

# **St. Marys Business Improvement Area (BIA) Annual General Meeting**

Date: Monday, March 5, 2018

Location: Stonetown Coffee Co., 5 Water St. South, St. Marys, ON

Time: 6 p.m.

Board Attendance: Carey Pope, Cindy Taylor, Cathie Szmon, Sue Griffiths, Julie Docker-Johnson

Also in Attendance: Maggie Richardson, Casey and Mary Van Den Berg, Cal Ptashnik and Larry O'Hearn, Heather Parkinson, Aimee Rankin, Bruce Barnes, Town of St. Marys Economic Development Manager Kelly Deeks, Mayor Al Strathdee, John Stevens, BIA Ambassador Volunteer Lead

BIA Staff in Attendance: Esther DeYoung, Administrative Assistant

## **Agenda Items**

### **1.0 Call Annual General Meeting to Order and Welcome- Julie**

Called to order at 6:15pm

### **2.0. Declaration of Conflicts of Interest**

None

### **3.0 Highlights of 2017- Julie**

Julie spoke to the various programs organized and promoted by the BIA in 2017. These included the restarted BIA Ambassador program, Event cards, joining the Stratford Tourism Alliance, the Bring Your Own Picnic event during Heritage Festival, Giving Day, Christmas Open House and the creation of the Strategic Plan.

### **4.0 Strategic Plan Highlights- Julie**

Notably, the board and membership worked to create a vision and mission for the Strategic Plan. The portion highlighted in pink on the budget reflects the Strategic Plan for the BIA.

### **5.0 Discussion of 2018 Proposed Budget and Approval- Cathie**

This year the board decided to lay out the budget in percentages. The \$45,000 on the budget is the town levy. The board has discussed the creation of associate memberships to allow for people outside of the BIA boundaries to participate. This item will be strategized in the coming year. More

funds are being added to ambassador appreciation as it will become a yearly event. As well, more funds will go to the Bring Your Own Picnic this year. The BIA also hopes to set up social media training for businesses. The BIA is now part of the Stratford Tourism Alliance.

**Motion: THAT the 2018 budget be approved.**

**Motion: Cathie**

**Second: Cindy**

**Carried.**

## **6.0 Questions and Answers- Cindy**

Before opening the floor to questions, Cindy presented on the available committees for BIA members to join. She noted committees make their own meeting times. The committee ideas go to the board for plans and costs to be reviewed and then approved. The various committees are:

- BYOP (Bring Your Own Picnic)
- Christmas Committee
- Giving Day
- Governance Committee- Chair Chantal Lynch, Member Cathie Szmon
- Ambassador Committee- Chair Cathie Szmon, Member John Stevens
- Budget Committee- Chair Cathie Szmon

In 2019, there will be a new BIA board and members are asked to consider running. The board is composed of for 4 members and one council representative.

Cal Ptashnik asked if the surplus budget money could be put into something permanent. Cindy noted the Town is working on securing funds for an art project and the BIA could be part of this project. John Stevens asked if the BIA could partner with another small community in a mentoring role. Carey Pope noted the BIA belongs to the Ontario BIA Association and this allows for information to be exchanged between communities. Julie also noted OMAFRA could help the BIA network with other communities.

## **7.0 2019 BIA Board Members- Julie**

This item was covered in agenda item 6.0 by Cindy.

## **8.0 Committee Sign-Ups**

This item was covered in agenda item 6.0 by Cindy.

## **9.0 Adjournment**

**Motion: Cathie**

**Second: Cindy**

**Adjourned at 6:57pm.**

## **2018 BIA Board Meeting Dates**

<del>January 8</del>	<del>February 15</del>	March 5	April 9
May 14	June 11	July 9	August 13
September 10	October 8	November 12	December 10

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

**BIA Staff:** Esther DeYoung

**Town of St. Marys Staff:** Kelly Deeks (Economic Development Manager)

**For Information:** Brent Kittmer (CAO/Clerk)