

# **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

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## **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

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)

DRAFT

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

DRAFT

## 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 @ CADOOW 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