

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

Date of Meeting: Tuesday, August 15, 2017

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

Time of Meeting: 6:30 to 8:55 p.m.

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

BIA Staff in Attendance: Andrea Macko, Secretary/Communications

General Members in Attendance: Mary Van Den Berge, Maggie Richardson

Staff in Attendance: Trisha McKibbin, Director of Corporate Services

---

## **1.0 Call to Order and confirmation of Quorum – 6:30 p.m.**

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

- None were declared

## **3.0 Additions to the Agenda**

10.1 – Sunday Shopping

6.0 – Carolynne Champagne is unable to attend so Cindy Taylor will update instead

## **4.0 Approval of Agenda**

MOTION: Sue  
CARRIED

SECOND: Cindy

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

MOTION: Cathie  
CARRIED

SECOND: Sue

## **6.0 Delegations**

### **6.1 – United Way “Paint the Town Red”**

Carolynne Champagne of the United Way Perth-Huron was unable to attend. Cindy Taylor spoke about “Paint the Town Red” a United Way initiative which began last year. Paint the Town Red technically occurs from Nov. 24-26; participating local merchants and businesses determine their own way to donate to the United Way, whether it be a bake sale, discount, donation at cash, etc. All donations made in St. Marys go to St. Marys-based United Way agencies.

The BIA suggested that Paint the Town Red could tie in with Giving Day (Tuesday, Nov. 28), giving members a participation option. All promotional materials for Paint the Town Red are provided by the United Way, and the United Way would provide tax receipts as required.

Cindy explained that Giving Day can be about more than just donating money. Participants can donate time, services, etc., even something like attempting to break a world’s record for hugs. Giving businesses the choice makes it more personal. It was agreed that businesses need guidelines and ideas.

There is no obligation to participate in Giving Day, though those who do will likely be looked upon quite favorably by the community at large.

## **7.0 New Business**

### **7.1 Economic development position and activities update**

The public piano was unveiled on Aug. 11, and many people have been seen playing it so far. The Facebook Live video has been viewed almost 6,000 times, with many likes and shares.

Trisha McKibbin explained that the piano will be relocated to in front of the flower bed so it will be more visible. Staff are currently ensuring that the piano is “open” from 8:30 a.m. to 6:30 p.m. A transparent, easy-to-remove tarp will be ordered so it can be easily used at any time.

It was requested that the hours for the town hall washrooms be extended because the area is busier due to the complimentary Wi-Fi.

The OMAFRA Strategic Planning program is currently on hold as the co-ordinator is on vacation for August. The next step is to create a survey on BIA activities, etc. for members to complete. Trisha and Andrea will work together on this step.

Trisha and Carey Pope have met to discuss the mural project; many technical and legal questions need to be answered. A report is coming to Town Council at its Sept. 12 meeting to determine how the mural should be administered. Staff has researched murals in other municipalities to best determine this. It is hoped to have all the program aspects in place by year’s end, so that ideally, work can begin in spring 2018 and completion occur before the height of the tourism season.

The position of Manager of Economic Development and Culture, recently held by Laurel Davies Snyder, will be posted for hiring in September. The job description will primarily be the same, with a few minor changes.

At the Sept. 12 council meeting, bylaws on downtown parking, Heritage District property tax relief, and refreshment vehicles will be discussed.

Additionally, as per the BIA's properly bylaw standard complaint made on June 9, the town has notified the property owner to remove the outdated Godfather's sign. So far, no action has occurred.

## **7.2 St. Marys-branded clothing**

Andrea met with Jake DeGroot, owner of Northern T-Shirt Designs of Mitchell, to discuss his company potentially creating a line of St. Marys-branded clothing, namely t-shirts and sweatshirts. The company's t-shirts are ecologically minded and made in Toronto; DeGroot is a graphics student and creates designs himself. Approximately wholesale costs are \$10-\$14 for t-shirts.

Andrea and Cindy, who has a background in apparel, will meet with DeGroot to discuss specifics.

It was noted that the BIA still has a large supply of the pewter ornaments. Stores should not hold stock; rather, people should order from a stock list.

## **8.0 Project Updates & Committee Reports**

### **8.1 Giving Day**

Covered in 6.0

### **8.2 Canada 150/Doors Open**

The "Shop St. Marys Canada 150 Passport" is in the community, but uptake has been slow. It was noted that summer is a difficult time for any kind of promotion.

Doors Open St. Marys takes place Sept. 30; Janis Fread is updating the "Stories of the Stores" for the downtown walking tour, which will be added to all the Doors Open marketing and media.

### **8.3 Christmas**

The Christmas committee had its first meeting last week and is now meeting regularly. Under the "Christmas is Golden" theme, which is in its second of three years, the committee has added three components:

- five Christmas trees in the town hall square that are designated for businesses. Businesses who want a tree to decorate enter a random draw to have it for the entire season. Multiple businesses will also be able to marry up to decorate one tree. This promotes the town square and encourages social media photos.
- on the Downtown Merchants Open House Day (Nov. 26), professional Victorian carolers will be at the town hall, as will a hot chocolate stand and roasted chestnuts.

- custom-made Christmas crackers will replace the “Elf on a Shelf”. Each business will receive 10, and businesses can insert the promotion of their choice (e.g. if you make a purchase over \$100, you will receive a cracker). Stores will have the option to purchase additional crackers for \$2.

- 

A Canadian company has been sourced for the crackers, which will be branded with the BIA logo. One thousand crackers will be ordered. Any leftover crackers can be used next year. Ordering prior to Sept. 13 ensures delivery in time for the Open House, as well as an HST savings. Reserving the carolers and chestnut roaster earlier in the season will also ensure their availability.

MOTION: To acquire \$3,000 from the BIA reserve funds to obtain items for Christmas 2017 promotions.

MOTION: Cindy                      SECONDED: Cathie

MOTION: To extend the meeting past 8 p.m.

MOTION: Sue                      SECONDED: Cathie

#### **8.4 Treasurer’s Report**

Sue Griffiths provided an updated line budget. The amount spent to date is \$39,377.25, but this figure includes \$32,000 for lights so much of the \$44,584 budget remains unused. The ambassador line is over budget because it includes the promotional materials. The \$500 expenditure of DMA dollars came from a collection found in a deceased person’s sock drawer; their estate was paid instead.

#### **8.5 2018 Budget – discussion of priorities**

It was noted that a draft 2018 budget template should be started with lines filled in as they are established.

The BIA requests \$45,000 from the town for its annual budget. It was noted that neither the levy nor the minimum/maximum assessment values have changed in nine years, so BIA members in the mid-range are paying more.

As discussed at a prior meeting, complimentary Wi-Fi throughout the downtown may be a priority this year. Trisha will find out the Wi-Fi costs for capital expenses and annual commitment. When the downtown was reconstructed in 2016, only the tubing and not the operating material were installed.

Website re-development is also a priority. The St. Marys Public Library’s site is admired because it is a separate site from the municipality’s, but uses a similar format. It was noted that the library paid for this site. The Goderich BIA has a good website worth examining.

Creating a winter event to bring people downtown after Christmas is also a priority. This event could coincide with Family Day or March Break. The “trail” format, where people buy tickets for multiple stops in advance, was discussed – such as a “Do it Yourself” trail.

Everyone was asked to brainstorm ideas, with an estimated cost.

## 9.0 Correspondence

None

## 10.0 Other Business

### 10.1 – Sunday Shopping

A recent Facebook post lamented the lack of Sunday shopping in St. Marys during the summer months, and how this was bad for tourism. Discussion followed on the history of Sunday shopping in town. The “Shop Late ‘til 8” initiative a few years ago took six months to catch on with shoppers, and by that time, many participating merchants threw in the towel since there was so little traffic.

It was noted that Stratford’s “dark day” is Monday; there are many St. Marys merchants who do the same. If St. Marys is being promoted as a tourist destination, the Sunday shopping issue has to be more deeply reviewed. There is a card available with services that are open on Sundays.

The idea of a survey was discussed to get feedback from merchants, including asking questions about sales, numbers of visitors, minimum wage/employee numbers, and whether members view St. Marys as a tourist town.

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

- September 11: Business Networking update, Giving Day, 2018 budget, Winter event, doors open, Christmas, Strategic Plan, governance/constitution

## 12.0 Adjournment

Motion: Cathie

Second: Sue

CARRIED

### 2017 BIA Board Meeting Dates

<del>January 9</del>	<del>February 16</del>	<del>March 13</del>	April (no board meeting)
<del>May 8</del>	<del>June 12</del>	<del>July 10</del>	<b>August 14</b>
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](mailto: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](mailto:CPope@town.stmarys.on.ca)>, Bill Osborne <[bosborne@town.stmarys.on.ca](mailto:bosborne@town.stmarys.on.ca)>, Al Strathdee <[astrathdee@town.stmarys.on.ca](mailto:astrathdee@town.stmarys.on.ca)>, Jim Craigmile <[jcraigmile@town.stmarys.on.ca](mailto:jcraigmile@town.stmarys.on.ca)>, Tony Winter <[twinter@town.stmarys.on.ca](mailto:twinter@town.stmarys.on.ca)>, Lynn Hainer <[lhainer@town.stmarys.on.ca](mailto:lhainer@town.stmarys.on.ca)>, Don Van galen <[Dvangalen@town.stmarys.on.ca](mailto:Dvangalen@town.stmarys.on.ca)>  
Cc: Brent Kittmer <[bkittmer@town.stmarys.on.ca](mailto:bkittmer@town.stmarys.on.ca)>, Trisha McKibbin <[tmckibbin@town.stmarys.on.ca](mailto: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.



Like Downtown St. Marys on Facebook

Follow @stmarysdowntown on Instagram

stmarysdowntown@gmail.com