit parking discrepancies in the downtown parking lots, he obtained a summary of the parking lot assignments from the City Roads Department. Concerns in two lots stand out showing that in the Moore Street lot, there are 37 permitted spaces with only 16 sold leaving 21 available. In the Hepburn lot, there are 77 permitted spaces with only 10 sold leaving 67 available. We are also investigating the possibility of changing the permitted spaces in the White Street lot to 2 Hour Free parking in the evening. With the help of Councillor McCaulley, we are working to have a large number of these unused permitted spaces changed into 2 hour spaces.

*As parking progresses, the City will monitor the parking situation.
Mayor Preston will ask for a written report again.*

Ian Gillespie entered 8:21am

Downtown Issues

Earl reported that issues related to crime, homelessness, drug addiction and mental health continue to affect the success of our downtown business and property owners. A committee of merchants is working to find solutions to bring to the City Council.

Mayor Preston offered that as 110 Queen Street opens there will be more mental health and addiction support available to those who are experiencing homelessness and addiction downtown. There is a by-needs list and there will be room to house all on the current list.

Reza Alavie exited 8:42am

Board Membership

Earl also reported that Suzanne Faris has been approved by City Council as a DDB Director.

7. Finance Report - Tina

Earl provided a monthly statement update on the financial status of the DDB accounts. Unfortunately, our accounts have not been fully set up in the City Accounting system yet. 47128 Scotia, TD 65442

Motion by Ian Gillespie, Seconded by Grayden Laing, "To accept the financial report as presented." All in favour, motion carried.

8. Reports

8.1 Promotions Report - Dave

Earl delivered on behalf of Dave:

Social Media Advertising

Dave reported that the Young and Free Press team have been posting to our Twitter, Instagram and Facebook accounts beginning May 15th and will continue to do so through to September 15th.

Print Advertising

Earl presented a copy of the 1/4 page ad that was published in the June issue of the Hometown St Thomas magazine. A third 1/2 page ad will be designed for the July issues at a cost of \$362.50 per month which is a 50% rate reduction offered to Downtown businesses.

Radio Advertising

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

The Nostalgia Nights Car Show, there are 5 ads, the first of which began running on June 5th. The remainder will run through to July 15th.

Website

Sarah Van Pelt submitted a written report:

"I had a meeting with Mark at GoVertical, and it will cost the same to have him program it as it will for Redding Design (\$8000)." Sarah asked the board to let her know which programmer the board would like to go with and that she is happy to work with either.

Motion by Grayden Laing, seconded by Jennifer Childs, "To approve Redding Design for the cost of \$8000 to proceed with development/programming of the DDB website." All in favour, motion carried.

Grayden Laing, Jennifer Child, and Russell Schnurr have volunteered to be part of a subcommittee of Marketing/Promotions to help Annette with content and management of the website.

Nostalgia Nights Car Show - Earl

Earl reported that meeting #5 was held on Thursday May 18th at 9am at Why Not Cookies. Plans are progressing well with all committee members pitching in to help with various events and activities. A volunteer signup sheet was passed around seeking member assistance.

Earl provided following written report:

Nostalgia Nights Car Show Meeting #5

Thursday May 18, 2023 at 9:00am at Why Not Cookies

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

1. The committee went through the Schedule of Event Worksheet to update the assigned tasks.
2. A walk-about of the site is scheduled for Wednesday May 24th at 9am to define signage and event setup.

Next meeting - Thursday June 15th, 2023 at 9:00am at Why Not Cookies

Meeting adjourned.

Downtown VIBE - Reza

Reza submitted: For the Nostalgia Nights issue of The Downtown Vibe, in addition to the Mayor's Message and the Chair's Message, we will have a front-page article about Nostalgia Nights (Rob Burns is writing that). Sarah Noble is back on Taste of The Downtown and 4-5 other articles about Downtown businesses. Please call or email me if you have any questions.

8.2 Beautification Report - Vanessa

Downtown Business Street Signs

Vanessa reported that the Locke Insurance sign will be moved to their new location at 12 Pearl Street.

Angry Bear Barbershop sign will be moved to their new location at 641 Talbot Street. 485 Talbot, no logo, but will be happy with whatever McBain comes up with 349 Talbot, waiting for the logo from owner, and then we can create the sign

Canada Summer Jobs

Earl reported that the 2 Summer Students will begin their summer jobs employment on June 30th.

Our inability to install a cross-street banner needs to be sorted.

Mayor Joe will reach out to the City Engineers for assistance.

Vanessa Buckland exited 9:26am

8.3 Reports

Parks Dept Update - Adrienne

Adrienne reported

8.4 Council Update - Mayor Preston

Mayor Preston reported

To view City Council Agenda and Minutes visit
<https://www.stthomas.ca/cms/one.aspx?portalId=12189805&pageId=12517512>

Adrienne Griffin exited 9:30am

8.5 Municipal Heritage Committee Update - Russell
Russell reported

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=-1,12189805-124|0,12189721-117,12189721-127&sortBy=Relevance&pg=0> for more information.

8.7 Railway City Tourism Report - Megan
Megan reported that the Scavenger Hunt project began on May 1st, with many locations located in the Downtown, continues - information is available at
www.railwaycitytourism.com/dt-hunt

Murals:

- 36 St Catherine, a mural featuring native animal species can now be promoted
- Power Alley will begin after June 15th, Jack Grainey mural (realistic)
- Art Centre, starting in June any day now, Indigenous Artist about City and Nature coming together featuring a coyote

Sarah Noble exit 9:55am

8.8 Economic Development Report - Sean
No report

8.9 SBEC - Sarah / Elle
Sarah Lynch reported

8.10 Chamber of Commerce Report - Paul
-November 25th Christmas market at the museum, but would love to work with the DDB and Suzanne's committee to put something together
-Chamber Day picnic at Fanshawe on Sunday 11-3

-Business After 5 is Wednesday June 14th at Pinafore Park co-sponsored by Libro and the Ice Box.
-if there are businesses downtown offering engagement activities throughout the Summer for children, the Chamber is compiling a list. Please contact Paul/the Chamber with your activities so they can be added.

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
- Light up Talbot - “ “, from end of business until 9pm
- 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 June 14th at Pinafore Park

10. Adjournment

Motion by Suzanne Faris, Seconded by Tara McCaulley, “To adjourn the meeting at 9: am.” All in favour, motion carried.

Adjourned at 10:05am

Next Meeting: Wednesday July 5, 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!**



**We
are
OPEN
for Business**

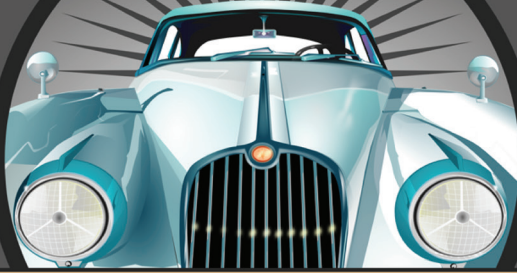
**St. Thomas
downtown**

D E V E L O P M E N T B O A R D

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

9TH ANNUAL

IN HISTORIC DOWNTOWN ST. THOMAS



Nostalgia Nights

• CLASSIC CAR SHOW •



FREE FUN FOR ALL AGES!

CAR SHOW

July 15, 2023
3-9pm

MORE!

Ross Street to Case Crossing
Train Rides 3-8pm

WWW.NOSTALGIANIGHTS.CA

DOWNTOWN ST. THOMAS

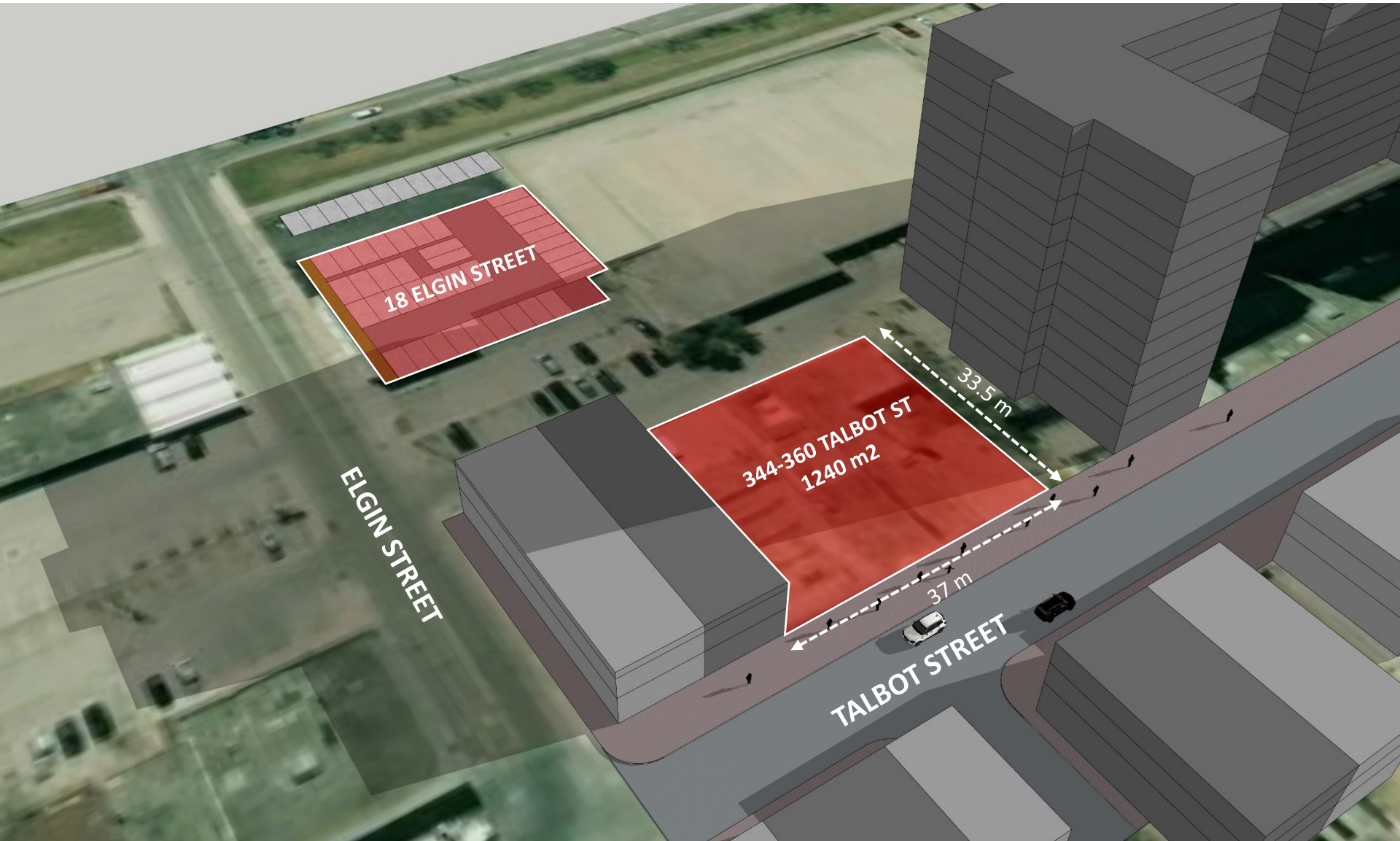
EVENT BROUGHT TO YOU BY THE ST. THOMAS DOWNTOWN DEVELOPMENT BOARD

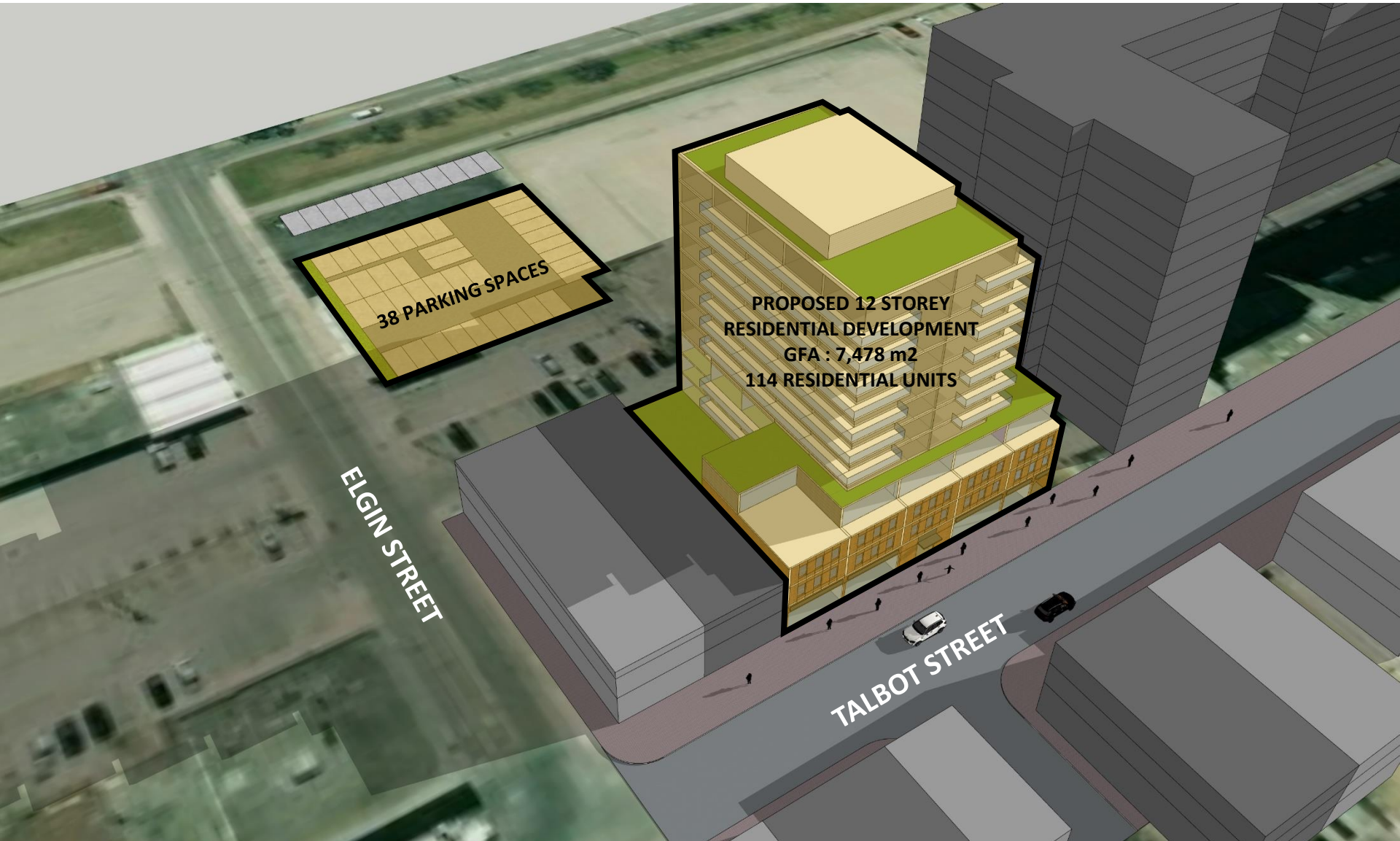


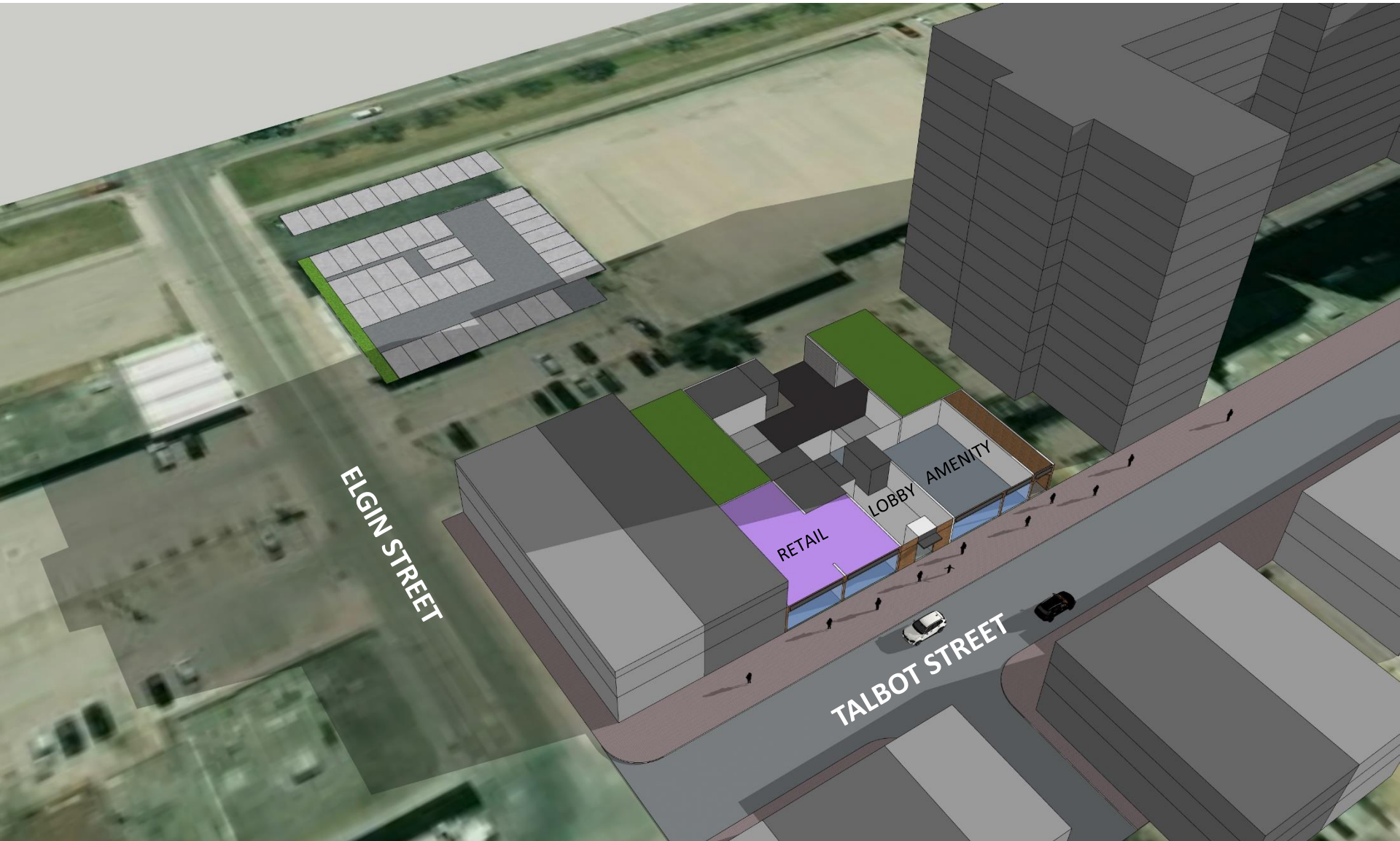


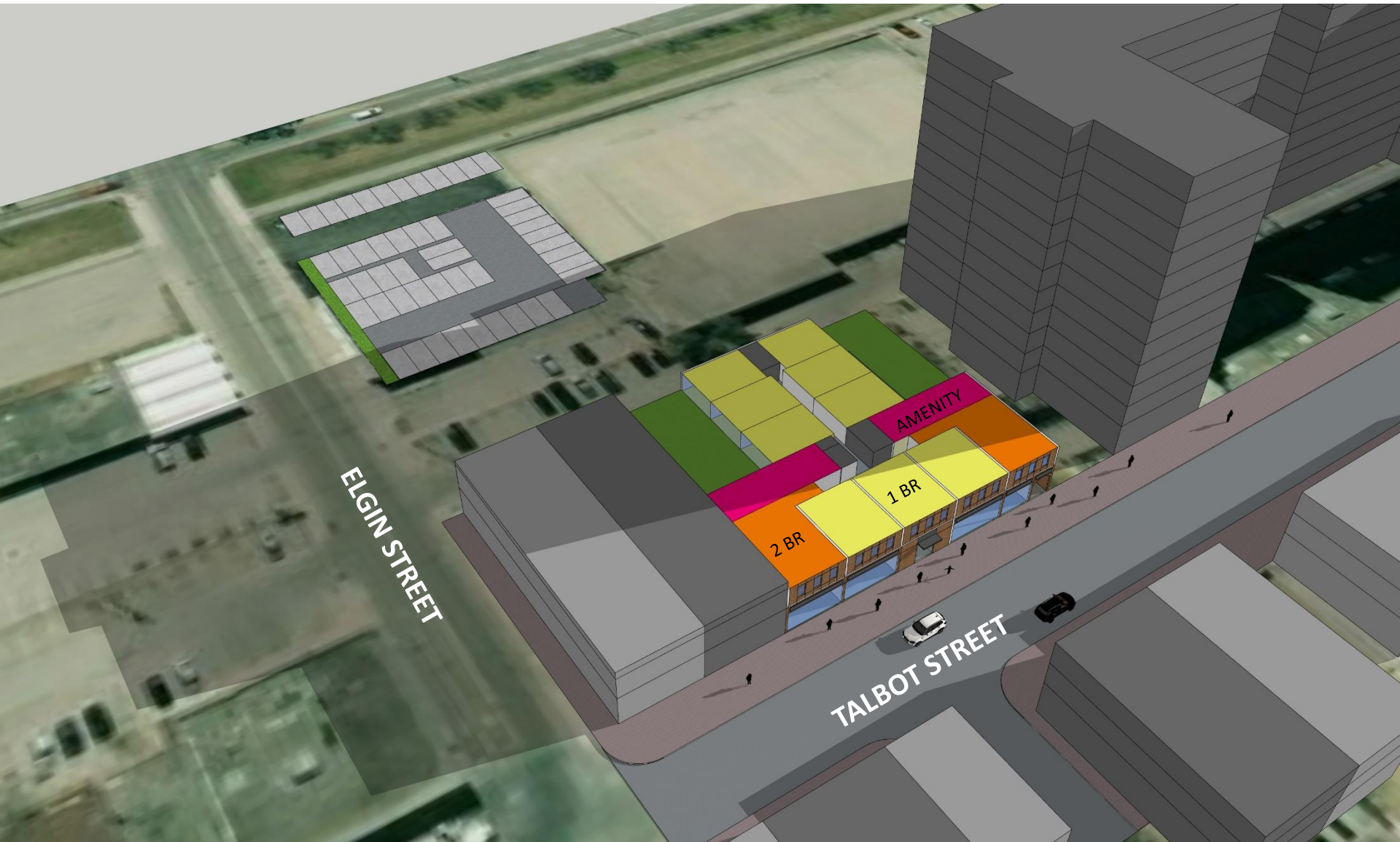
344-360 TALBOT ST, ST THOMAS, ON

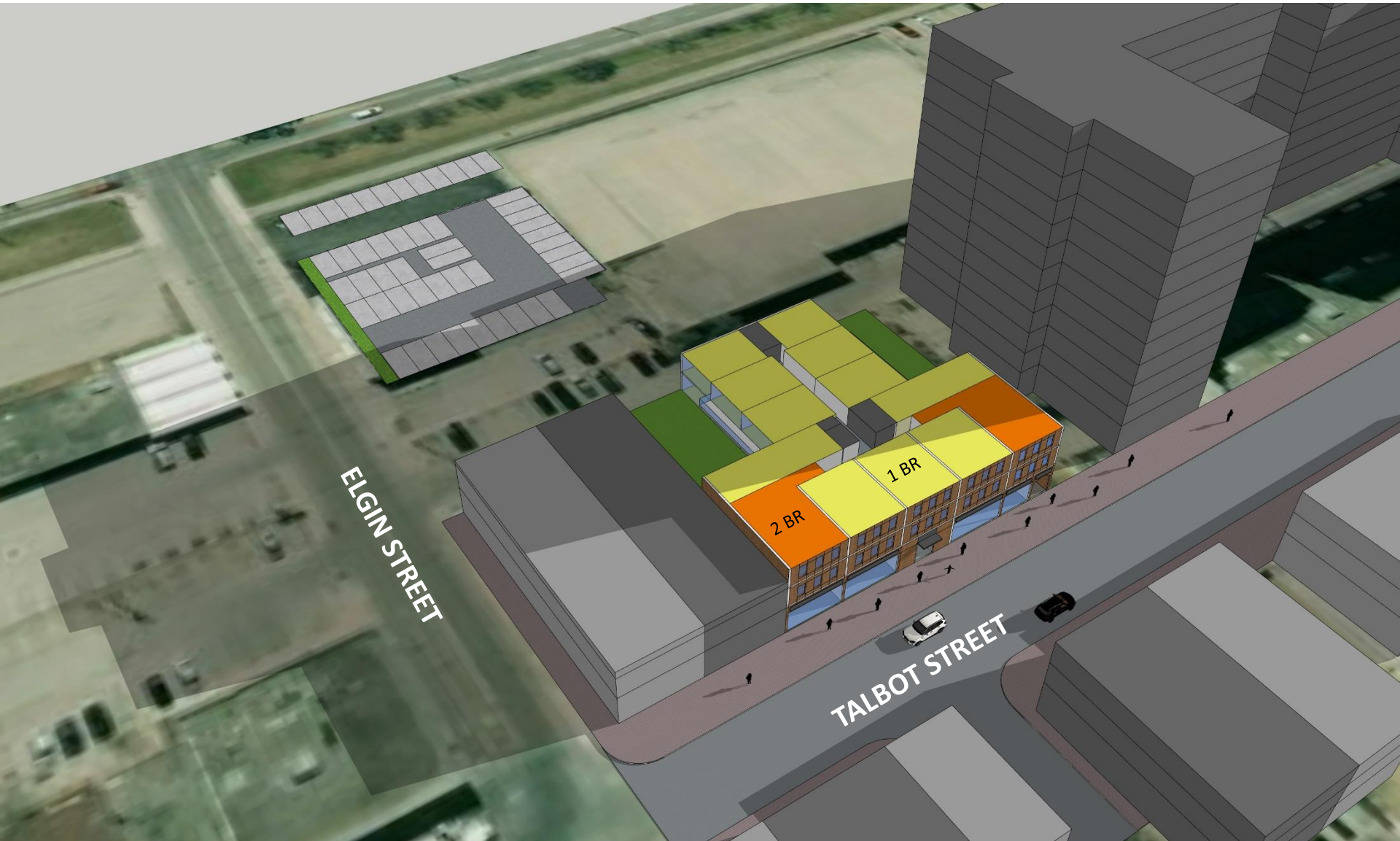
APRIL 2023

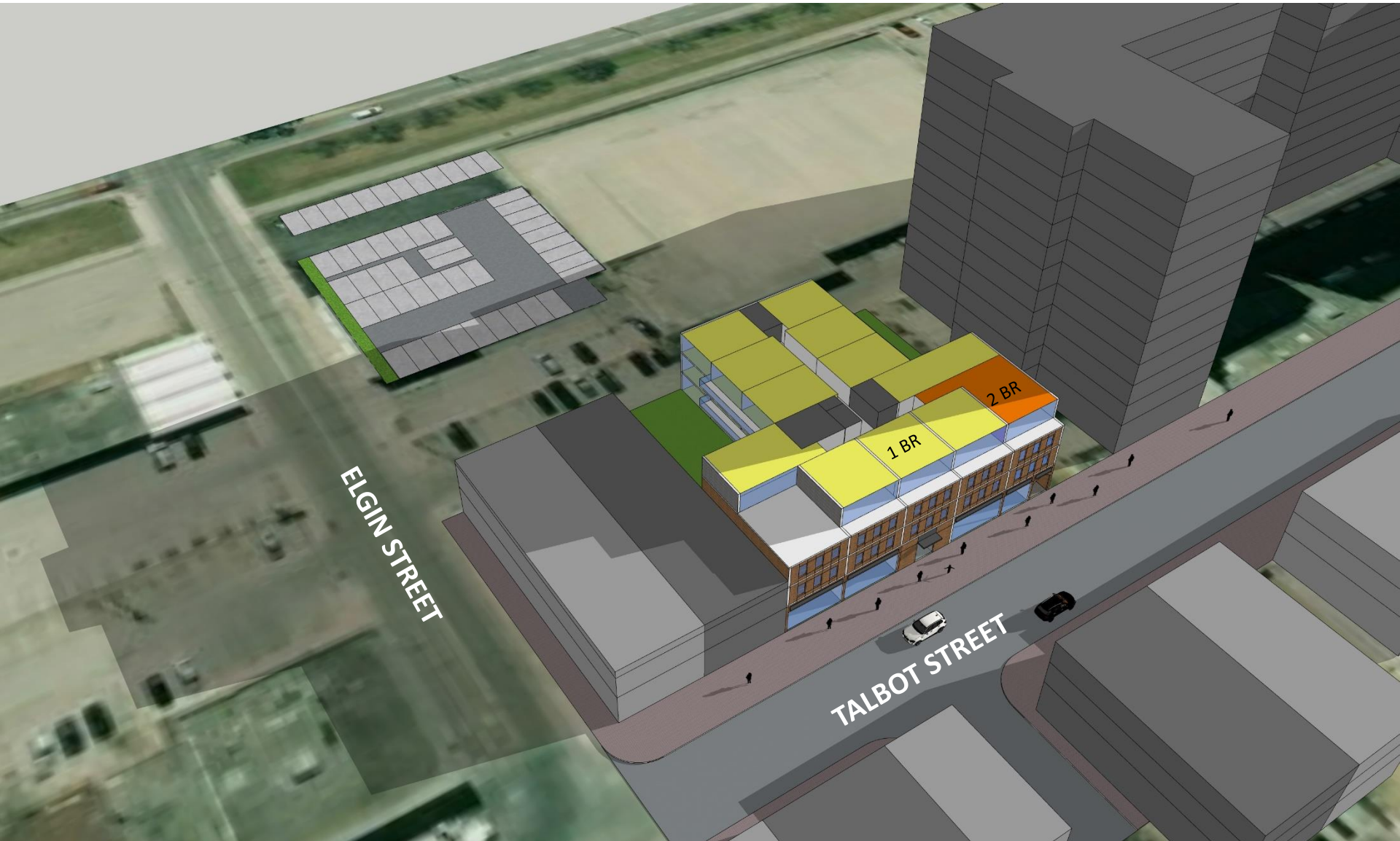


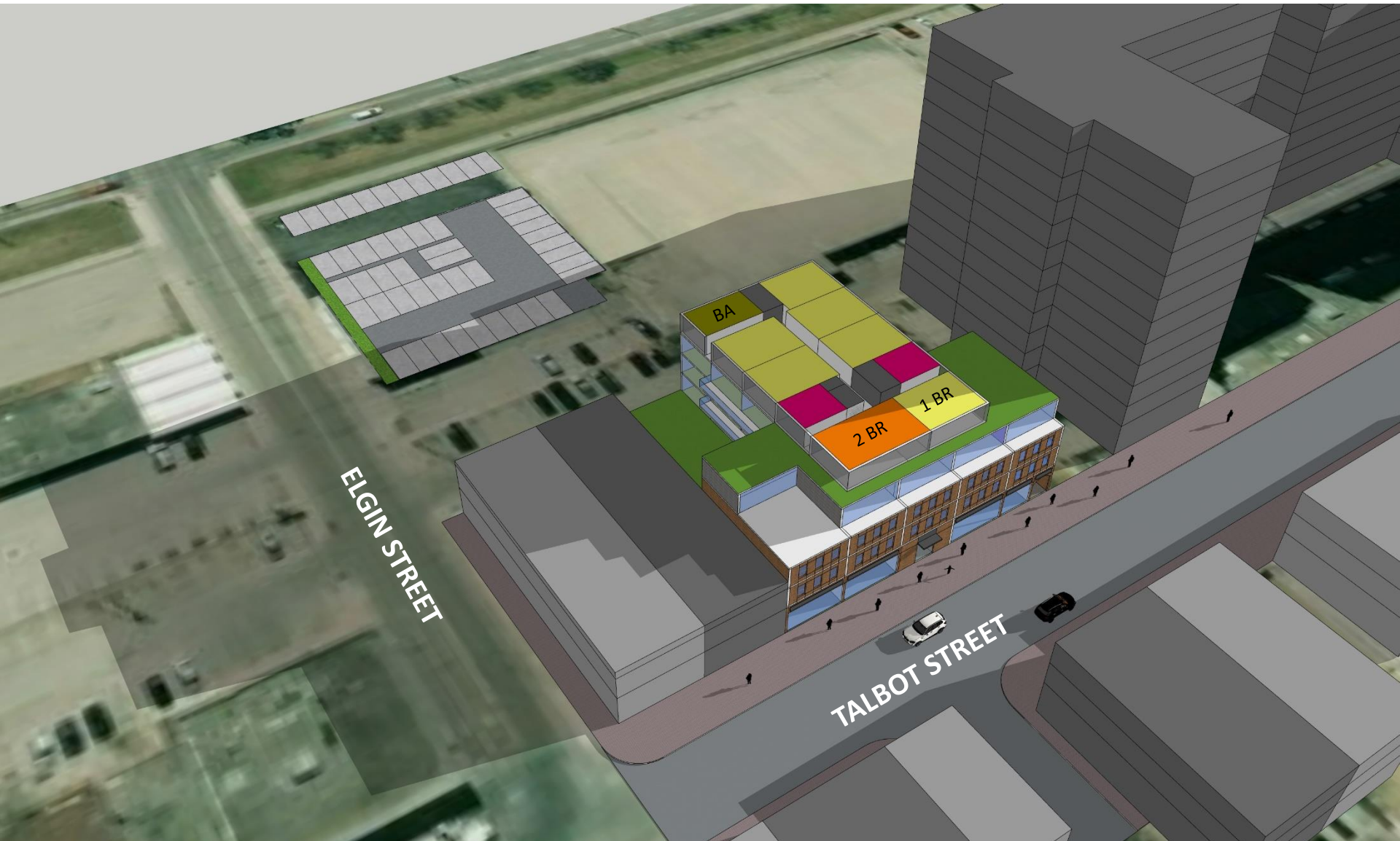


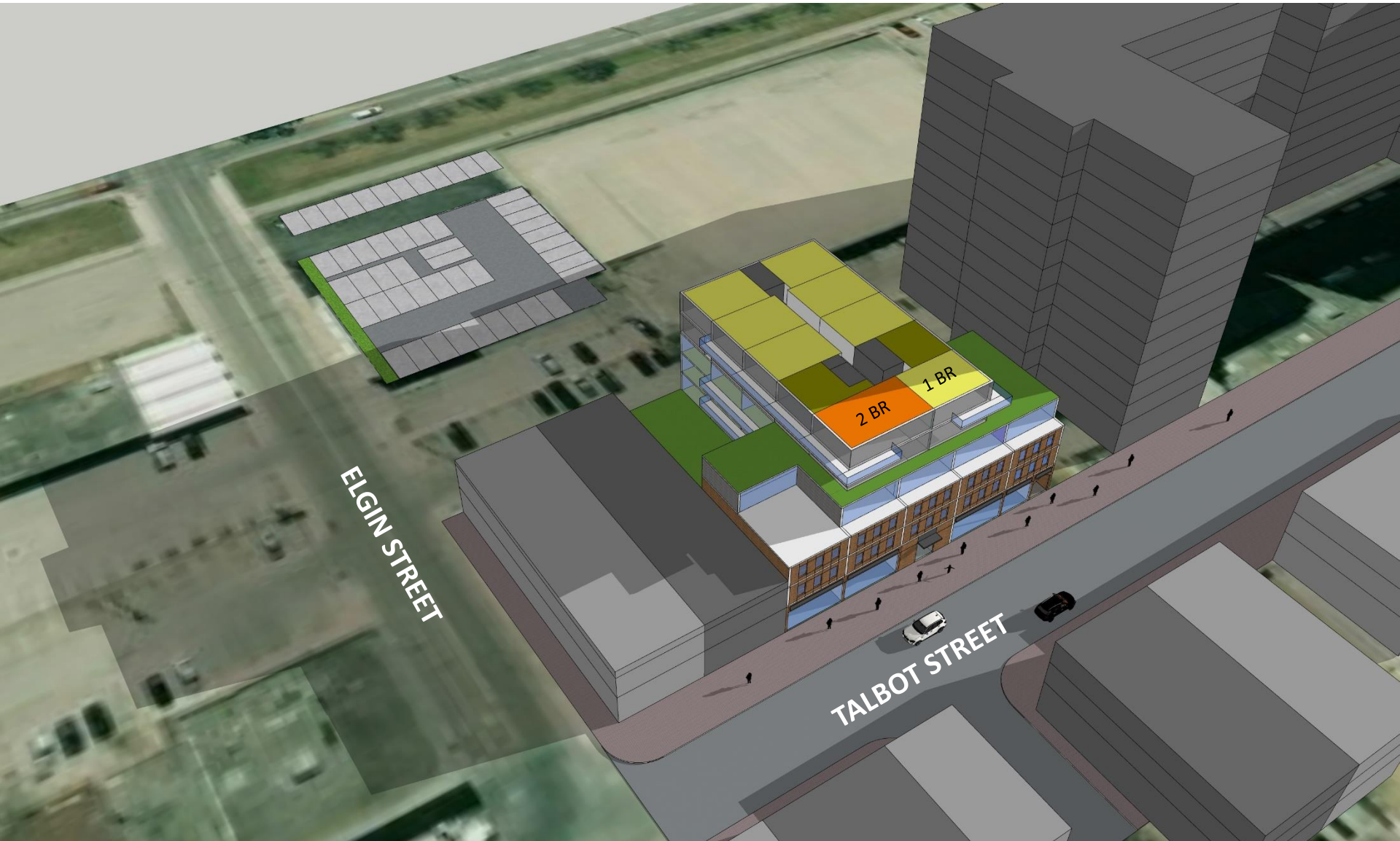












344-360 TALBOT ST
ST THOMAS, ON

12 STOREY – 114 UNIT BUILDING







344-360 TALBOT ST
ST THOMAS, ON

12 STOREY – 114 UNIT BUILDING



	344-346 Talbot										
Lvl	Ba	1br	2br	Units	Amenity	Retail	Parking	GCA (m2)	GFA (m2)	NSA (m2)	Effcy
									-	-	-
1	0	0	0	0	173.00	186.00	730.00	1,240.00	510.00	-	-
2	0	9	2	11	138.00	-	-	922.00	766.00	670.00	87.5%
3	0	11	2	13	-	-	-	940.00	904.00	807.00	89.3%
4	0	11	1	12	-	-	-	932.00	806.00	682.00	84.6%
5	1	6	1	8	52.00	-		673.00	516.00	420.00	81.4%
6	2	7	1	10	-	-		673.00	568.00	490.00	86.3%
7	2	7	1	10	-	-		673.00	568.00	490.00	86.3%
8	2	7	1	10	-	-		673.00	568.00	490.00	86.3%
9	2	7	1	10	-	-		673.00	568.00	490.00	86.3%
10	2	7	1	10	-	-		673.00	568.00	490.00	86.3%
11	2	7	1	10	-	-		673.00	568.00	490.00	86.3%
12	2	7	1	10	-	-		673.00	568.00	490.00	86.3%
Totals	15	86	13	114	363.00	186.00	730.00	9,418.00	7,478.00	6,009.00	
					3,907	2,002	7,858	101,378	80,495	64,682	
					s.f	s.f	s.f	s.f	s.f	s.f	



2121 Argentia Road, Suite 105
Mississauga, ON L5N 2X4
T: 647.951.9573
F: 647.951.9574
W: www.aaa-architects.ca