

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

Date of Meeting: Monday, May 8, 2017

Location of Meeting: Town Hall Auditorium (175 Queen Street East)

Time of Meeting: 4 to 8:30 p.m.

Board Members in Attendance: Julie Docker-Johnson (Chair), Cathy Szmon, Cindy Taylor, Sue Griffiths, Carey Pope (5:05 p.m.)

**BIA** Staff in Attendance: Andrea Macko, Secretary/Communications

General Members in Attendance: Chantal Lynch (4 p.m.); Scott Jackson, Mary Van Den Berge, Don Van Galen, Bruce Barnes, Jenny Roth (6:30 p.m.)

Guests in Attendance: Sgt. Scott Lobb and fellow OPP staff, John Stevens (volunteer), Tom Sproat (St. Marys Independent), Stew Slater (St. Marys Journal Argus), Paul Sproat

Staff in Attendance: Laurel Davies Snyder, Manager of Culture & Economic Development

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## **1.0 Call to Order and confirmation of Quorum – 4 p.m.**

## **2.0 Declarations of Pecuniary/Conflict of Interest**

- None were declared

## **3.0 Additions to the Agenda**

- None were made

## **4.0 Approval of Agenda**

MOTION: Cathie  
CARRIED

SECOND: Cindy

## **5.0 Approval of Minutes from March meeting (Attached)**

MOTION: Cathie  
CARRIED

SECOND: Cindy

## 6.0 Delegation

### 6.1 Quilt Squared sponsorship request

Chantal Lynch presented to the board information on Quilt 150 Squared, a quilt show being presented at the St. Marys Museum from May 15 to June 10. Thirty-six participants submitted 12x12-inch fibre art squares, using the colours of the new Perth County Tartan, to celebrate Canada's Sesquicentennial. The show takes place during a number of other quilting shows in the region, to capitalize on interest.

The show was originally to be held at the train station. The Museum is pulling quilts from its own collection to increase the breadth of the show.

Lynch and Sharun have so far spent \$700 on the show, and have received \$150 donations from both BMO and Meridian. They hope to make money from the sale of commemorative cards.

It was asked if the show could eventually be brought downtown, and a number of locations were discussed. The town hall auditorium was eventually selected because it is downtown and does not favour one business over another because it is a public building, and because the show would be a nice fit with the Heritage Festival on July 8.

THAT the BIA Board approve the sponsorship request of \$150 for Quilt Squared, provided that there is something at the Museum to direct people downtown and at some point, the show be displayed downtown during the year.

MOTION: Julie      SECOND: Sue

CARRIED

## 7.0 New Business

### 7.1 Event and activity planning (working meeting)

- Committees were struck based on indicated interest:
  - Public Art: Carey Pope, Andrea Macko, John Stevens, Chantal Lynch
  - Canada 150: Niki Sumpter, Mary Van Den Berge, Cindy Taylor, Andrea Macko
  - Christmas: Shelley Bonnett, Julie Docker-Johnson, Kara Stevens
  - Governance: Chantal Lynch, Mary Van Den Berge, Kay Matthews (of OBIAA)
- **BIA Ambassador Program**

Discussion on how to capitalize on the Baseball Hall of Fame's Induction Day traffic now that none of its events are being held downtown occurred. A few years ago, the town had an ambassador program (John Stevens was an Ambassador) to help guide visitors, answer questions, etc. Volunteers with extensive knowledge about the town were hand-picked for the program.

Discussion occurred regarding the BIA starting its own Downtown Ambassador Program. These volunteers would be placed at other events, such as hockey and skating

tournaments, etc. to guide people downtown for meals, products, etc. Jenny Mikita, the town's volunteer co-ordinator, was contacted to assist with providing general information on volunteer programs.

Aprons will be created because they are one-size-fits-all, and the BIA will ask the town to partner on the program, which could lead to grant money, etc. The ambassadors will use the maps that the town is creating. John Stevens will help find volunteers, and Julie will speak to the Baseball Hall of Fame to secure space during the Induction ceremony. Cathie will be the board representative to lead this program.

MOTION: THAT the BIA will create a volunteer ambassador program to be used during special events to encourage traffic to and promotion of the downtown. The BIA will recruit and train volunteers using some of the town's parameters, and will request partnership with the town on this project. Cathie Szmon will be the board representative to oversee this program.

MOTION: Julie                      SECOND: Sue  
CARRIED

- **HERITAGE FESTIVAL "BRING YOUR OWN PICNIC"**

Discussion on how to fill the late afternoon gap in Heritage Festival programming ensued; the street is closed for the dance but there are no activities. Street events during this time may encourage restaurants to roll out café tables, etc. – people can bring their own picnic baskets or order take-out boxes from participating restaurants. The town can supply picnic tables and a source of "astro carpet" could be found, such as RVS Draperies. Board games and other activities could be planned, and maybe game items could be borrowed from the town's recreation department. It can continue during the street dance.

The town will be asked if music can be played on the sound system during this time, and Laurel will discuss the matter of alcohol licensing with the relevant municipal departments. Carey will create a video and Andrea will do social media to promote the event as well as inform the Stratford Tourism Alliance so it can be promoted through its channels.

MOTION: THAT the BIA will create a "Bring Your Own Picnic" (BYOP) event during Heritage Festival from 4:30 p.m. until dusk on Queen Street from Church to Water.

MOTION: Julie                      SECOND: Cathie  
CARRIED

MOTION: THAT town staff will look into the logistics of local eateries that front a street in the downtown core during this road closures for seating and serving meals.

MOTION: Carey                      SECOND: Cathie  
CARRIED

- **PUBLIC ART**

Carey and Laurel took pictures of potential locations for a mural; an owner of one of these properties has written a letter of approval for a mural. A number of committees need to be informed, including heritage and planning; Laurel wants to co-ordinate a meeting with all involved groups.

The BIA is to think about whether they want to give the artist a theme to work with, or to do as they want to. The public art committee needs to create a plan; this project isn't a Sesquicentennial project because it will take longer.

Carey will meet with Andy Kittmer, a local artist who knows many artists who have created murals, to discuss the process. The BIA has not informed the public about the mural program.

Chantal discussed barn quilts; they already exist in Ontario and across Canada. For example, Huron County is putting up 150 quilts for Canada's 150<sup>th</sup> anniversary. There is a local maker of these quilts, and the idea of "urban quilts" is growing in popularity.

**At 6 p.m., the meeting broke for recess, then resumed at 6:30**

## **7.2 OPP theft deterrence presentation**

Sgt. Scott Lobb of the Perth County OPP, with help other detachment officers, gave a presentation on crime prevention. Sgt. Scott Lobb of the Perth County OPP visited our May 8 board meeting.

After touring the downtown twice earlier this spring, he offers the following tips to prevent thefts:

- Merchants and services should communicate with each other when they see someone suspicious; trust your gut instinct.
- Advise your staff to greet customers and interact with them. An officer had to wait several minutes for service at one downtown location; that plenty of time to steal items.
- Clean, uncluttered premises deter theft; there's less to steal and items are more noticeable.
- Avoid closed or covered windows, especially at night, so passersby can see inside your store.
- Consider installing alarms, and especially surveillance cameras – the technology is becoming very affordable and catching someone on tape makes identification easier (it's also easy to share still images on social media).
- Ensure your address is clearly marked on your building, and visible at night – if you have rear entrances, it is a good idea to have this information there as well. This makes it easier for emergency services to find you.

If you are broken into or held up:

- Don't argue and do as you're told. Make no sudden moves.
- If you can get a vehicle description, including its license and which direction it leaves in, that is helpful.

- Lock your doors, call 911, and stay calm. Don't touch anything – even if you are wounded – as this may affect evidence.
- Especially if you don't have video surveillance, write down as many details about the event and describe the perpetrator as soon as possible.

#### Spotting shoplifters:

- They tend to come in groups of two, with one serving as a distraction while the other shoplifts.
- They often carry big bags and rolled umbrellas, and wear baggy clothes or multiple layers.
- They will loiter in your store to case it out, then return soon afterward to commit the deed.

#### Signs someone may be carrying a firearm:

- As 90 per cent of their population is right-handed, watch what suspicious people do with their right hand – they may repeatedly check the location of their gun, because they fear dropping it.
- They will wear baggy clothes to help conceal a gun; look for strange bumps in clothing.
- They may walk awkwardly as they are trying to protect their firearm.
- If you spot these signs, do not call 911 but introduce yourself, ask for other staff to come forward, and let them know someone else is on the premises to possibly deter a theft.

The OPP has a program called CPTED – Crime Prevention Through Commercial Design, which in officers will review properties and suggest measures like trimming trees and improving lighting, to deter theft. Laurel suggested doing a CPTED tour of the entire BIA area in the near future and will keep us posted.

### **7.3 Town update: Brett O'Reilly on Canada Day, Heritage Festival and Car Show**

Brett O'Reilly, the town's communications and events manager, explained that Cadzow would be the location for the Sesquicentennial celebration of Canada Day, but "bigger and better" than in past years because of the milestone year. Some of the new events include a pancake breakfast, butter tart contest, musical performance by Trent Severn, the White Pine dancers, outdoor art, an evening movie and the ribbon cutting on the new playground. All activities will be free, except for food. There are no other town-led Sesquicentennial events scheduled.

MOTION: THAT the meeting will be extended past 8 p.m.

Motion: Julie

Second: Sue

CARRIED

The Heritage Festival, scheduled for Saturday, July 8 will feature the return of many favourites, including the Ultimate Street Dogs, Appleland train, face painting, etc. The town will have a booth promoting the Heritage Festival at the Canada Day festivities.

The St. Marys Car Show is again at the Flats this year.

## 8.0 Project Updates & Committee Reports

Covered during working meeting

## 9.0 Correspondence

### 9.1 Resignation letter from Andrew Hodges

Will be forwarded to municipal staff as required

### 9.2 St. Marys Museum Fundraiser – Sheep to Shawl (June 10)

Received for information

## 10.0 Other Business

None

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

- June 21: OMAFRA Strategic Planning (2 of 3)
- July 10, 2017: new business welcomes

## 12.0 Adjournment

Motion: Sue

Second: Julie

CARRIED

### 2017 BIA Board Meeting Dates

<del>January 9</del>	<del>February 16</del>	<del>March 13</del>	April (no board meeting)
<b>May 8</b>	June 12	July 10	August 14
September 11	October 16	November 13	December 11

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

**Town of St. Marys Staff:** Laurel Davies Snyder (Manager of Culture & Economic Development)

**BIA Staff:** Andrea Macko (Secretary and Communications Co-ordinator)

**For Information:** Brent Kittmer (CAO / Clerk), Trisha McKibbin (Director of Corporate Services)