

St. Marys Business Improvement Area (BIA) Board Meeting Minutes

Date: Monday, April 9, 2018

Location: Town Hall, Council Chambers, 2nd floor, 175 Queen Street East, St. Marys, ON

Time: 6:30 p.m.

General Members in Attendance: Cathy Forster, Mary Van Den Berge, Cal Ptashnik and Larry O'Hearn, Chantal Lynch, Scott McLauchlan, Maggie Richardson, Amie Rankin, Bruce Barnes

Board members in attendance: Julie Docker-Johnson, Sue Griffiths, Cindy Taylor, Cathie Szmon, Carey Pope

BIA Staff in Attendance: Esther DeYoung, Administrative Assistant

Staff in Attendance: Kelly Deeks, Manager of Economic Development, Andrea Macko, Events Coordinator, Jeff Wolfe, Engineering and Management Specialist

Agenda Items

1.0 Call to order and confirmation of Quorum

Called to order at 6:32 pm

2.0 Declarations of Pecuniary / Conflict of Interest

None

3.0 Additions to the Agenda (to be added in Section 10.0 Other Business)

Addition to 7.4- Rollover funds

4.0 Approval of Agenda as amended

Motion: Carey

Second: Cathie

5.0 Approval of Meeting Minutes from February 2018 BIA Board Meeting (attached)

Motion: Cindy

Second: Cathie

6.0 Delegations

Jeff Wolfe, Engineering and Asset Management Specialist for the Town of St.Marys. Jeff delivered a powerpoint presentation for the Town's planned Wellington St. construction to take place in summer 2020. He hopes for as little interruption as possible to the BIA. An open house for the construction project will be scheduled for summer 2018.

Members noted to be aware of Homecoming 2020, July 2-5, 2020 and the importance of tracking restaurant and store delivery schedules. Jeff replied they plan to replicate the system they implemented during 2017's Queen St construction. The Town also plans to communicate with businesses to minimize any adverse effects. Jeff was asked if general street improvements would be made during construction and tree planters or bike racks added. Jeff replied trees will be removed but tree planters in their place could be discussed.

7.0 New Business

7.1. Years in business plaques

There are several businesses celebrating anniversaries this year. The BIA recognizes businesses with plaques celebrating 5, 10, 15 etc years in business. A question arose on whether to recognize the business since its founding or since the current owner purchased the business. The board decided if these years did not match, to ask the owner which year they want recognized. Plaques are \$23 each.

THAT plaques be ordered for businesses celebrating anniversaries in 2018.

MOTION: Cindy

Second: Cathie

Carried

7.2 Spring promotions

St.Marys recently won an FM96 contest and their morning show will air from St.Marys in the near future. Andrea Macko presented a tentative plan. If approved by the station, she will organize a town-wide free breakfast cooked by volunteers on the Water St. bridge . She will be able to confirm plans in the coming days. The Pyramid Recreation Centre would be a backup location in case of poor weather. Carey Pope remarked this would be a good opportunity to feature a chalkboard mural public art piece.

Cindy presented a Mother's Day gift guide campaign. Businesses would be able to showcase gifts ideal for the holiday and then have the items/certificates featured on the BIA's social media pages.

7.3 Town event marketing materials

The Town created a new tourism promotional card. BIA events added this year include the Bring Your Own Picnic event, Giving Day, and the Christmas Open House. Andrea Macko noted the Town of St. Marys Event Calendar will be linked via QR code on the card. The card should be ready by May 2018.

7.4 Rollover funds

Over the years, BIA budget monies unused or leftover from projects have accumulated in an amount exceeding \$51,000. The board discussed ideas on how to spend the funds. Ideas range from public art to trees and general beautification ideas. The board discussed the Christmas Lights project and the promise to add lights to the Church, Water and Wellington Streets in addition to Queen St. A meeting will be set up with Ron Bailey of Bailey Metal Works and Jed Kelly, Public Works Manager to discuss the lights.

8.0 Project Updates & Committee Reports

9.1 Mural project

Several downtown building owners have tentatively agreed to features murals painted on their walls. The BIA will reach out to local artists for drawing ideas with building owners having final approval. Carey is working with Town staff on the project. Julie asked if the Main Street Revitalization Initiative grant of \$40,000 received by the Town would align with the project. Kelly Deeks will inquire.

THAT a request be made for partial funds from the Town's Main Street Revitalization Initiative Grant be used to partner with the BIA's public art initiative.

Motion: Carey

Second: Sue

Carried

9.2 2018 Committees are: Bring Your Own Picnic (BYOP), Christmas, Giving Day, Governance, Beautification, Ambassador, and Budget

First committee meetings should take place prior to May's BIA board meeting and first updates presented.

9.0 Correspondence

Board members received an email from Chantal Lynch after the agenda came out. .

THAT correspondence from Chantal Lynch be accepted. Attached.

Motion: Cindy

Second: Sue

10.0 Other Business

None.

11.0 Agenda Items for Future Meetings & Date of Next Board Meeting

Next meeting: May 14, 2018.

Jed Kelly will attend the next meeting to talk about feedback during the Santa Claus parade.
Committee updates that day.

12.0 Adjournment

Motion: Cindy

Second: Carey

Adjourned- 8:10pm

2018 BIA Board Meeting Dates

January 8	February 15	March 5	April 9
May 14	June 11	July 9	August 13
September 10	October 8	November 12	December 10

BIA Board: Julie Docker-Johnson (Chair), Sue Griffiths (Treasurer), Councillor Carey Pope, Cathie Szmon, Cindy Taylor

BIA Staff: Esther DeYoung

Town of St. Marys Staff: Trisha McKibbin (Director of Corporate Services)

For Information: Brent Kittmer (CAO/Clerk)

Correspondence

Downtown Assessment Opportunity for the BIA

April 6, 2018

**Chantal
Lynch** <chantalynch@gmail.com>

Inbox x

Good Morning,

Downtowns are back and more important than ever. And, St Marys downtown can become the economic driver for tourism as well as community and economic development. As the heart and soul of our community, our survival will depend in part in our ability to attract new investment downtown.

What could we be doing to help build our community, are we putting our resources into the right vehicles? Who are we, do others see us that way, is there another opportunity we simply do not see. None of us is an expert so why not find one, get a solid plan and execute it.

I would like to suggest having Roger Brooks and his team come to St Marys Downtown and do an evaluation. Roger is a keynote speaker at the Ontario BIA conference this year and I had the opportunity of hearing him at the South Western Ontario Tourism Conference a few years ago, fantastic!

If one reviews the Strategic Plan priorities in the 2018 Budget, overall the members are looking to the BIA to provide the type of services and direction that is available from the assessment I am proposing.

-Training and Member support with a Downtown Destination membership giving access to a huge library of information on branding, product development, marketing and so on. Not only are these tools useful to the BIA but the information is scalable and a small business can find good info.

-Improving Public Space & Beautification; are we doing it right, is this why people come, are we doing enough, what makes us special, what makes us stand out?

-Bringing People Downtown; which people? What works for locals versus tourists? Is our marketing using the right tools to deliver the message, what is the message, does it resonate with those we want to attract and who are those people? Are we making the best use of our relationship with Stratford Tourism Alliance?

With the monies that are available in the Unused Money from Previous Years Budget Line \$51,124.00 I am requesting having Roger Brooks and his team come to St Marys. An investment that aligns with the BIA Strategic Plan with a return that would be a benefit to ALL members of the BIA, ALL year, for several years.

I do realize that the agenda for this month is rather full but if you would add to the May meeting for discussion, would appreciate.

Happy to answer any questions you may have.

Chantal Lynch
business and property owner in the St Marys BIA
144/146 Queen Street East
St Marys ON N4X 1A2
