

**MEETING MINUTES
ST THOMAS DOWNTOWN DEVELOPMENT BOARD
THURSDAY OCTOBER 4, 2023 8:00AM ROOM 304 CITY HALL AND VIA ZOOM**

Attendance:

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

Time = Departed the meeting

** = joined via Zoom*

Also present Christine Scrimgeour, City Auditor

- 1. Call to Order:** The meeting was called to order at 8:14 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:**

No Declarations were presented

- 3. Confirmation of Agenda**

Presentation by Financial Auditor moved to the top of the Agenda

Motion by Tina, Seconded by Grayden, "To confirm the October 4, 2023 Agenda with amendments." Carried

- 4. Confirmation of Minutes**

Motion by Dave, Seconded by Tina, "To confirm the September 7, 2023 Minutes as distributed." Carried

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

5. Deputations

None

6. Financial Audit Presentation

Christine Scrimgeour, City Auditor, presented the 2022 DDB Draft Audited Financial Report by Scrimgeour

Motion by Tina, Seconded by Grayden , “To accept the 2022 DDB Draft Financial Report as presented by Scrimgeour & Company” Carried

7. Chair Report - Earl

Downtown Dollars Tracking - Earl

Earl reported that, thanks to Annette’s data collection, \$1,550 DDB Dollars were recorded as being redeemed in September. A total of \$ DDB\$ have been redeemed YTD and of this \$37010 were redeemed from the 2021 DDB\$ promotion and \$1335 were redeemed from the 2022 DDB\$ promotion. Earl made 4 DDB Dollar merchant pickups in September.

Business Updates - new / relocated / lost

New business opening on Hiawatha that sells take away pizza

Infused Cheese is opening soon

Katrina’s has closed

Opa’s Pretzels is opening in the old Angry Bear location

Clay Oven Indian Cuisine is opening soon in the old Ansell’s location

Ruby Blues is reopening across the street

Social Media

Earl reported that our X account @stthomasddb now has 576 Followers (was 578 in August)

Our DDB Facebook page www.FB/downtownstthomas has increased by 64 Followers in September to 3808 (was 3744 Followers in August). Through the month of

September, our DDB Facebook Reach has decreased by 67% to 59,728

Our Instagram/stthomasDDB page has 1338 Followers (was 1328 in August.)

Talbot Street Construction Updates

Earl reported that since construction began on March 20th, 25 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.

Earl reported that the construction project will finish on October 13th with the final asphalt surface being installed on Tuesday October 10th with minor items to be finished.

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.

Dana reported that an event is planned for October 10th at The CASO Station.

Earl reported that these issues are being submitted to the agency conducting the City Strategic plan interviews.

In-Camera Discussion

Motion by Tara, Seconded by Tina, "To move into an In-Camera session" Carried

Motion by Ian, Seconded by Suzanne, "To move out of In-Camera session" Carried

8. Finance Report - Tina

Tina 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. Tina gave an update on the Audited Financial Statements ending December 2022. A list of cheques deposited was presented.

Motion by Tina, Seconded by Dave, "To accept the financial report and to pay the outstanding upcoming bills" One abstention. Motion Carried

9. Reports

9.1 Promotions Report - Dave

Social Media Advertising

Dave reported that the Young and Free Press team, X, Instagram and Facebook accounts since May 15th ended on September 15th.

Earl passed around a report from Andrew Gunn from Young and Free Press. Their analysis and findings were to engage and educate business owners as to what the DDB does for downtown businesses, and many aren't aware that one exists or what its functions are. As was customary in previous years, it was suggested that an updated booklet/handout be created that is similar to one that was given to new businesses in the past. Y&FP also suggested more involvement in TikTok and Instagram Reels. They also mentioned the idea of rebranding or updating the DDB logo.

Suzanne asked about previous B2B gatherings and if that is something that the DDB is able to do with Business and Building owners on a quarterly basis. A Spring event that took place previously was mentioned.

Print Advertising

A 1/4 page ad for both the Downtown Pumpkin Prowl and the Downtown Oktoberfest events are being published in the October Hometown St Thomas magazine.

Radio Advertising

Dave reported that the Open For Business construction ad ended September 30th. The Downtown Oktoberfest ads began September 12th and the Downtown Pumpkin Prowl ads began October 2nd.

Website

Sarah Van Pelt and Redding Design continue to work on the website.

Downtown VIBE - Reza

No update

Pumpkin Prowl Update - Annette

Annette reported she is busy preparing for the Friday October 27th event which will run from 5pm - 8pm. Currently 66 Downtown businesses have signed up and are listed on the passport which can be found at www.downtownpumpkinprowl.ca. 76 pumpkins have been prepared and will be distributed to Businesses this afternoon.

Based on past events, participating businesses are advised to prepare for a minimum of 1000 visitors.

Earl reported that he took part in a TV Interview for Next Week Today with Kate Burns Gallagher on September 25th to promote the event.

Tree Lighting Celebration - Earl

Earl reported that plans are in place for the Friday November 17th event. Santa arrives at 5:45pm on a STFD truck to visit with the children. CLC / Christmas Decor has once again been contracted to install warm white lights on the tree during the week of November 13th.

Light Up Talbot - Suzanne

Suzanne provided an update on plans for the Friday November 17th 5pm - 10pm event. Marketing to launch with a target date of November 1st.

Committee will meet next week. Warning stations are connected to certain businesses along the route.

Oktoberfest - Earl

Earl reported that plans are in place for the Saturday October 14th event and gave an overview of the event

The committee met on September 26th at 8:30am at Why Not Cookies and minutes are attached.

Vanessa discussed the change of location. Mondamin to John St was the final coverage area after the event received approval from the City, which Vanessa noted wasn't a choice made by the committee. The footprint has been finalized and excludes approximately 50% of the businesses that were initially affected by the construction closures. Now they are not going to be a part of the event which, was meant to celebrate a reopening of the street.

Black Friday

Earl mentioned that plans for the November 24th Black Friday event will be planned next. It was suggested that we ask a few business owners to plan this event with the DDB providing support. Jolie volunteered to head the committee and liaise with downtown business owners on ideas for a joint shopping event.

9.2 Beautification Report - Vanessa

Downtown Business Street Signs

Vanessa reported that a new sign for Art Collective is under review. Steve is the name of the business owner.

Banners

Vanessa reported that Earl has booked the contractor to remove the banners on Sunday October 22nd.

Earl has also booked the contractor to install the Snowflake brackets on the poles in the new construction zone on Sunday October 29th in preparation for the installation of the Snowflakes by Entegrus on the week of November 13th.

9.3 Parts and Recreation Report - Adrienne

Earl reported the fall Mums have been planted and that Earl has contracted the watering process.

Motion to “approve the expenditure of \$2500 from the budget for planter baskets”, by Tina, Seconded by Grayden. Carried

8.4 Council Update - Mayor Preston

Counsellor McCaulley reported that four special constables have been assigned to the Downtown Core. A schedule and coverage map has been designed based on data.

Monday to Saturday: two shifts 7am-5pm, 12pm-5pm.

A meeting has been scheduled to take place that the St Thomas Public Library Revival Studios Halloween party fundraiser for the Art Gallery after the Pumpkin Prowl was mentioned. Invitations/flyers are available at the Art Gallery.

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

8.6 CIP Program - Russell
No Report

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
No report

8.8 Economic Development Report - Sean
No report

8.9 SBEC - Sarah / Elle
No report

8.10 Chamber of Commerce Report - Paul
No report

9. Coming Events

- Downtown Oktoberfest - Saturday October 14th 1pm-8pm
- Downtown Pumpkin Prowl - Friday October 27th 5pm-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 at Horton Market
- Downtown Santa - Saturday December 2nd 11am-1pm
- Business After 5 - Wednesday October 18th at CASO.
- 2023 Annual General Meeting - Wednesday January 24, 2024

Oktoberfest Committee Meeting - Wednesday October 11, 2023 at 8:30am at Why Not Cookies.

10. Adjournment

Motion by Ian, Seconded by Tara, "To adjourn the meeting at 9:32 am" Carried
Next Meeting: Wednesday November 1, 2023 at 8:00AM at City Hall Room 304 and via Zoom if required.

**Oktoberfest Committee Meeting Minutes #4
Tuesday September 26, 2023 at 8:30am at Why Not Cookies**

Attendance:

Vanessa Buckland, Tina Swaenepoel, Sarah Van Pelt, Earl Taylor, Dave Thomson

Regrets: Sandra Datars-Bere, Megan Pickersgill, Elle Crevits, Sarah Noble, Sarah Lynch

Date - Saturday October 14th from 1pm - 8pm

Location - Talbot Street from John Street to Mondamin Street.

Event Schedule - Dave and Earl

| | |
|---------------------|---|
| 12:30 - 1:30 | DJ |
| 1:30 - 2:00 | Opening Ceremonies and Keg Tapping |
| 2:00 - 2:15 | Elvis |
| 2:00 - 4:00 | DJ |
| 4:00 - 5:00 | Swingmasters Band |
| 5:00 - 5:15 | DJ |
| 5:15 - 6:15 | Swingmasters Band |
| 6:15 - 7:00 | Saxonia Dancers |
| 7:00 - 8:00 | Swingmasters Band |

Main Stage Tent - Earl

Earl has confirmed that a 30' x 60' tent with a lighting package has been booked from Redemption Event Tents has been booked at a cost of \$3,280 and will be installed on Thursday October 12th 10am-4pm and removed on Monday October 16th 11am - a 25% deposit has been submitted.

Sponsorship opportunity - The City of St Thomas is providing \$5,000 in funding

Heaters - Megan has confirmed that the EDC has propane heaters that we can use if needed - because they are propane, we do not need permits.

Action item - How are they being delivered?

Games - Megan

Megan has confirmed that the EDC via tourism has many outside games that we could use.

Action item - How are they being delivered?

Music - Dave

Dave has confirmed the final details with Daniel Pfingstgraef from the Saxonia Club for **one 45 minutes dance presentations** dancers and a keg tapping as well as providing DJ services - Total cost is \$1,000 + \$600.

(Sponsorship Opportunity)

Band - Earl

Earl has confirmed that The Swingmasters Oom-Pah-Pah band, a 5 piece group, has been booked to perform for 4 hours at a cost of \$1000

(Sponsorship Opportunity)

Stage - Earl

Earl has booked a 16' x 20' x 1' high stage from Sound Events at a cost of \$1,702 **which will be delivered at 9am and dismantled at 9:30pm**

Secondary Music - Dave

Dave will run a MYFM secondary music site at City Hall - **City Hall hydro access has been confirmed**

Crafters / Vendors - Earl

Earl has received and confirmed a total of **14** vendor requests.

Train - Earl has booked the PSTR train and the DDB Coach at a cost of \$2,500 to run hourly from 1pm - 6pm. Dave is working to find train sponsors at \$300 per train ride.

(Sponsorship opportunity)

Train Tickets + Distribution

Dave has confirmed that Wendy's x 3, MYFM, Briwood and Railway City Tourism will sponsor the 6 train rides.

Action item - Megan will develop the train tickets once sponsors are confirmed.

Beer Garden - Earl

The St Thomas Kinsmen Club will NOT be able to handle the beer garden - however, Caps Off Brewery and Railcity Brewing will be able to handle the beer garden.

The Kinsmen have been asked to provide security and assistance with setup and tear down. Earl will meet with Caps Off Brewery and Railway City Brewery on site next week.

Food - Earl

Earl has confirmed that the St Thomas Optimist Club will handle the food trailer serving Oktoberfest sausage, sauerkraut and fries - maybe schnitzel.

Opa's Pretzels - Sarah Lynch

Sarah has confirmed that Opa's will be attending

Yashkas Perogies

Sarah has confirmed that Yashkas will be attending

Decorations - Sarah Lynch

Action item - Sarah will connect with Harris Farms to discuss flowers and decorations

Goosechase event - Megan

Megan will investigate the possibility of expanding / promoting this event.

Pumpkin's - Sarah Lynch

Howe Farms has agreed to donate 100 pumpkins **and Sarah has confirmed that an extra 100 pumpkins have been ordered.**

Action item - Pumpkins must be picked up and delivered to Talbot Street on Saturday morning

Pumpkin Decorating Event - Vanessa

Pumpkin painting - Vanessa

Tina has confirmed that The Youth Centre will assist in running this event from 1pm - 5pm.

The DDB will supply four 10' x 10' tents and a 30 x 30 tarp for this activity.

Sponsorship opportunity - The Craft Hive, Crock A Doodle and Lockwood Books are sponsoring the extra cost of this event

Graphics - Sarah Van Pelt

Sarah has produced a number of fabulous event graphics and is working on two 7' wide x 5' high "face in the hole" displays.

Sponsorship opportunity - Van Pelts will sponsor the fall themed display as well as design and are considering sponsoring the printing of signs / banners.

Action item - A sponsor for the Oktoberfest display is needed

Picnic Tables and Garbage Cans - Sandra

Earl has confirmed that 30 picnic tables and 20 Garbage cans will be delivered to Moore Street on Thursday October 12th.

6 tables will be delivered for the Pumpkin decorating area and to the food area on Saturday morning.

Action item - help is need to move the tables and garbage cans into place at 9am on Saturday morning AND at 8pm cleanup.

Hydro - Earl

Earl has confirmed that hydro will be available at City Hall on Moore Street

Action item - need to supply power cords and protective matting for the main stage.

Beer Garden Fencing - Earl

Earl has confirmed that St Thomas Rental is donating 300' of 6' high wire fence panels to surround the beer garden

Action item - help is needed at 9am to setup and at 8pm to move the fencing

Sponsorship Opportunity - St Thomas Rental

Special Events application - Earl

Earl submitted an application on August 31st and the event was approved on September 6th.

Buskers - Fletcher

Thanks to Fletcher and Vanessa, Elvis will perform on stage for 20 minutes at 2pm.

Advertising

- Horton Market - The DDB will work to promote the event at a booth at Horton the market on Sept 23rd, 30th and October 7th - volunteers needed
- Website and Social Media - Earl and Annette have created a Facebook event and posted Sarah's fine graphics to Facebook.
- Flyers - Annette produced and distributed a flyer to all businesses.
- Radio Ads - Dave has produced and will sponsor the MYFM radio ads - ads started running on September 12th
- Website - Annette has developed an Oktoberfest website linked to the DDB website - www.DowntownOktoberfest.ca

- **An ad has been placed in the October Hometown St Thomas magazine**

STFD

Earl has confirmed that STFD will bring their antique fire truck and hand out fire person hats.

Downtown business connections - Earl and Annette

Annette has visited all downtown businesses seeking participation.

Event layout - Earl

Annette and Earl have created and uploaded an event map to the website

Washrooms - Earl

Earl has confirmed that 3 standard and 1 accessible washroom will be delivered to the Sutherland Press site on Friday October 13th and picked up on Monday October 16th.

St John Ambulance - Earl

Earl will book at an approximate cost of \$1,500

Security - Earl

Earl will investigate the need for security

Volunteers - Earl

Earl will develop a volunteer requirements list

Draft Budget - Earl

| | |
|--------------------------|------------------|
| Tent | \$3,280 |
| Saxonia Club | \$1,000 |
| DJ | \$ 600 |
| St John Ambulance | \$1,500 |
| Band | \$1,000 |
| Train | \$2,500 |
| Washrooms | \$ 822.95 |
| Security | \$ 500 |
| Pumpkins | \$ 500 |
| Stage | \$1,702 |
| Signage | \$ 500 |
| Hometown ad | \$ 337.50 |

Next meeting - Wednesday October 11, 2023 at 8:30am at Why Not Cookies

Adjournment - 9:30am

**Oktoberfest Committee Meeting Minutes #3
Wednesday August 30, 2023 at 8:30am at Why Not Cookies**

Attendance:

Vanessa Buckland, Tina Swaenepoel, Sarah Van Pelt, Earl Taylor, Dave Thomson

Regrets: Sandra Datars-Bere, Megan Pickersgill, Sarah Lynch, Elle Crevits, Sarah Noble

Note: items in Bold are new updates made to the notes provided at the meeting.

Date - Saturday October 14th from 3pm - 10pm - **Update: Revised to 1pm - 8pm**

Location - Talbot Street from John Street to Elgin Street - revised to **Mondamin Street**

Event Schedule - Dave and Earl

12:30 - 1:30 DJ

1:30 - 2:00 Opening Ceremonies and Keg Tapping

2:00 - 4:00 DJ

4:00 - 5:00 Band

5:00 - 5:15 DJ

5:15 - 6:15 Band

6:15 - 7:00 Dance Troupe

7:00 - 8:00 Band

Event Sponsorship Source's - Earl

Earl will connect with Sandra and Mayor Preston regarding municipal and construction contractor sponsorship

Tent - Earl

Earl has confirmed that a 30' x 60' tent with a lighting package has been booked from Redemption Event Tents has been booked at a cost of \$3,280 and will be installed on Thursday October 12th 10am-4pm and removed on Monday October 16th 11am - a 25% deposit has been submitted.

(Sponsorship opportunity)

Heaters - Megan has confirmed that the EDC has propane heaters that we can use if needed - because they are propane, we do not need permits.

Games - Megan

Megan has confirmed that the EDC via tourism has many outside games that we could use.

Music - Dave

Dave has confirmed the final details with Daniel Pfungstgraef from the Saxonia Club for two 30 minutes dance presentations dancers and a keg tapping as well as providing DJ services - Total cost is \$1,000 + \$600.

(Sponsorship Opportunity)

Band - Earl

Earl has confirmed that The Swingmasters Oom-Pah-Pah band, a 5 piece group, has been booked to perform for 4 hours at a cost of \$1000

(Sponsorship Opportunity)

Stage - Earl

Earl has booked a 16' x 20' x 1' high stage from Sound Events at a cost of \$1,702

Secondary Music - Dave

Dave will run a MYFM secondary music site at City Hall

Crafters / Vendors - Earl

Earl has received and confirmed a total of 7 vendor requests.

Train - Earl

Earl has booked the PSTR train and the DDB Coach at a cost of \$2,500 to run hourly from 1pm - 6pm. Dave is working to find train sponsors at \$300 per train ride.

(Sponsorship opportunity)

Train Tickets + Distribution

Megan will develop the train tickets once sponsors are confirmed.

Beer - Earl

Earl has confirmed that The St Thomas Kinsmen Club will handle the beer garden including licensing. They will be asked to connect with local beer and cider vendors.

Food - Earl

Earl has confirmed that the St Thomas Optimist Club will handle the food trailer serving Oktoberfest sausage, sauerkraut and fries - maybe schnitzel.

Opus Pretzels - Sarah Lynch

Sarah to connect and confirm attendance

Decorations - Sarah Lynch

Sarah will connect with Harris Farms to discuss flowers and decorations

Goosechase event - Megan

Megan will investigate the possibility of expanding / promoting this event.

Pumpkin's - Sarah Lynch

Howe Farms has agreed to donate 100 pumpkins and we will order an extra 100 pumpkins.

(Sponsorship opportunity)

Pumpkin painting - Vanessa

Vanessa is working with Geerlinks for a sponsorship opportunity and supply of paints and brushes. Tina has confirmed that The Youth Centre will assist in running this event from 1pm - 5pm.

The DDB will supply four 10' x 10' tents and a 30 x 30 tarp for this activity.

(Sponsorship opportunity)

Graphics - Sarah Van Pelt

Sarah has produced an event graphic and is working on two 7' wide x 5' high "face in the hole" displays. Van Pelts will sponsor the fall themed display as well as design and are considering sponsoring the printing of signs / banners. A sponsor for the Oktoberfest display.

(Sponsorship opportunity)

Picnic Tables and Garbage Cans - Sandra

Earl submitted the Special Events application asking for the City to deliver 40 picnic tables and 20 garbage cans.

Special Events application - Earl

Earl submitted an application on August 31st and the event was approved on September 6th.

Buskers - Fletcher

Fletcher agreed to investigate buskers - (Elvis) and Megan (Brass Band)

Advertising

- Horton Market - The DDB will work to promote the event at a booth at Horton the market on Sept 23rd, 30th and October 7th - volunteers needed
- Website and Social Media - Earl and Annette
- Flyers - Annette will produce and distribute a flyer to all businesses.
- Radio Ads - Dave will produce and sponsor the MYFM radio ads
- Website - Annette will develop an Oktoberfest website linked to the DDB website

STFD

Dave will connect with STFD to see if they will bring their antique fire truck and hand out fire person hats.

Downtown business connections - Earl and Annette

Annette will visit all downtown businesses seeking participation.

Event layout - Earl

Earl will create an event map to attach to the Special Event application - to be submitted to City Hall by August 31st.

Washrooms - Earl

Earl will book 5 Standard washrooms at \$170 and 1 Accessible washroom at \$245 and have them installed near the beer gardens.

St John Ambulance - Earl

Earl will book at an approximate cost of \$1,500

Security - Earl

Earl will investigate the need for security

Volunteers - Earl

Earl will develop a volunteer requirements list

Draft Budget - Earl

| | |
|---------------------|----------------|
| Tent | \$3,280 |
| Saxonia Club | \$1,000 |

| | |
|-------------------|----------|
| DJ | \$ 600 |
| St John Ambulance | \$1,500 |
| Band | \$1,000 |
| Train | \$2,500 |
| Washrooms | \$1,096 |
| Security | \$ 500 |
| Pumpkins | \$ 500 |
| Stage | \$1,702 |
| Signage | \$ 500 |
| | --- |
| | \$14,178 |

Next meeting - Tuesday September 26, 2023 at 8:30am at Why Not Cookies

Adjournment - 9:45am

Oktoberfest Committee Meeting Minutes #2 Wednesday August 16, 2023 at 8:30am at Why Not Cookies

Attendance:

Sarah Lynch, Vanessa Buckland, Tina Swaenepoel, Sarah Van Pelt, Earl Taylor, Dave Thomson, Elle Crevits

Regrets: Sandra Datars-Bere, Megan Pickersgill, Fletcher Lockwood

Note: items in Bold are updates made to the notes provided at the meeting.

Date - Saturday October 14th from 3pm - 10pm - **Update: Revised to 1pm - 7pm**

Location - Talbot Street from John Street to Elgin Street

Tent - Megan has confirmed that we can obtain a **30' x 60'** tent from Redemption tents, including lighting, at an approximate cost of \$4,000 - \$5,000 - firm quote pending. They would need to setup on Thursday and dismantle on Monday. Tent permit required

(Sponsorship opportunity)

Heaters - Megan has confirmed that the EDC has propane heaters that we can use if needed - because they are propane, we do not need permits

Games - Megan also confirmed that the EDC via tourism has many outside games that we could use.

Music - Main Stage - Thanks to Sarah Noble, Earl has connected with Daniel Pfingstgraef from the Saxonia Club for a band / dancers and a keg tapping. (danielpfingstgraef@gmail.com) - cost is \$1,000.

**Update: Earl is working to find an Oktoberfest band
(Sponsorship Opportunity)**

Music - Second Stage - Thanks to Sarah Noble, a list of Second stage music options include:
<https://twincityalpineecho.ca>
<https://www.facebook.com/profile.php?id=100063605171056>
<https://www.centralontariomusicians.org/bands/ziggie-zaggies-oktoberfest-band>

**Update: Dave is working to book a DJ
(Sponsorship opportunity)**

Crafters / Vendors - Sarah Lynch has connected with approximately 20 vendors and crafters with instructions to connect with Earl to confirm interest. To date 4 vendors have contacted Earl

Train - Earl has booked the PSTR train and the DDB Coach at a cost of \$2,500 to run hourly from 3pm - 8pm (Sponsorship opportunity - Dave and Earl)

Update - train is booked to run hourly from 1pm to 6pm
Tickets + Distribution

Beer - Megan will connect with Railway City Brewing, Caps Off and Great Lakes Cider once a service club has confirmed their help.

Food:

Optimist Club - Earl has confirmed that the Optimists can run the food trailer serving Oktoberfest sausage, sauerkraut and fries - maybe schnitzel.

Kinsmen Club - Earl has connected with Cam Walter's and confirmed that the Kinsmen can run the beer tent (camwalters@hotmail.com)

Opus Pretzels - Sarah Lynch

Unusual Finds

Decorations - Sarah Lynch is ready to connect with Harris Farms to discuss flowers and decorations

Sandra provided Earl via email with an update on a similar event being planned by The Rotary Club on the same date October 14th 5-9pm at The ECRM in support of STEGH

Goosechase event - Megan

Pumpkin carving / painting - Fletcher to check with Home Hardware re supplies

Update: Vanessa is working with Geerlinks for a sponsorship opportunity
(Sponsorship opportunity)

Pumpkin's - Sarah Lynch to connect with Howe Farms

Update: Pumpkins come in a skid of 45-50 pumpkins at a cost of \$125 per skid. DDB can supply 10' x 10' tents for this activity.

(Sponsorship opportunity)

Graphics - Sarah Van Pelt

Update: Sarah has produced an event graphic and is working on 2 “7’ wide x 5’ high face in the hole” displays. Van Pelts will sponsor the fall themed display as well as design and are considering sponsoring the printing of signs / banners.
(Sponsorship opportunity)

Picnic Tables and Garbage cans - Sandra (part of Special Events application)

Special Events application - Earl

Buskers - Fletcher (Elvis) and Megan (Brass Band)

CASO / Railworks connection - Megan

Advertising

- DDB booth at Horton Market a few weeks ahead of the event to promote - Earl and Sarah Lynch **Update: The DDB will work to promote the event at the market on Sept 23rd, 30th and October 7th - volunteers needed**
- Website and Social Media
- Flyers
 - **Update: Dave will sponsor the MYFM radio ads**

Update: Dave will connect with STFD to see if they will bring their antique fire truck and hand out fire person hats.

Downtown business connections - Earl and Annette

Event layout - Earl will create an event map to attach to the Special Event application - to be submitted to City Hall by August 31st.

Porta Potties - Standard \$170 and Accessible \$245

St John Ambulance - Approx \$1,500

Volunteers -

Adjournment - 9:40am

Draft Budget:

| | |
|--------------------------|----------------|
| Tent | \$5,000 |
| Saxonia Club | \$1,000 |
| St John Ambulance | \$1,500 |
| Band | \$2,500 |
| Train | \$2,500 |
| Porta Johns | \$ 800 |
| Security | \$ 500 |
| Pumpkins | \$ 500 |
| Stage | |
| DJ | |

Next meeting - Wednesday August 30, 2023 at 8:30am at Why Not Cookies

Oktoberfest Committee Meeting #1
Wednesday August 2, 2023 at 8:30am at Why Not Cookies

Attendance:

Megan Pickersgill, Sarah Lynch, Sandra Datars-Bere, Vanessa Buckland, Fletcher Lockwood, Tina Swaenepoel, Sarah Van Pelt, Earl Taylor

This was an inaugural meeting to discuss the possibility of developing a new Downtown event to celebrate the opening of the newly constructed Talbot Street.

Theme - Oktoberfest was proposed

Main Sponsor - using DDB insurance

Proposed date - Saturday October 14, 2023

Time - 3pm - 10pm

Location - Talbot Street from Elgin Street to John Street

Main stage area - Former Sutherland Press site at Talbot and Moore since it has hydro

Tent - Megan will connect with Redemption Tent \$5,000 budget

Music - Main Stage - Saxonia Hall band / dancers - \$1,000 budget
- Second stage music

Train - Earl will book the train to run hourly from 3pm - 8pm

Train Sponsors - Dave Thomson / Earl

Beer - Railway City Brewing, Caps Off, Great Lakes Cider

Food - Opus Pretzels - Sarah Lynch, Optimist and Kinsmen food booths - Earl, Unusual Finds

Crafters - Sarah Lunch to connect

Goosechase - Megan

EDC Games - Megan

Pumpkin carving - Fletcher to check with Home Hardware re supplies / sponsorship,

Pumpkin's -from Howe Farms - Sarah Lynch

Graphics - Sarah Van Pelt

Picnic Tables - Sandra (part of Special Events application)

Special Events application - Earl

Buskers - Fletcher (Elvis) and Megan (Brass Band)

CASO / Railworks connection - Megan

Advertising - DDB booth at Horton Market to promote - Earl and Sarah Lynch

Decorations - Harris Farms - Sarah Lynch

Downtown business connections - Earl and Annette

Next meeting - Wednesday August 16, 2023 at 8:30am at Why Not Cookies

Adjournment - 9:45am

Sample Sponsorship Letter

To Danielle Geerlinks,

The construction on Talbot Street is almost complete! To celebrate, the St. Thomas Downtown Development Board is planning an Oktoberfest Street Party for Oct. 14 from 1-7pm. During this FREE, family friendly event, Talbot Street will be closed to make room for live music, dancing, a beer tent, craft and food vendors, and more! It is our way of supporting small businesses and welcoming the community back to the heart of the city.

We are currently looking for sponsors and volunteers to help make this event a success. Would you consider offering a contribution of \$500, as well as a selection of acrylic paints and craft paintbrushes? This contribution would be put towards the purchase of approx. 200 pumpkins to help create a pumpkin decorating station for kids.

As thanks, we can provide Geerlinks Home Hardware logo acknowledgment on the St. Thomas DDB website and social media, mentions on the event's MyFM radio ads, and signage at the event.

We hope that you are able to support our exciting new event, and we thank you for your consideration.

And, of course, we look forward to seeing you at the Downtown Oktoberfest!

Sincerely,

Vanessa Buckland

Call/Text 519-572-1641

lockwood_books@outlook.com