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

Date of Meeting: Monday, July 10, 2017
Location of Meeting: Town Hall Council Chambers (175 Queen Street East)
Time of Meeting: 6:30 to 8:30 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: Chantal Lynch, John Stevens, Bruce Barnes, Mary Van Den Berge, Maggie Richardson

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

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

   7.3 Strategic Plan update

4.0 Approval of Agenda

   MOTION: Sue
   CARRIED

   SECOND: Cathie

5.0 Approval of Minutes from May meeting ( Attached)

   MOTION: Cathie
   CARRIED

   SECOND: Sue
6.0 Delegations
None

7.0 New Business

7.1 BIA Sponsorship of Wi-Fi at town hall street feature
Sue Hyatt was recently approached by Jed Kelly, St. Marys' Director of Public Works, to sponsor the complimentary Wi-Fi/charging station at the recently completed street feature outside of town hall. The stand has two sockets and six USB ports. The BIA would receive recognition on the charging station with a plaque.

The sponsorship is an opportunity “after the fact” to contribute to the project, for a one-time cost of $3,000 – the Town has paid for the station already. The money would come from the BIA’s reserve account, which has approximately $40,000 in it. There are no limitations on using this money.

Considering that the complimentary Wi-Fi would only be available in the immediate area, discussion ensued on if the BIA pursue the creation of a complimentary Wi-Fi zone throughout the downtown, ideally in partnership with the Town. The hardware for this kind of zone was installed during the 2016 downtown reconstruction. Further discussion will occur on the matter.

THAT the St. Marys BIA agrees to provide funds for the hardware for the charging station at the town hall for a one-time cost of $3,000, and that the town will recognize the contribution by way of signage and on its website. The universal symbol for a charging station and Wi-Fi will be made visible at the town’s cost.

MOTION: Sue SECOND: Cathie CARRIED

7.2 Doors Open St. Marys
Andrea provided an update on this event, which takes place Saturday, Sept. 30. Sixteen sites (see attachment), six of them in the downtown, will be made available to visitors to tour. A Doors Open committee has selected these sites.

As an information tent will be set up at town hall, the downtown can expect increased foot traffic. The Canada 150 committee is working on having the “Stories of the Stores” updated for the event. Laurel Davies-Snyder is also working on this, and Andrea will contact Janis Fread, who it is believed helped create the original stories for the Storytelling Festival, possibly a decade ago.

Stores are also encouraged to display and promote any historical items and architectural features. An email will be sent to determine interest.

The BIA can place their promotional materials at the town hall tent, and ambassadors will be used for the event as well.
7.3 Strategic Plan Update
Laurel Davies-Snyder explained that now that the BIA has completed session 2 of three strategic planning meetings, information needs to be gathered from BIA members. She will forward Exeter’s survey to the board for review.

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.

Questions and concerns of the document’s wording and items were presented and discussed, with Chantal to make the necessary edits. Once a satisfactory draft exists, it will be shared with the entire BIA membership for review and feedback.

THAT this meeting of the BIA be extended past 8 p.m.
MOTION: Sue  SECOND: Cindy

8.2 Ambassador program
The ambassadors were used at the Baseball Hall of Fame Induction day and during the Heritage Festival. Anecdotally, there were more out-of-town visitors on Induction Day than Heritage Festival, so the ambassadors were busier at the Ball Hall.

John Stevens has taken the lead on locating ambassadors; they can only be contacted via recommendation from another person. John also wondered why the town has three vintage car shows.

It was noted that the “loft” area of the Flower Shop and More is the “one-stop shop” for ambassador aprons, plus various promotional material.

8.3 BYOP/Heritage Festival
It was agreed that Heritage Festival was a great event, with the best weather ever to provide consistent attendance throughout the day’s events.

There were at least 150 people attending the BYOP, which was the event’s goal. Next year, the picnic tables should be placed in the intersection of Queen and Wellington instead of spread out between the two blocks of Queen street. Town employees John Hahn and Robert Cousins were a huge help in moving the tables, as were the volunteers. For a first-time event, it was a big success.

8.4 Canada 150
There are 19 participating stores and services participating in the Shop St. Marys Canada 150 Passport promotion. The selected item is very much open to merchants’
interpretation. A draw from the completed passports will take place in early September, with the prize to be announced in the near future.

8.5 Public Art

Laurel Davies-Snyder explained that because there are so many stakeholders, the mural program will be taken over by a committee rather than just the BIA. Laurel will recommend a “steering taskforce” including members of the BIA, Heritage and Economic Development committees, youth, etc. A goal will be set and it will be taken to council for direction. If council approves of this approach, the committee will be free to work, and Laurel will push for action by year’s end.

Carey and Laurel have spoken with a number of property owners who are receptive to a mural. The sign bylaw does not apply to murals.

Bike racks were also discussed as potential public art pieces. Julie spoke with Jed about bringing back the on-street racks which were removed during last year’s reconstruction. These old racks will not be replaced because they were tripping hazards and interfered with snow removal. It is hoped they can be used elsewhere in town.

One rack is being cleaned and painted, and will be placed near the Victoria Bridge, but the BIA may look into more interesting racks that would also function as art pieces.

9.0 Correspondence

None

10.0 Other Business

None

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

- August 14: St. Marys-brand clothing, Perth for Youth Project, Business Networking update, Giving Day, 2018 budget

12.0 Adjournment

Motion: Cathie Second: Cindy

CARRIED

2017 BIA Board Meeting Dates

January 9  February 16  March 13  April (no board meeting)
May 8  June 12  July 10  August 14
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)
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  
Saturday, May 27th through October 28th, 8 a.m. to NOON  
Locate your way with our food vendors including our famous tomato.  
Wednesday's Planting Day: Free crochet projects and more!  
Saturday, June 10th, 8 a.m. to 1 p.m.  
Streetside, in your special needs, and throughout downtown St. Marys.  
St. Marys' Farmer's Market  
Monday, July 17th, 12 a.m. to 4 p.m.  
Celebrate Canada's 150th anniversary with a fun, packed day of events, including: parade, street festival, children's activities,  
musical entertainment, and a movie.  
St. Marys' Farmer's Market  
Saturday, July 29th, 9 a.m. to 1 p.m.  
Join our downtown farmers for a party featuring our 150 year  
community. We will be on the River until our festivities concludes  
with a 12th annual parade.  
KIN SUMMERFEST  
Thursday, July 27th to Friday, July 28th, 12 a.m. to 9 p.m.  
Enjoy the best of music, children's activities, and nightly entertainment on  
Mill Durnell Field.  
ST. MARY'S CARSHOW  
Saturday, August 12th, 9 a.m. to 1 p.m.  
Cruise alongside vintage vehicles at Mill Durnell Field and see  
and enjoy the annual parade.  
ST. MARY'S Santa Claus Parade & Night Lighting  
Friday, November 24th, 7 p.m. to 9 p.m.  
It will be a time to be with your family and enjoy the night  
with our family of light!  
Christmas is Golden  
Friday, November 24th to Christmas Eve  
Check out our wonderful stores and professional services  
dressed in holiday attire as downtown St. Marys wears its crown  
during the countdown to Christmas.  
MERCHANTS OPEN HOUSE  
sunday, November 20th, 9 a.m. to 5 p.m.  
Come to downtown St. Marys for a holiday shopping tradition.  
Open House:  
Saturday, November 25th, 9 a.m. to 5 p.m.  
Check out all of your holiday traditions in downtown St. Marys.  
GIVING TUESDAY  
Tuesday, November 28th, all day  
Join us at the farmers market for our St. Marys downtown businesses.  
We will be happy.