

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

**Attendance:**

Chair - Earl Taylor	Y	Mayor Preston	Y
Vice Chair - Grayden Laing	N	Russell Schnurr	Y
Secretary - Jolie Inthavong	N	Sarah Van Pelt	Y
Treasurer - Tina Swaenepoel	Y	Dana Vanzanten	Y
Beautification Chair-Vanessa Buckland	Y*	<b>Advisors:</b>	
Promotions Chair - Dave Thomson	Y*	Elle Crevits	Y*
Reza Alavie	N	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	N
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 8:03 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**

Motion by Paul, Seconded by Russell, "To confirm the September 7, 2023 Agenda as distributed." Carried

- 4. Confirmation of Minutes**

Motion by Russell, Seconded by Ian, "To confirm the July 5, 2023 Minutes as distributed." 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**

### Downtown Dollars Tracking - Earl

Earl reported that, thanks to Annette's data collection, \$8,945.00 DDB Dollars were recorded as being redeemed in July and \$1,480.00 in August. A total of \$36,940 DDB\$ have been redeemed YTD and of this \$40.00 were redeemed from the July and August 2021 DDB\$ promotion and \$9,875 were redeemed from the July and August 2022 DDB\$ promotion. Earl made 18 DDB Dollar merchant pickups in July and August.

### Business Updates - new / relocated / lost

A new business called Razors Edge has opened at 15 Arthur Avenue.

### Social Media

Earl reported that our Twitter account @stthomasddb now has 578 Followers (was 570 in July)

Our DDB Facebook page [www.FB/downtownstthomas](http://www.FB/downtownstthomas) has increased by 106 Followers in July and 117 Followers in August to 3744 (was 3521 Followers in July)

Through the month of August, our DDB Facebook Reach has increased by 56% to 178,596.

Our Instagram/stthomasDDB page has 1328 Followers (was 1300 in July).

### 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](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 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.

### 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.

## **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. Earl reported that the Audited Financial Statements ending December 2022 have been received and will be reviewed at the October 4th meeting.

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

## **8. Reports**

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

#### Social Media Advertising

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

#### Print Advertising

No new print ads have been published in July or August

#### Radio Advertising

Dave reported that the Open For Business construction ad is running and will run through to the end of September when construction is scheduled to be completed.

#### Website

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

#### Nostalgia Nights Car Show - Earl

Earl reported that the event was plagued by rain this year causing many cars to not attend. However, a great crowd still attended. The final budget was presented with \$7,975.12 in Expenses and \$1,744.20 in Income bringing the total cost to \$5,719.32 vs the 2023 budgeted amount of \$7,000.

#### Downtown VIBE - Reza

Reza reported that the next VIBE issue will be in December.

#### Pumpkin Prowl Update - Earl

Earl reported that Annette is busy preparing for the Friday October 27th event which will run from 5pm - 8pm. Based on past event, participating businesses are advised to prepare for a minimum of 1000 visitors.

#### Tree Lighting Celebration - Earl

Earl reported that the Special Events application has been approved for the November 17th event. Grayden has confirmed that Santa will arrive at 5:45 to light the tree at 6:00pm and visit those in attendance.

#### Light Up Talbot - Suzanne

Suzanne reported that the Special Event application was approved and plans are underway for the Friday November 17th 5pm - 10pm event.

#### Oktoberfest

Earl reported that the committee assembled at the July meeting, have met 3 times and have selected Saturday October 14th as the date to hold an Oktoberfest event in celebration of the opening of the newly constructed Talbot Streetscape. Earl gave an overview and a proposed budget for the event - committee meeting minutes attached to this report provide full details planned to date.

Earl played a new radio ad prepared by Dave. Mayor Preston suggested that mention of celebrating the opening of the newly constructed downtown should be mentioned.

Motion by Ian, Seconded by Tina, "To allocate \$15,000 from reserve funds to implement a new Oktoberfest event" Carried

The next committee meeting is scheduled for Tuesday September 26th at 8:30am at Why Not Cookies.

## **8.2 Beautification Report - Vanessa**

### **Downtown Business Street Signs**

Vanessa reported that a new sign for Art Collective is under review.

### **Canada Summer Jobs**

Earl reported that the 2 Summer Students have finished their summer jobs employment on June 28th and a claim has been submitted for \$1,860.00 which represents 50% funding.

### **Banners**

Vanessa reported that Earl has booked the contractor to remove the banners on Sunday October 1st.

Earl has booked the contractor to install the Snowflake brackets on the poles in the new construction zone on Sunday October 8th in preparation for the installation of the Snowflakes by Entegrus on the week of November 13th.

## **8.3 Reports**

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

Adrienne reported that the flower baskets were removed on September 4th.

Adrienne reported that the greenery is being removed and yellow and bronze fall Mums will be planted in the 24 planters this week.

Motion by Mayor Preston, Seconded by Sarah Van Pelt "to allocate \$1400.40 from 2023 budgeted funds for the fall mum program" Carried

Adrienne also reported that the Mums will be replaced with winter greens near the beginning of November.

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

Mayor Preston reported that a request submitted to Council by the DDB, to hire a permanent downtown staff member to continue the cleaning performed this summer by the Ambassador's as well as other duties is under review.

Mayor Preston reported that a British Oak tree is being planted in the Westlake Evans Park on September 8th as a memorial of the death of Queen Elizabeth.

The city is asking for public input for the new Strategic Plan.

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

Russel reported on activities that his Fanshawe College students are working on including a visit to St Thomas on September 27th by 50 students and a trip to Chicago in October. Russell also reported on the need for a secondary Plan surrounding the railway lands.

Visit <https://www.stthomas.ca/cms/one.aspx?portalId=12189805&pageId=13290088> for more information.

#### 8.6 CIP Program - Russell

Russell reported that a CIP program for 347 Talbot Street is under review.

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

Sarah reported that the Olde Made Market is scheduled for Sunday September 24th and October 22nd.

#### 8.8 Economic Development Report - Sean

No update

#### 8.9 SBEC - Sarah / Elle

Sarah reported that the Bridges to Better Business is scheduled for October 5th at The ECRM.

#### 8.10 Chamber of Commerce Report - Paul

Paul reported that the next Business After 5 is Wednesday September 20th at the St Thomas Public Library - your chance to see the new mural tour scooters.

Paul also reported that a Small Business Week is being planned.

### 9. Coming Events

- 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 at Horton Market
- Downtown Santa - Saturday December 2nd 11-1pm

Oktoberfest Committee Meeting - Tuesday September 26th at 8:30am at Why Not Cookies.

#### Other Events

- Business After 5 - Wednesday September 20th at the St Thomas Public Library.

### 10. Adjournment

Motion by Russell, Seconded by Sarah Noble, "To adjourn the meeting at 9:55am"  
Carried

**Next Meeting: Wednesday October 4, 2023 at 8:00AM at City Hall Room 304 and via Zoom if required.**

**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 Pfingstgraef 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

<b>Tent</b>	<b>\$3,280</b>
<b>Saxonia Club</b>	<b>\$1,000</b>
<b>DJ</b>	<b>\$ 600</b>
<b>St John Ambulance</b>	<b>\$1,500</b>
<b>Band</b>	<b>\$1,000</b>
<b>Train</b>	<b>\$2,500</b>
<b>Washrooms</b>	<b>\$1,096</b>
<b>Security</b>	<b>\$ 500</b>
<b>Pumpkins</b>	<b>\$ 500</b>
<b>Stage</b>	<b>\$1,702</b>
<b>Signage</b>	<b>\$ 500</b>
	<b>---</b>
	<b>\$14,178</b>

**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 Pflingstgraef from the Saxonia Club for a band / dancers and a keg tapping. ([danielpflingstgraef@gmail.com](mailto:danielpflingstgraef@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@hot mail.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:**

<b>Tent</b>	<b>\$5,000</b>
<b>Saxonia Club</b>	<b>\$1,000</b>
<b>St John Ambulance</b>	<b>\$1,500</b>
<b>Band</b>	<b>\$2,500</b>
<b>Train</b>	<b>\$2,500</b>
<b>Porta Johns</b>	<b>\$ 800</b>
<b>Security</b>	<b>\$ 500</b>
<b>Pumpkins</b>	<b>\$ 500</b>
<b>Stage</b>	
<b>DJ</b>	

**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 Lynch 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](mailto:lockwood_books@outlook.com)