

Visit us online at www.downtownstthomas.com

JULY & AUGUST 2009 ISSUE

BOGO SALE EVENT

There is a great retail event coming to downtown and you won't want to miss being a part of it! On **July 30th, 31st and August 1st** we are putting together a BOGO sale and want to see as many merchants take part as possible. Each merchant will be designated their own BOGO type event (eg. Buy one get one half price, buy one get one free or however you want it to be). Your participation can be large or small; whatever might work best for you. For more information please contact the DDB office at 519-633-5248 or email info@downtownstthomas.com for more information.

FIRE MUSTER SIDEWALK SALE

The St. Thomas Professional Firefighters Association will be holding once again the Fire Muster on **September 5th and 6th** and we thought it would be a wonderful way to participate by holding a sidewalk sale on **September 4th and 5th**. Every year the Fire Muster brings people from all over Ontario, and the United States to Pinafore Park for the weekend. As always the parade runs on the Saturday morning, from the Canadian

Timken's parking lot down Talbot Street and out to the park via Elgin and Wilson Ave. If you would like to participate in the sidewalk sale

please contact the DDB office at
5 1 9 - 6 3 3 - 5 2 4 8 or email
info@downtownstthomas.com

UP COMING EVENTS FOR 2009

Need to mark your calendars for this years events!!

July 17, 18, 19, 24, 25, 26 - Thomas the Tank
July 30, 31 & Aug 1 - BOGO Sale

August 20, 21, 22, 23 - Iron Horse Festival
August 30, 31,- Men's Fastball Competition

September 1, 2, 3, 4, 5, 6 - Men's Fastball Competition

September 4, 5 - Fire Muster Sidewalk Sale

September 5, 6 - St. Thomas Fire Muster

October - 17,18 Doors Opened

November 20 - Tree Lighting Event

November 21 - Santa Claus Parade

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: special events, 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 so that we can share the news.

St. Thomas downtown

DEVELOPMENT BOARD

DDB MEETINGS

Board Meetings

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

- August 6, 2009
- September 2, 2009
- October 7, 2009
- November 4, 2009

DDB OFFICE

Karen Gordon Administrator

Open Monday to Friday

8:30 am - 4:30 pm

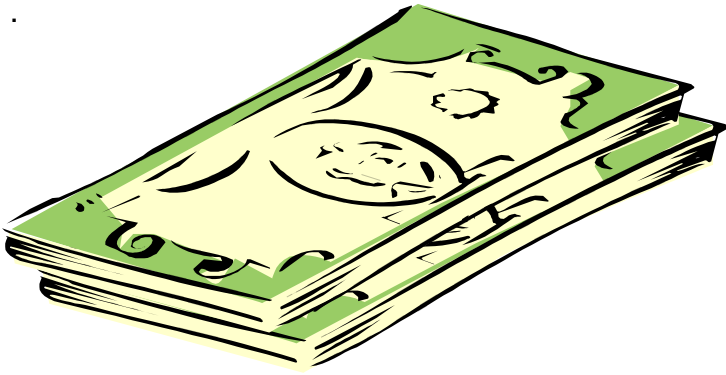
(Unless otherwise posted)

City Hall, Main Level

545 Talbot St. P.O. Box 520

St. Thomas, On N5P 3V7

Tel 519-633-5248



Downtown Dollars..

What's in it for you!

The Downtown Development Board (DDB) offers prizes and incentives to various organizations and events in the form of DDB Dollars. This program promotes Downtown St. Thomas to shoppers throughout the community and area. By placing spendable cash in their hands, we get them inside your door. After that, it's up to you! These \$5.00 coupons entitle the bearer to this amount towards the purchase of merchandise at any retail or service outlet in the Downtown BIA area. When you receive these coupons ensure that the back of the coupons are filled out completely. We are trying to do a marketing survey on the value of the Downtown dollars. You can assist by filling out the back of the dollars where it states Merchant Information completely. What we would like to see is the total amount purchased spent by the customer using the Downtown dollars. Ex. Coupon is worth \$5.00 but the customer spent \$20.00. That would advise us that the customer spent \$15.00. If you receive the coupons, just give the office a call @519-633-5248 and you will be reimbursed for the full face value of all the DDB dollars returned. **We have signs for your doors/windows to advise that you are participating with redeeming the Downtown Dollars.**

DDB'S WEBSITE

www.downtownstthomas.com

The DDB board have been working on our website making updates and changes. We had mainly focused our energy on the "What's Happening" part of the website. Since this has become so successful we have decided to put our energy into changing another area of our website to benefit the members of the BIA area.

We are now in the process of changing our business directory. We are going to add to our website on the "Business Directory" advertisement for each of the businesses downtown BIA member at **NO COST**. When you click on the business name it will produce a business card full of information about your business and a picture. With this said we will be coming to each business owner to gather the information that is needed to complete this. We are hoping to have this completed by the end of summer.

You can also assist by either emailing the office or stopping by to pick up the necessary form to fill out and complete to speed up the process. This is a very exciting next step for our website. Just a FYI in regards to our website we have more than 200,000!!! hits since January 2009 from visitors and people interested in obtaining information about our beautiful downtown area.

Phone number for the office is 519-633-5248 or email info@downtownstthomas.com

North America Railway Hall of Fame

CANADA SOUTHERN RAILWAY STATION

St. Thomas, On - The North America Railway Hall of Fame is pleased to announce that it will be hosting the “**Heritage of the Rails**” event on **Sunday July 12th 2009** at the Canada Southern Railway Station located at 750 Talbot Street St. Thomas. “Heritage of the Rails” gives people the chance to be a part of history by utilizing actor’s and bring heritage to life. Also, the event will feature a computerized presentation on the future of the rail lands.

Tours will **start every 10 minutes between 1:00pm and 3:0pm**, and take about two hours to complete, including a 30 minute video presentation. Advance tickets are only \$7 and \$10 at the door. Bookings are limited to 275 people, so book soon to secure your spot. Call 519-633-2535 to book your start time.

Returning are the best acts, from “Spirit of the Rails”, and new vignettes, like “Mr. Shaw civil engineer”.

A **Victorian Tea Room** will be open for the purchase of refreshments, lemonade, ice lollies etc.

All are welcome to this **Heritage Canada Funded Event**.



New Businesses to Downtown!

The Downtown Development Board would like to welcome New Businesses to the Downtown!

JENNINGS FURNITURE

Talbot Centre
New owner - Renee Carpenter
432 Talbot St., Tel: 519-631-0410

LOUIES SPORTSWEAR and PROMOTIONS

West Village
Has moved to new location
283 Talbot St., Tel: 519-633-0595

WICKED GIFTS and DECOR

Talbot Centre
Has moved to new location
568 Talbot St., Tel: 519-870-0430

If you see a new business opening, a current business relocating, or even one closing, be sure to give us a call so we can mention it in this column! DDB Office 519-633-5248

PLEASE DO YOUR PART IN KEEPING DOWNTOWN BEAUTIFUL!

Please keep your entranceways swept and free of litter. If you happen to see some garbage on the streets, please pick it up and dispose of it in one of the garbage cans that are located throughout the downtown area. If we all pitch in, our downtown will stay fresh, and clean and most of all beautiful!!

Your Board of Directors

Mark Cosens, *Chairman*
Monty Fordham, *Vice Chairman*
Brian Dempsey, *Secretary-Treasurer*
Terry Ranta-Hall, Richard Hodgkinson, Kathy Easton,
Andy Lerikos, Shelley Holmes, Glenn Thorel,
Jennifer Copland

Council Representatives:

Alderman Lori Baldwin-Sands
Alderman Heather Chapman

Board Advisors:

Bob Allen, *Bob Allen Horticultural*
Sean Dyke, *Economic Development*
Bob Hammerlsey, *Chamber of Commerce*
Ross Tucker, *Parks Department*

Zero Tolerance to GRAFFITI

At our last Board meeting on June 3, the DDB had a visit by our Police Department, Officer Chris Herridge and Officer Cam Constable spoke to us in regards to the graffiti and tagging that has been taking place in our downtown area.

It is of utmost importance for our business community to have a graffiti free zone in order to be able to attract the maximum number of people into the downtown area and for both residents and visitors alike to feel safe.

St. Thomas downtown is the business centre of the city. It is always bustling with activity as there is a vast array of shops and restaurants. By ensuring that it becomes a "graffiti free" zone the message to the public is that it is a safe and enjoyable area to come to.

How do we ensure that this is done:

- Ensuring that business owners protect themselves by putting lights in the back of their buildings or motion detectors.
- Ensure that there is no excess to their roofs, ex. Dumpsters or ladders.
- To call Police as soon as you become aware of new tags or vandalism to your building.
- If possible have the tags and graffiti removed asap from the building.

The only way effective solution is zero tolerance. When the taggers see their tags coming down quickly, they become discouraged and eventually give up or move on. There are always new taggers, but a zero tolerance program is very effective in eliminating this costly vandalism from our community.



St. Thomas & London Commuter Trail Association

CommuteByRail.org is the homepage of the lobby group currently known as the St. Thomas and London Commuter Rail Association. The association has been established to press for commuter train service between London and St. Thomas, Ontario. In the future, we hope to also have service extended to Port Stanley, Ontario.

Commuter service has already existed between London and St. Thomas, although it existed many decades ago. The line was first completed in 1856 and electrified in 1913. Ridership peaked in 1943 with 1.1 million riders and boasted a total of 28 million riders after service ended in 1957. The rise of the personal automobile was the primary suspect of this.

The re-establishment of commuter rail service between London and St. Thomas is something that has many benefits. A commuter train would take cars off the road, which makes it environmentally friendly, and reduces urban congestion. This is an increasingly important issue in the face of the "25% more life" campaign by St. Thomas, translating into many people living in St. Thomas and commuting to work via Highbury or Wellington Road.

Furthermore, commuter rail service is something that gives lower-income peoples, such as students, access to affordable transportation. With access to key shopping centres and integration into St. Thomas Transit, London Transit and VIA Rail, a commuter train would allow public transportation to also be convenient in the area.

But we cannot afford to do this alone; we need your help! We need to fundraise for various projects, including a feasibility study, to get the attention of bureaucrats and politicians. Although it may be a few years off before any commuter service is seen, it will not be done on its own. We need the voices of all generations, young and old, to press for commuter service in the future. If you are interested in joining the organization, please send an email to contact@commutebyrail.org, or come out to one of our meetings!