

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

Date: Monday, Oct. 16, 2017

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

Time: 6:30 p.m.

Board members in attendance: Julie Docker-Johnson, Sue Griffiths, Carey Pope, Cindy Taylor

BIA Staff in Attendance: Andrea Macko, Secretary/Communications

General Members in Attendance: Chantal Lynch, John Stevens, Bruce Barnes, Mary Van Den Berge, Casey Van Den Berge, Maggie Richardson, Amie Rankin

Staff in Attendance: Trisha McKibbin, Director of Corporate Services

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)

4.0 Approval of Agenda

Motion: Sue

Second: Cindy

5.0 Approval of Meeting Minutes from Sept. 11, 2017 BIA Board Meeting (attached)

Motion: Cindy

Second: Sue

6.0 Delegations

None – Brian Busby will be added to the November agenda

7.0 New Business

None

8.0 Project Updates & Committee Reports

8.1 Treasurer's Report/2018 budget

A copy of the budget to Oct. 11 (attached) was presented. The third installment of the levy has come into the account. The "public art" line has been deferred to 2018. The advertisement on a Stratford city bus has been paid for; due to an administrative error, the BIA will receive an extra summer, so the advertisement contract is now good until Oct. 2018. There are no funds in the budget for autumn decorating because last year, it was part of the end-of-construction line. The Wi-Fi for town hall is not part of the current budget; the funds for it came via reserves so its column will be moved.

Sue Hyatt, Chantal Lynch and Trisha McKibbin met to discuss the budget. All the hard costs were established, and it was decided, going forward, to include more detail in the budget lines. A subcommittee for the "Bringing People Downtown" budget component needs to be created. Other committees need to report their results to justify their inclusion in the 2018 budget and to add in lines.

Cindy presented a sample budget culled from other BIAs which had different components shown as percentages of the total budget. Once the strategic plan is finished, it may make sense to break priorities down into percentages. Sue will do this with the last six years of budgets so comparisons can be made at budget sessions.

Priorities may change when the strategic plan is finalized. The next strategic plan session is on Oct. 30, and Trisha will ask Vicki what the timeline is for its completion. A budget meeting should be set after this completion date, which is hopefully at the beginning of January. The levy is not changing so completing the budget shouldn't be too challenging.

Committees are reminded to send in worksheets with their final numbers, which can be one-page, point form with budget, outcome and feedback, etc.

8.2 Giving Day

The Giving Day committee has met. It is important for businesses and customers to know which charities businesses are supporting on that day. A social media campaign will be created to spread this information (using #unselfie), as will advertisements and features in the local newspapers.

It's important for customers to know that businesses within the BIA are generous all year round, but that there is a special focus for Giving Day.

Cindy will create a summary of what Giving Day is to share with the general membership. Giving Day can also be used with online customers – it is important that Giving Day works for businesses.

8.3 St. Marys-branded clothing

The BIA board was made aware that Dunny's can do custom apparel and carries some St. Marys-branded items. Until more details are determined, this project is currently on hiatus.

8.4 Christmas

A synopsis will be sent to the general membership, including ideas for the Christmas crackers. The Christmas crackers will be distributed from the Journal Argus. The poster is almost complete and pdfs and wording will be sent out for consistency, especially on social media. There are no Christmas-specific promotional cards this year, but there are still Big on Small cards to share. Decorating information has already been sent. Liz from the Chocolate Factory is co-ordinating the window painting.

For the Downtown Merchants Open House on Sunday, Nov. 26, there will be:

- horse and buggy rides departing from town hall from noon to 5 p.m.
- the Journal Argus will man the Salvation Army kettle and food drive
- the St. Marys Lincolns will serve hot chocolate
- the YMCA will offer child care in the town hall auditorium
- the former Sensations building will house the art show and a gift wrap station
- the BIA will work with the town to use their Facebook page and boost posts about the Christmas season
- Julie has spoken with many of the BIA's services to see how they can participate in the Open House

8.5 Strategic Planning/Municipal updates

The next Strategic Plan session is Monday, Oct. 30 in council chambers at 6 p.m.

The Wi-Fi has been installed in the town hall square but the building's stone walls have made reception challenging; the infrastructure will be moved to improve it.

A letter has been mailed to property owners within the Heritage Conservation District informing them of the tax rebate programs. There are two streams available: one, a blanket 20 per cent reduction on property tax; and the other, 40 per cent on work that improves second story apartments.

Interviews are ongoing for the Economic Development manager; the position will be filled in early November.

The parade parking bylaw will come before council on Tuesday, Oct. 24 as part of a greater consolidation of traffic bylaws into one new bylaw.

9.0 Correspondence

None

10.0 Other Business

None

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

-creating a group for business longevity awards. A survey will be added in the BIA newsletter, but the Town may have that info as well

-update on Wellington Street construction

12.0 Adjournment – 7:25 p.m.

Motion: Sue

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)

2017 Budget

as of Oct 11/17

Objective:

			BUDGET: \$45,000	budget	
Task	Assignee	Description	Deliverable	\$47,584	\$ 18,854.11
Ghost walk		revenue neutral -		\$ 250	
Social media		Fbook posts	july		\$ 25.00
Christmas is Golden - subcommittee			christmas crackers, singers	\$ 8,000	\$ 2,480.00
Heritage BYOP		3-6 event on street co-ordinate with Heritage Day	posters, counter cards, tablecloths, games, chalk, ad, helpers, ad	\$ 1,000	\$ 823.10
Heritage Festival		sponsorship		\$ 1,600	\$ 1,600.00
Ambassador program			aprons, , embroidery, bookmarksx2	\$ 750	\$ 550.64
Fall Décor				\$ 500	
Santa Claus Parade-Kinsmen		sponsorship		\$ 1,000	
			old dma \$		\$ 500.00
Customer Appreciation-Giving Day		random acts of kindness, treats		250	
Keeping Town Clean and Safe					
lighting project		capital funds	\$32,042.19	\$ -	\$ -
Running an Organization					
obiaa membership			membership	\$ 250	\$ 212.25
agm		present 2016 wrap up, 2017 plans	refreshments prizes	\$ 250	\$ 289.75
admin support			mar, apr, may, june, july, aug, sept	\$ 5,000	\$ 2,830.00
bank fees				\$ 50	\$ 25.25
internet				\$ 300	
audit				\$ 950	\$ 900.00
gst costs		portion of gst not recoverable from govt		\$ 700	
office supplies		markers		\$ 250	\$ 12.65