

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

Date: Monday, Sept. 11, 2017

Location: Town Hall, council chambers, 2rd floor, 175 Queen Street East, St. Marys, ON

Time: 6:30 p.m.

Agenda Items

1.0 Call to order and confirmation of Quorum

2.0 Declarations of Pecuniary / Conflict of Interest

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

7.1 – New business welcome (Troyer's Spices)

4.0 Approval of Agenda

Motion: Sue

Second: Cathie

5.0 Approval of Meeting Minutes from Aug. 15, 2017 BIA Board Meeting (attached)

It was asked if the \$3,000 approved for Christmas purchases was in addition to the existing \$5,000 budget for Christmas activities. It is, but since that meeting, these additional funds may not be required.

THAT the Meeting Minutes from the Aug. 15, 2017 BIA Board Meeting are approved.

Motion: Cathie

Second: Sue

6.0 Delegations

None

7.0 New Business

7.1 New Business Welcome – Troyer's Spices

Amie Rankin of Troyer's Spices was introduced. She co-owns the store with her husband Dan Troyer. The store opened in July and currently just carries spices in bulk, but Rankin

and Troyer are meeting with suppliers so they can carry extracts and oils. The store hopes to offer workshops by the end of September. Rankin and Troyer were welcomed to the BIA.

8.0 Project Updates & Committee Reports

8.1 Treasurer's Report/2018 budget

In past years, the budget was created by filling in the lines from last year's budget as a starting point. Going forward, especially once the Strategic Plan is finalized, each budget line will need to be justified in light of what the Strategic Plan dictates as priorities. In light of this, it was asked if the summaries of the first two sessions could be distributed so that the committee have some sense of what priorities are.

A budget committee is being struck, composed of Sue, Cathie and Chantal. Trisha will also sit on this committee.

In the interim, subcommittee need to bring their figures forward as well as rationale. This year's public art budget will move into reserves but will remain earmarked. The levy will not be raised because the BIA currently has approximately \$20,000 in reserves.

THAT that the Downtown St. Marys BIA levy for 2018 remain the same, at \$45,000.

MOTION: Cathie

SECOND: Cindy

8.2 Canada 150/Doors Open

Three completed passports were submitted for the "Shop St Marys Canada 150" passport promotion and the grand prize draw was made. The winner was Rose Feinweb. It was noted that many visitors did not find the promotion attractive, and that summer promotions are challenging due to vacations, etc.

On a related note, some downtown merchants are participating in the Stratford Tourism Alliance's pumpkin trail. A comparison of the effects of both promotions should be made.

8.3 Giving Day

No update.

8.4 Christmas

The market at town hall square will help kick off the Christmas season; the committee isn't just working on the Downtown Merchants Open House, but a variety of initiatives. The market will be developed in coming years, but for this year it will take place from noon to 4 p.m. during the open house, with travelling carolers, a hot chocolate station, Mr. and Mrs. Claus and the YMCA offering childcare in the town hall auditorium.

Fresh-cut trees will be installed in the town hall square flower bed, with a draw for businesses to decorate them. The BIA will purchase the trees and lights. The trees will be an opportunity for selfies, etc. on social media.

The BIA will be in the parade and is working with Cascades to create a cardboard streetscape covered in lights for its float.

Christmas crackers will replace the “Elf on a Shelf” promotion. Ten crackers will be offered to every business in the downtown to use for whatever promotion they please; there will be a date of forfeiture if they do not pick them up. Additional crackers can be purchased for \$2 each to offset production costs. They have custom wrappers and a St. Marys-specific word search inside.

This is the second year of the “Christmas is Golden” theme. Liz from the Chocolate Factory will spearhead the window-painting campaign, and it is hoped that businesses will incorporate white lights into their window displays.

The town will be asked to boost any Downtown St. Marys posts about its Christmas events (with the BIA to pay for boosting).

8.5 Governance

The next draft of the governance component will be ready for the October meeting. It will be ready in time for the Annual General Meeting.

8.6 OMAFRA Strategic Planning

The date for the third and final strategic planning will take place in late October; before it can take place, a survey has to be sent to membership to highlight what members want out of the BIA. Trisha and Andrea will revise the Exeter BIA’s survey and Trisha will contact Vicki Lass, the OMAFRA rep, to determine the next session date.

8.7 Halloween (time permitting)

Not discussed.

9.0 Correspondence

9.1 Parking ban during Kinsmen Santa Claus Parade

The BIA needs to submit a formal motion to council in support of a parking ban. Towing should not have to occur because it is very negative.

As the town is currently reviewing a number of traffic bylaws, this ban could be added to that list. If passed, it will be enforceable by police. Signage and information will be key until the ban becomes habit.

THAT a recommendation be made to council for no parking on the day of the Kinsmen Santa Claus Parade from Church Street to Water Street and on Water Street from Queen to Jones on both sides of the street from 4 to 9 p.m.

MOTION: Sue SECOND: Cindy

10.0 Other Business

None

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

12.0 Adjournment – 8 p.m.

Motion: Cathie

Second: Cindy

2017 BIA Board Meeting Dates

January 9	February 16	March 13	no April board meeting
May 8	June 12	July 10	August 15
September 11	October 16	November 13	December 11

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

BIA Staff: Andrea Macko

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

For Information: Brent Kittmer (CAO/Clerk)

Chantal Lynch Aug 28 (7 days ago)

Hello Ryan and thank you for your response and the support from the Kinsmen regarding parking.

If you would write a letter to Council supporting the initiative, would truly appreciate. As residents and business owners we too don't have the

resources to enforce the bylaw and agree, the Town and the Police would need to ensure compliance.

Many communities don't allow parking during the Santa Parade and I'm sure that they would share how they do it if asked.

Many thanks,

Chantal Lynch

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144-146 Queen Street East

St Marys ON

On Fri, Aug 18, 2017 at 10:27 AM, Ryan Hacking <[_____](#)> wrote:

Hi Chantal,

I received your submission from our website regarding parking downtown during the Santa parade.

The Kinsmen wholeheartedly support your efforts to have downtown parking disallowed during the parade and feel it would benefit the parade viewers on the street. Should you need a letter from us to that effect to present to council I would be happy to prepare one for you on our letterhead.

We have had this brought to our attention in the past, and both logistics and enforcement have always been the main issues in achieving a car-free downtown during the parade. Businesses still need parking during the daytime, and clearing out the vehicles between the end of the business day and the start of the parade proves to be difficult. If the town is willing to prohibit parking, please note that the Kinsmen have neither the manpower or the authority to enforce the ban, and it would fall upon the town's bylaw enforcement and the OPP to ensure compliance.

Regards,

Ryan Hacking

President

Kinsmen Club of St. Marys

Date Time	2017-08-17 17:48:06
First Name:	Chantal
Last Name:	Lynch

E-mail:

Good Afternoon,

Thank you for organizing the Santa Claus Parade annually in St Marys, great event and we truly enjoy all the little faces.

A request has gone to Town Council that parking be prohibited on Queen Street between Water and Church for the parade.

The BIA supports the request that parking not be allowed on Queen Street after 3 or 4pm on the day of the parade.

Children should not be inhaling exhaust fumes of idling vehicles, nor should they be having to go in between parked cars to see the parade. A child has been pinned between parked vehicles in the past, once is already too many times.

Question:

As the Kinsmen organize this event and with the safety of children as a priority, would like to know who I speak with to get the Kinsmen's support.

Thank you,

Chantal Lynch
144 Queen Street E
St Marys ON N4X 1A5