

# Downtown News

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## AUGUST 2007

## IRON HORSE FESTIVAL

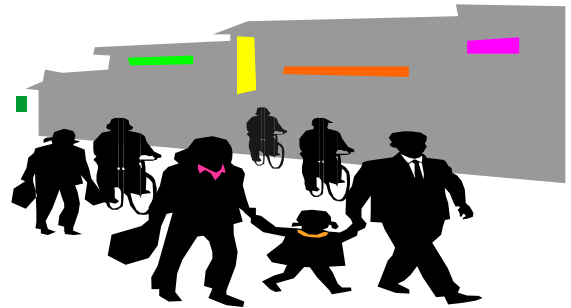
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### AUGUST 23, 24, 25, 26, 2007

The Iron Horse Festival is one of St. Thomas and Elgin County's largest community events attracting visitors from across the region. Many visit because of the free entertainment and to experience our community's rich railway heritage. With it being located in Downtown St. Thomas, the festival is one of the key components in the revitalization of our downtown.

means with the festival being located Downtown, our streets will be busy with tourist and so will our stores, restaurants, banks and offices. The Downtown business community have the opportunity to showcase their business and actively participate



**St. Thomas**  
**downtown**  
DEVELOPMENT BOARD

Iron Horse Festival attracts an average of 20,000 –25,000 people over the four days of events. Which

### **City Coffee & Local Roaster, Las Chicas Del Café Team Up!!**

## DDB Meetings

### Board Meetings

Board Meetings take place on the first Wednesday of the month at 8:00am in room 204, City Hall.

- August 1 2007
- September 5, 2007
- October 3 2007
- November 7, 2007
- December 5, 2007

### DDB Office

Karen Gordon, Administrator

Open Monday to Friday  
8:30 am - 4:30 pm  
(Unless otherwise posted)

City Hall, Main Level  
545 Talbot St. P.O. Box 520  
St. Thomas, Ontario N5P 3V7  
Tel (519) 633-5248  
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[www.downtownstthomas.com](http://www.downtownstthomas.com)  
[info@downtownstthomas.com](mailto:info@downtownstthomas.com)

I could not be more pleased to let my customers know that we now brew and sell Las Chicas del café coffee. Literally, it means, The Coffee Chicks but more importantly, it stands for much more. As daughters of a third generation coffee grower, coffee has always been a part of their lives. Their name also pays tribute to the women involved in coffee production. Women play a very integral part in coffee quality as they are the pickers of coffee cherries and the perfect bean sorter.

City Coffee and Las Chicas vow to bring true environmental and production issues faced by coffee grower's everyday to the end consumer. "We will not compromise the sustainability of coffee growers in the name of economic success. It is our moral duty to carry and market coffees that can stand on the three legs of sustainability, social, environmental and economic."

Want to know more? Stop by City Coffee to pick up a current newsletter to find out what is happening with the coffee families on the farms and how you helped them. See how supporting us supports others. Thank you!

Jaime Scidmore, Owner of City Coffee

### **City of St. Thomas Future Vision for our Downtown**

The DDB has attached a questionnaire in regards to what you would like to see happen in the Downtown area. Please fill out and fax to 519-633-6581 or email it to [jkirkness@city.st-thomas.on.ca](mailto:jkirkness@city.st-thomas.on.ca).

## Letter to Editor

### Yellow Banners

Once a month I travel from Brantford to visit with my mother who is in a Nursing Home in St. Thomas. As I drove along Talbot Street recently I was deeply moved as I noticed the yellow banners lining each side of the street. I want to thank you and your council for your thoughtfulness in thinking of our troops this way. We must always remember why they are there.

I wish for you and your family a wonderful safe and happy summer.

Sincerely,  
Allan & Carol Trembley  
Brantford, Ontario

## WHAT A GREAT SUCCESS...

The DDB would like to thank all the businesses who participated in the Sidewalk Sale when Thomas the Tank was in town. The DDB tried something new this year by advertising in both the Times Journal and the Super Shopper, we also had DDB members volunteer to stand at a booth located in the arena where Thomas the Tank was. Those volunteers gave out maps to direct the tourist to the downtown area and advising them of the Sidewalk Sale. Thank you to those volunteers.

But we would also send out a huge **Thank you** to the following 32 businesses for participating in the Sidewalk Sale :

Artsy Smartsy, Toth Jewellers, Trillium House, Aline's Fine Lingerie, Area 51, Baskin Fabrics, Scoopes & Cakes, Teluis, Village Body Bronzing, Run For Your Life, Muscat Jewellers, Dan's Candy, Sherry's Gifts, Maxwell's Foto Source & Studio, Al Furno's, Winston's Fashions, Gospel Lighthouse, Wind'N Willow, Abbeywood, Titewad's Stereo & Hobby, KC's Closet, Magnolia Lane Country Craft Market, The Beading Bug, Angels & Avalon/Rainbow Centre, Shoppers Drugmart, Jennings, Mugford's, Railway Gift Shoppe, Candy Boutique, Craft Plus, Yurek Pharmacy, Zabian's Men Wear & Bridal Wear and Parkspin Inc.

## Please keep us informed...

We're here to communicate the news about our downtown, so we would love to hear what is new at your business: a special event, a new staff person, a change in ownership, a new service.... Give us a call at 519-633-5248 or email us at [info@downtownstthomas.com](mailto:info@downtownstthomas.com) so that we can share the news.

## Radio & Television Advertisement

The Downtown Development Board is now in the process of investigating into the cost of having radio and television advertisement to promote Downtown St. Thomas. We are looking at the radio stations 97.5 fm and 103.1 fm along with Rogers television.

If anyone is interested in participating in the advertisement campaign, getting their business name on the radio and/or television and sharing the cost please contact the Downtown Development Board at 519-633-5248. Please contact us by August 17, 2007.

### More businesses participate the better!!

Please contact the DDB office with your email ad-

### *About the Downtown Development Board*

The Downtown Development Board is directed by a volunteer board of management whose mandate is to promote and beautify Downtown St. Thomas.

DDB projects & initiatives include but certainly aren't limited to : murals, downtown parketts, hanging baskets, planter boxes, seasonal banners, cross street banners, Banner Art Project, Tree Lighting Ceremony, Window Decorating Contest, Sidewalk Sales, Downtown Scavenger Hunt (during Iron Horse), Downtown Dollars, Clean Up Day, Directory in Community Centre, Downtown Brochure/Map, DDB website, Information Sessions, Revitalization of the Horton Farmers' Market and this monthly newsletter.

The DDB also partners with other organizations to bring events and programs to downtown, including Iron Horse Festival, the St. Thomas-Elgin Public Art Centre, The St. Thomas-Elgin Tourist Association.



## Your Board of Directors

Mark Cosens, *Chairman*  
Dennis Broome, *Vice-Chairman*  
Grant Hughson, *Secretary-Treasurer*  
Margaret DeBolt      Kathy Easton  
Rob Fairfield      Monty Fordham  
Charles Gratton      Terry Ranta-Hall  
Michael Richardson      Joe Wiener  
Brent Spilak      George Wilson  
Grace Northcott

### **Council Representatives:**

Alderman Heather Chapman  
Alderman Lori Baldwin-Sands

### **Board Advisors:**

Bob Allen, *Bob Allen Horticultural*  
Sean Dyke, *Economic Development*  
Ross Tucker, *Parks Department*