

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

Date of Meeting: Monday, June 12, 2017

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

Time of Meeting: 6 to 8:34 p.m.

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

BIA Staff in Attendance: Andrea Macko, Secretary/Communications

General Members in Attendance: Chantal Lynch, John Stevens, Bruce Barnes, Mary Van Den Berge, Joan McArdle, Maggie Richardson

Guests in Attendance: Jason Silcox, Building Inspector, Town of St. Marys

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

1.0 Call to Order and confirmation of Quorum – 6 p.m.

2.0 Declarations of Pecuniary/Conflict of Interest

- None were declared

3.0 Additions to the Agenda

- 10.2 Social Media/Communications update
- Move item 8.7 (Governance) to 8.1 to accommodate Chantal's schedule

4.0 Approval of Agenda

MOTION: Cathie
CARRIED

SECOND: Cindy

5.0 Approval of Minutes from May meeting (Attached)

MOTION: Cathie
CARRIED

SECOND: Sue

6.0 Delegation

6.1 Jason Silcox, Town of St. Marys Building Inspector

Jason Silcox, St. Marys' building inspector, gave an informal presentation on the sign bylaw. Silcox explained that one significant complaint brought about the bylaw review; municipal staff decided to ask Town Council the best way to deal with it.

Council asked for a review of the bylaw, and in touring downtown, it was realized that only about half of signs were compliant. Council voted against automatically enforcing the existing sign bylaw; rather, staff should review the existing bylaw in order to improve it. Silcox noted that the matter of non-compliant signs can be as simple as not having applied for a permit when the sign's design is actually compliant.

Municipal staff is currently meeting with all involved to determine how to improve the bylaw, and, as noted above, staff is also looking for feedback from those who have business signs.

The current sign bylaw stipulates that applications must be approved by the Heritage Committee. Sign applications that fall within the Heritage Conservation District must also be approved by that committee. Signs outside of the BIA also require permits.

Silcox also explained that sign companies know that municipalities have bylaws and should do due diligence.

It was suggested that sign bylaw information should be part of the New Business information package currently being developed.

A property standards bylaw complaint has been filled out by the BIA against the Godfathers sign.

Silcox asked the board for input on the sign bylaw and the following suggestions were made, to be included in a formal letter to the town:

- not having a fee for sandwich boards (there currently is, but it's not enforced)
- streamlining the application process so that only municipal staff approves applications, with the Heritage Conservation District committee providing guidance for signs within the District.
- having sign applicants attend the committee meeting in which their application is discussed
- imposing a three-month deadline to remove the signs of closed businesses

A request for input from the general membership was made; this will be included in this month's BIA Bulletin.

7.0 New Business

7.1 Front Porch Show

John Stevens is launching a weekly local talk show that will be live streamed on Facebook on Sunday evenings. The first one is July 2 and they will run throughout the summer. He is offering free one-minute advertisements to local businesses. This information will be sent out via email.

7.2 Santa Claus Parade parking ban

Chantal's letter to town council (attached) was read, with discussion on what time to limit parking and where.

The board agrees with the letter in theory and suggested 4 p.m. as the time to begin limit parking. There are many public lots and side streets for viewers to park at for the parade. The town will be responsible for closing Queen Street to parking between Church and Water.

8.0 Project Updates & Committee Reports

8.1 Governance

Chantal briefly overviewed the draft constitution, noting that it is basic because it can only be changed during the BIA's annual general meeting. It is one of four essential policy pieces a BIA should have: the other three are human resources, procurement and property. Chantal will create job descriptions for each of the board positions.

Laurel will send the draft to the town's lawyers for insight and review.

The draft constitution will be made a line item at the next board meeting so there is more time for board members to review the document.

8.2 Treasurer's Report

The budget presented was as of June 9, using the new project management template. There is approximately \$45,000 in the BIA bank account, with a GIC cashed in March and a cheque cashed by the town's public works department for the downtown lighting project, which may begin later this week and be finished by Canada Day.

It was noted that the Ambassador program should have its own budget line, and it was decided that the line for Induction would be changed to Ambassador program because there were no downtown activities for the Canadian Baseball Hall of Fame's Induction weekend this year. The aprons for the Ambassador program cost \$230.

8.3 Events/promo card

The BIA created its own event card (see attached) as the town's promotional card only included municipally organized events. It will be distributed to local stores and

B&Bs and visitors centres in the region. The cards include the “We’re Big on Small” tagline that the BIA is using for branding.

The cards cost \$459 and are not included in the budget as the BIA was not aware the town was only including its events. Moving forward, the BIA would like to collaborate with the town on this kind of card; the BIA will always ask the town if it is included in marketing materials.

8.4 Tourism Map

The town-produced tourism maps are currently being printed. They are 11x17, two-sided, with one side featuring the entire town and the other featuring the downtown. There will be 500 pads printed, with 100 maps per pad. BIA members are welcome to have them to give to visitors and customers.

8.5 Heritage Festival/BYOP

The Heritage Festival events will finish at 4 p.m.; picnic tables will be moved onto the street and garbage and recycling cans refreshed. The tables will be decorated, and card games, etc. added. Music will be played through the existing sound system for background noise. Village Craft and Candle will do chalk art.

Participating restaurants have been given free rein over their offerings for the picnic. Stories will be placed in both newspapers, plus other media outlets. Guests will be encouraged to bring lawn chairs, blankets, etc.

Volunteers will do a headcount of attendees; it is hoped there will be at least 150 people attending to make it a Canada 150 event. Beach balls have been purchased for the street dance and Andrea’s “wavy inflatable guy” will be on the street. Laurel will bring copies of the “Stories of the Stores”, and there will be a Victorian selfie booth. Stores should stay open during this time or at least leave their lights on for ambiance.

In the BIA budget, the line for “Downtown Play Day” will be renamed BYOP. \$580 has been spent so far.

8.6 Canada 150

A “Shop St. Marys” passport program will be launched at the beginning of July. Shoppers must purchase 13 items to complete a passport, which is a map of Canada. A draw from the completed passports will take place in September. Interest will be gauged through email.

New Stories of the Stores will be created in time for Doors Open on September 30. They will be hung in windows, and can be enhanced by stores and services displaying heritage items, artefacts, etc. or inviting visitors to come view original architectural features.

MOTION: THAT the meeting be extended to 8:20 p.m.

MOTION: Cathie

SECOND: Sue

CARRIED

8.7 Ambassador Program

The first event at which ambassadors will be present is the Canadian Baseball Hall of Fame's Induction Day on Saturday, June 23. John Stevens is handling volunteers.

Ten royal blue aprons have been purchased, and Cascade Cleaners is embroidering "Ask me about St. Marys!" on them. Cards with downtown maps on one side and restaurants on the other are being printed to be distributed, as well as the new town maps. Other businesses will be asked via the email list if they would like to have promotional cards at the mail booth.

9.0 Correspondence

9.1 Vacant/Excess property rebate information

Julie has been asked to speak at the upcoming council meeting about the rebate. Rather than rewarding people for having vacant stores, there should be a property tax rebate of 20 per cent for properties within the Heritage Conservation District that are in good standing. The BIA has been lobbying for the elimination of this rebate for a long time. Julie will "strongly encourage" council to eliminate this program.

10.0 Other Business

10.1 Withdrawal of Quilt 150 Squared funding request

THAT the St. Marys BIA accepts Chantal Lynch and Alizon Sharun's email stating that they are withdrawing their request for a donation of \$150 from the BIA for the Quilt Squared project.

MOTION: Sue SECOND: Cathie

CARRIED

10.2 Social Media/Communications update

Andrea gave an update on the changes she is implementing in the BIA's communications. She is using Mailchimp for BIA-wide communications, as opens, clicks, etc. can be tracked; the average open rate is above 40 per cent, which is good for lists. She is also sending a "BIA Bulletin" within days of each board meeting so that members can stay informed rather than waiting for the minutes.

With increased posting to Facebook, the Downtown St. Marys page is increasing in Likes. Andrea asked that any BIA-wide initiatives are first posted by this page rather than individual stores so that consistent branding is maintained. The Instagram account @stmarysdowntown is growing in popularity, but Facebook is the primary connection with the community.

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

- August 14: St. Marys-brand clothing

12.0 Adjournment

Motion: Carey

Second: Cathie

CARRIED

2017 BIA Board Meeting Dates

January 9	February 16	March 13	April (no board meeting)
May 8	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)

From: **Chantal Lynch** <chantalynch@gmail.com>
Date: Fri, Nov 25, 2016 at 7:25 AM
Subject: Christmas Parade and Parking on Queen
To: Carey Pope <CPope@town.stmarys.on.ca>, Bill Osborne
<bosborne@town.stmarys.on.ca>, Al Strathdee <astrathdee@town.stmarys.on.ca>, Jim
Craigmile <jcraigmile@town.stmarys.on.ca>, Tony Winter <twinter@town.stmarys.on.ca>,
Lynn Hainer <lhainer@town.stmarys.on.ca>, Don Van galen
<Dvangalen@town.stmarys.on.ca>
Cc: Brent Kittmer <bkittmer@town.stmarys.on.ca>, Trisha McKibbin
<tmckibbin@town.stmarys.on.ca>

Good Morning and hope this message finds you all well.

Chatting with two women sitting at Jennies a very good question was asked:

"Why can't the cars be off Queen Street for the parade?" one we have wondered too and has prompted this letter.

The Parade is a terrific event, very well executed by the many wonderful men and woman who work tirelessly to put on a show for the kids. Our children had the benefit of participating in Toronto's Santa Claus parade because a family member is on that committee. Lots of work - great for the kids and the city, St Marys is no different just a smaller scale. We can't say enough how much we would like to recognize their efforts.

The cars, trucks and minivans are a huge impediment. We were rather surprised when we experienced our first parade in St Marys not able to sit on the sidewalk, on the curb, watch the kids anticipating the main man. To watch spectators have to jostle between parked vehicles is awful and we've heard a child was almost crushed a couple years ago? Add to that the inconsideration of those that turn the motor on to warm up and short little children inhaling the fumes!!

We would like to suggest that parking is not permitted on the street after 5pm on the day of the Santa Claus Parade and we say this as a Queen Street business and property owners. A bylaw and logistics can be worked out with a combination of signage on the lamp posts, in the paper, the businesses letting their customers know and enforcement, tag and tow those that do not comply.

We recognize there are those with physical issues and would like to watch from a car, surely there are good spots on the route or even at the PRC? The two blocks from Church to Water is not too much to ask for the safety of the kids and the ability to enjoy from the sidewalk. Bring out the wheelchair/walker/lawnchair for those that use them, adults and kids on the curb or standing behind, it's exciting, it's all warm and fuzzy - it will work.

As business owners - we are closed at 5pm along with most businesses on Queen that night. Much better to have 20 folks in front of the store able to look in the windows than 2 cars with 2 people each in them. We feel it is people that make up a community, not cars.

Look forward to hearing from you. We would be happy to sit on a committee to look at alternatives and would appreciate being advised when this item will be on the agenda so that we can attend.

Chantal and Brian Lynch
144 Queen Street East
St Marys ON N4X 1A2

Join us for our 2017 events!

25th ST. MARY'S FARMERS MARKET

Saturdays, May 20th through October 28th, 8 a.m. to NOON
Downtown gets really fresh as local food producers and unique artisan vendors convert the Jones Street parking lot into the place for home grown goodness and handmade specialties.

CANADIAN BASEBALL HALL OF FAME INDUCTION DAY

Saturday, June 24th, 10 a.m. to 5 p.m.
See stars, grab autographs, and touch all the bases on Bell Hall grounds and throughout downtown St. Marys as the Canadian Baseball Hall of Fame welcomes home its 2017 Inductees.

CANADA DAY @ CADDOW PARK

Saturday, July 1st, 11 a.m. to dusk
Celebrate Canada's 150th anniversary with a park-packed day of events including: parade, breakfast, barbecue, activities, contests, musical entertainment and a movie under the stars. Downtown will proudly celebrate our sesquicentennial all year long, so watch for our all-Canadian fun!

STONETOWN HERITAGE FESTIVAL

Saturday, July 8th, 5 p.m. to dusk
Join our downtown family-friendly stowell party featuring our 1st ever community picnic then dance the night away until our festival concludes with awesome fireworks!

KIN SUMMERFEST

Thursday, July 27th to Saturday, July 29th, 12 p.m. to 12 a.m.
Enjoy thrilling rides, midway amusements and nightly entertainment on Mill Dunnell Field - just a ball toss from our equally entertaining downtown.

ST. MARY'S CAR SHOW

Saturday, August 19th, NOON to 3 p.m.
Cruise alongside vintage vehicles at Mill Dunnell Field and smoothly shift to downtown shops, eateries and services for added pleasure.

ST. MARY'S SANTA CLAUS PARADE & NIGHT LIGHTING

Friday, November 17th, 7 p.m. to 9 p.m.
It will be glow-ho-ho as the Santa Claus parade rolls right through the heart of our downtown and Stonetown brightens the night with our festival of lights ceremony at Mill Dunnell Field.

CHRISTMAS IS GOLDEN

Friday, Nov. 17th to Christmas Eve
Check out our wonderful stores and professional services dressed in holiday style as downtown St. Marys seasonally shines during the countdown to Christmas.

MERCHANTS OPEN HOUSE

Sunday, November 26th, NOON to 5 p.m.
Cross everyone off your shopping list during a very special afternoon in downtown St. Marys complete with carollers, festive treats, stone sales, and a few extra holiday surprises!

GIVING TUESDAY

Tuesday, November 28th, all day
Giving Tuesday is a national day dedicated to giving and giving back. Join in the movement with our St. Marys downtown businesses. Then you will be happy!

We Are Big On Small



Like our grand 18th century architecture nestled alongside picturesque Little Falls, downtown St. Marys is truly big on small. Year-round we proudly celebrate our Canadian small town heritage, extend unrushed warm local hospitality, and courteously provide unique accessible professional customer services – those little things that are becoming harder to find these days.

Yes, our historic Stonetown businesses are a touch old-fashioned, still offering friendly assistance, free parking, and time to share a bit of small talk. But in many big ways our charming downtown is also soul-renewing.

Escape within our cozy specialty shops bursting with contemporary and timeless curiosities, relax in our family-run eateries and cafes, rejuvenate at our wellness spas and hair salons, join our community events, or simply stroll our beautiful downtown and experience all its natural splendour.

In St. Marys, you'll become big on small, too.



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stmarysdowntown@gmail.com