

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
WEDNESDAY JULY 5 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	N
Secretary - Jolie Inthavong	N	Sarah Van Pelt	Y
Treasurer - Tina Swaenepoel	Y	Dana Vanzanten	Y
Beautification Chair-Vanessa Buckland	Y	Advisors:	
Promotions Chair - Dave Thomson	N	Elle Crevits	Y
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	N	Sarah Noble	Y
Ian Gillespie	Y	Megan Pickersgill	Y*
Julie Hosford	N	Annette S'barra	Y*
Duane Orth	N	Tara McCaulley	Y

* = joined via Zoom

Time = Departed the meeting

- 1. Call to Order:** The meeting was called to order at 8:02am 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 Declarations were presented

- 3. Confirmation of Agenda**

Motion by Tara, Seconded by Ian, "To confirm the July 5, 2023 Agenda as distributed."
Carried

- 4. Confirmation of Minutes**

Motion by Tina, Seconded by Paul, "To confirm the June 7, 2023 Minutes, although missing a few reports, as distributed." Carried

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

- 5. Deputations**

None

6. Chair Report - Earl

Downtown Dollars Tracking - Earl

Earl reported that, thanks to Annette's data collection, \$5,130.00 DDB Dollars were recorded as being redeemed in June. A total of \$26,465.00 DDB\$ have been redeemed YTD and of this \$370.00 are from the 2021 DDB\$ promotion and \$3,215.00 are from the 2022 DDB\$ promotion. Earl made 20 DDB Dollar merchant pickups in June.

Business Updates - new / relocated / lost

Central Station, at 571 Talbot Street, has closed.

Social Media

Earl reported that our Twitter account @stthomasddb now has 570 Followers (was 564 last month), our DDB Facebook page www.FB/downtownstthomas has increased by 83 Followers to 3521 (was 3444 Followers last month) and our Instagram/stthomasDDB page has 1300 Followers (was 1281 last month).

Through the month of June, our DDB Facebook Reach has increased by 45% to 113,407 and our Post Engagement has increased to 19,525 with 91 new followers

Talbot Street Construction Updates

Earl reported that since construction began on March 20th, 18 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 and Vanessa continue 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.

Phase 1 was opened to traffic on June 30th and Phase 2 construction started on July 4th.

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.

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 setup in the City Accounting system yet.

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

8. Reports

8.1 Promotions Report - Dave

Social Media Advertising

Dave submitted a report stating 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 July issue of the Hometown St Thomas magazine.

Radio Advertising

Dave reported that the 4 Nostalgia Nights Car Show ads are running through to July 15th. See attachment.

Website

Sarah Van Pelt reported that Redding Design continues to work on the website.

Nostalgia Nights Car Show - Earl

Earl reported that meeting #6 was held on Thursday June 15th 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. No further meetings were planned although committee members are continuing to finalize details and plans.

Downtown VIBE - Reza

Reza reported that 12,000 copies of the July VIBE have been published and are being distributed this week.

8.2 Beautification Report - Vanessa

Downtown Business Street Signs

Vanessa reported that the Locke Insurance sign was moved to their new location at 12 Pearl Street. The Angry Bear Barbershop sign was moved to their new location at 641 Talbot Street. The Hush Hair Salon sign was repaired. A new sign was installed at Jandu Convenience at 485 Talbot Street.

Canada Summer Jobs

Earl reported that the 2 Summer Students began their summer jobs employment on June 28th.

8.3 Reports

Parks Dept Update - Adrienne

Adrienne reported that they are in the maintaining phase. Parks will cut the grass along the railway tracks once for the car show train rides.

8.4 Council Update - Mayor Preston

Councillor McCaulley reported that she will provide the original parking study in relation to a previous discussion about the number of permit parking spaces vs 2 hour parking spaces.

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

Megan reported that the Scavenger Hunt now has 350 teams. The Beerlesque-Carnivale event is this Saturday. The Culinary Guides can now be found on the tourism website.

Earl raised the possibility of developing a new Octoberfest type event in our Downtown for early to mid October. As small committee of Earl, Meagan, Elle, Vanessa, Sarah and Tina was established. Earl will call a meeting in a couple of weeks.

8.8 Economic Development Report - Sean

Sarah reported that a new website is being developed to provide stories and updates on the new VW site

8.9 SBEC - Sarah / Elle

No report

8.10 Chamber of Commerce Report - Paul

Paul reported that the next Business After 5 is Wednesday July 12th at Common Ground - 6986 Middle River Road. A "Hiring Mew Canadians" meeting is being held today.

9. Coming Events

- Nostalgia Nights Car Show - Saturday July 15th 4-9pm
- Downtown Pumpkin Prowl - Friday October 27th 5-8pm
- Tree Lighting Celebration and Light Talbot - Friday November 17th 5:30-7pm
- Optimist Santa Claus Parade - Saturday November 18th 6pm
- Horton Christmas Market - Saturday November 18th
- Black Friday - Friday November 24th
- Christmas After Dark - Saturday November 25th
- Downtown Santa - Saturday December 2nd 11-1pm

Other Events

- Business After 5 - Wednesday July 12th at Common Ground - 6986 Middle River Road.

10. Adjournment

Motion by Tara, Seconded by Tina, "To adjourn the meeting at 8:50am" Carried

Next Meeting: Wednesday September 6, 2023 at 8:00AM at City Hall Room 304 and via Zoom if required.

Car Show 2023

The St Thomas Downtown Development Board is EXCITED to announce the 9th annual 20-23 NOSTALGIA NIGHTS CAR SHOW in historic downtown St Thomas!! Plan to attend Saturday July 15th from 4 until 9 pm. Enjoy music from the 50's and 60's, great food from downtown restaurants, and all of the incredible classic cars. Get your 50/50 tickets for a chance to win. It's FREE entertainment for the entire family. The 20-23 Nostalgia Nights Car Show Saturday July 15th.

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Car Show 2023 With Train Sponsors

The 9th Annual Nostalgia Nights Car Show in historic downtown St Thomas takes place Saturday July 15th. Take a FREE Train Ride from 3 till 8 pm compliments of The Auto Guys, Wendy's, Railway City Tourism, and 94 point one myFM. There will be music from the 50's and 60's, and to TOP IT OFF a great Classic Car Show from 4 until 9 pm. Don't miss the event of the year, and mark your calendars. Nostalgia Nights 20-23..Saturday July 15th.

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Car Show 2023 With Special Sponsors #1

The 9th Annual Nostalgia Nights Car Show in historic downtown St Thomas takes place Saturday July 15th from 4 to 9pm. This event could not happen without the support of our local business community. Special thanks and a shout-out to the following sponsors. Gurr Auto, CTP Computers, Doug Tarry Homes, the Elgin County Railway Museum, and the McCaig Family. Nostalgia Nights 20-23..Saturday July 15th in historic downtown St Thomas

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Car Show 2023 With Special Sponsors #2

The 9th Annual Nostalgia Nights Car Show in historic downtown St Thomas takes place Saturday July 15th from 4 to 9pm. This event could not happen without the support of our local business community. Special thanks and a shout-out to the following sponsors. Van Pelt's Business Solutions, St Thomas Tire, Century Sound Sales & Service and the McCaig Family.

Nostalgia Nights 20-23..Saturday July 15th in historic downtown St Thomas

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