St. Marys Business Improvement Area (BIA) Board Meeting

Agenda

**Date**: Monday, April 6th, 2020

**Time**: 6:00 p.m.

**Join Zoom Meeting**:

Dial by your location   
        +1 647 558 0588 Canada   
        +1 647 374 4685 Canada   
Meeting ID: 522 937 179

**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 13.0 Other Business)**

**4.0 Approval of Agenda**

THAT the April 6th, 2020 BIA Agenda be approved, as presented.

Motion: Second:

**5.0 Approval of previous meeting minutes:**

THAT the Meeting Minutes from the March 9th, 2020 Annual General Meeting are approved by the BIA Board.

Motion: Second:

**6.0 Public Input Period**

**7.0 Correspondence**

**8.0 Delegations**

**9.0 Council Report**

THAT the Council Report be accepted as presented.

Motion: Second:

**10.0 Treasurer’s Report**

THAT the March 2020 Treasurer’s Report be accepted as presented.

Motion: Second:

**11.0 New Business**

11.1 BIA Board Response to COVID-19 Pandemic

In response to the current state of emergency in our community and the temporary forced closure of our businesses and service providers the board will discuss measures to adjust the 2020 BIA budget.

Options for discussion:

1. The board does not collect the 2020 BIA Levy. The board will determine what is needed to operate in 2020 and still achieve some of the approved expenditures and funds will be utilized from reserves.
2. That the BIA board direct X amount of funds from reserves to the financial program that the Town is working to establish.
3. Gift Certificate Program

**THAT** the BIA Board supports option X and the Treasurer will work with Town of St. Marys staff to implement the approved option(s).

Motion: Second:

11.2 BIA 2020 Budget Expenditures from reserves.

**THAT** the BIA Board approve $X to be pulled from reserves for 2020 expenditures.

Motion: Second:

**12.0 Project & Committees**

Proposed committee structure and governance documents included in the agenda package for discussion by the Treasurer.

**13.0 Other Business**

**14.0 Agenda Items for Future Meetings & Date of Next Board Meeting**

May 11th, 2020

**15.0 Adjournment**

Motion: Second:

|  |  |  |  |
| --- | --- | --- | --- |
| **2020 BIA Board Meeting Dates** | |  |  |
| ~~January 20~~ | ~~February 10~~ | ~~March 9~~ | April 6 |
| May 11 | June 8 | July 13 | August 10 |
|  |  |  |  |
| September 14 | October 5 | November 9 | December 14 |

**BIA Board:** Lanny Hoare (Chair), Councillor Tony Winter, Amie Rankin (Secretary),

Kyle Burnside (Treasurer), Gwendolen Boyle

**BIA Staff:** Lauren Eedy

**Town of St. Marys Staff:** Kelly Deeks-Johnson, Economic Development Manager

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

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

**Minutes**

Date: Monday, Monday March 9th 2020

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

Time: 6:00 p.m.

BIA Board: Lanny Hoare (Chair), Councillor Tony Winter, Amie Rankin (Secretary), Kyle Burnside (Treasurer), Gwendolen Boyle

BIA Staff: Lauren Eedy

Town of St. Marys Staff: Kelly Deeks-Johnson, Economic Development Manager

For information: Brent Kittmer (CAO/Clerk)

# **Agenda Items**

1. **Call to order and confirmation of Quorum**

Meeting called to order at 6:09 by the Chair

1. **Declaration of Pecuniary/Conflict of Interest**

None

1. **Additions to the Agenda (to be added in Section 12.0 Other Business)**

12.1 Addition of discussion around sub committees for 2020

1. **Approval of Agenda**

THAT the March 9th, 2020 BIA Board Meeting be approved, as presented.

Motion: J. Docker-Johnson Seconded: A. Rankin

Carried

1. **Approval of Meeting Minutes from the February 10, 2020 Meeting**

THAT the Meeting Minutes from the February 10, 2020 BIA Board Meeting are approved by the BIA Board and signed by the Chairperson and Recording Secretary.

Motion: J. Docker-Johnson Seconded: K. Burnside

Carried

1. **Approval of AGM Minutes from April 15, 2019 Meeting**

THAT the Meeting Minutes from April 15, 2019 BIA AGM are approved by the Board.

Motion: J. Docker-Johnson Seconded: K. Burnside

Carried

**7.0 Public Input Period**

7.1 Chantal Lynch motioned to add conversation about closing main street for events to be included in Homecoming in New Business under 12.2

THAT the Board accept motion to add to the agenda.

Motion: K. Payton Seconded: K. Burnside

Carried

**8.0 Delegations**

8.1 Andrea Macko, Events Coordinator: Hindsight is 2020 Homecoming/Heritage Event

Homecoming will run July 3-5th 2020: parade leaving Pyramid Centre at 6:00pm on Friday July 3, 2020. After parade is the street dance, followed by fireworks and another band downtown.

Stage is to built at the intersection of Queen & Water Streets, thereafter, surrounding streets need to be closed.

Tentatively 10am, closing parking on Water to Jones, Queen to Green Bridge (the latter closed to divert traffic). At 2pm the remainder of Queen Street to be closed from Wellington to Peel Streets.

Along with closures, will come media, posters and a card campaign so the public is aware.

THAT we approve Andrea Macko’s discussion regarding Homecoming/Heritage.

Motion: A. Rankin Seconded: K. Burnside

Carried

**9.0 New Business**

THAT we have a motion to have Andrea Macko present Highlight St. Marys

Motion: C. Lynch Seconded: T. Winter

Carried

Over 1200 people attended Nuit Blanche in 2019, keeping with Council’s directive in creating events to bring people to town. This year’s theme is ‘Highlight St. Marys’ happening Saturday, August 15, 2020 from 8-11pm. The event will be held downtown with same light installations, buskers, etc. Proposing downtown stores remain open or decorate with lights to add to the spectacle. Decision to move downtown based on better access and safety for patrons. Looking at street closures downtown for 5pm to set up.Also, working in conjunction with a group to do an organ masterclass with a concert at the United Church. The goal is to have 2400 people attend this year.

THAT we accept Andrea Macko’s presentation.

Motion: G. Boyle Seconded: J. Docker-Johnson

Carried

9.1 Homecoming/Heritage 2020 – Request for funding for BIA-led initiative

THAT the Board accepts and approves the request for funding submitted by Julie Docker-Johnson for the Homecoming/Heritage downtown initiative.

Motion: C. Lynch Seconded: G. Boyle

Carried

9.2 Christmas Committee funding request for 2020 – included in agenda package

THAT the Board accepts and approves the request for funding for the 2020 Christmas Open House

Motion: M. Richardson Seconded: C. Szmon

Carried

9.3 2020 Budget Approval

THAT the 2020 BIA budget be approved as presented.

Motion: M. Richardson Seconded: J. Docker-Johnson

Passed

**10.0 Council Report**

THAT the Board accept the council report as presented by Tony Winter.

Motion: L. Pache Seconded: B. Barnes

Carried

**11.0 Projects and Committees**

11.1 Christmas Committee, Christmas Open House 2019 report included in the agenda package.

THAT the Board accepts the report for 2019 Christmas Open House.

Motion: C. Taylor Seconded: K. Burnside

Carried

**12.0 Other Business**

12.1 Addition of discussion around sub committees for 2020, Kyle Burnside

Establishing/Re-establishing sub committees will include a recommended list, draft communication schedule for membership application, deadline for submissions and potential formal training. To be added as an agenda item for future meeting.

THAT the board accepts a motion to accept presentation by Kyle Burnside regarding sub committees.

Motion: G. Boyle Seconded: A. Rankin

Carried

12.2 Chantal Lynch would like include a discussion about the closure of parking on main streets as well as street closures during upcoming events to the April 6, 2020 agenda.

**13.0 Agenda Items for Future Meetings and Date of Next Board Meeting**

At 7:03pm, Chair Lanny Hoare passed the gavel to Secretary Amie Rankin. Lanny Hoare motioned to approve $300.00 for Julie Docker-Johnson for Heritage/Homecoming Event.

Motion: L. Hoare Seconded: G. Boyle

Carried

The next BIA meeting is April 6, 2020 in the Town Hall Council Chambers, 6:00pm

**14.0 Meeting Adjournment**

THAT the meeting be adjourned at 7:07pm

Motion: M. Richardson Seconded: G. Boyle

Passed

Members Present

Liz Pache

Julie Docker-Johnson

Cindy Taylor

Scott McLauchlan

Brian Dundas

Angela Patterson

Alexandra O’Shea

Tracey Pritchard

Tony Winter

Karen Payton

Chantal Lynch

Dick MacPherson

Dan Troyer

Gwendolen Boyle

Kyle Burnside

Cathie Szmon

Jay Harrison

Andrea Macko

Kelly Deeks-Johnson

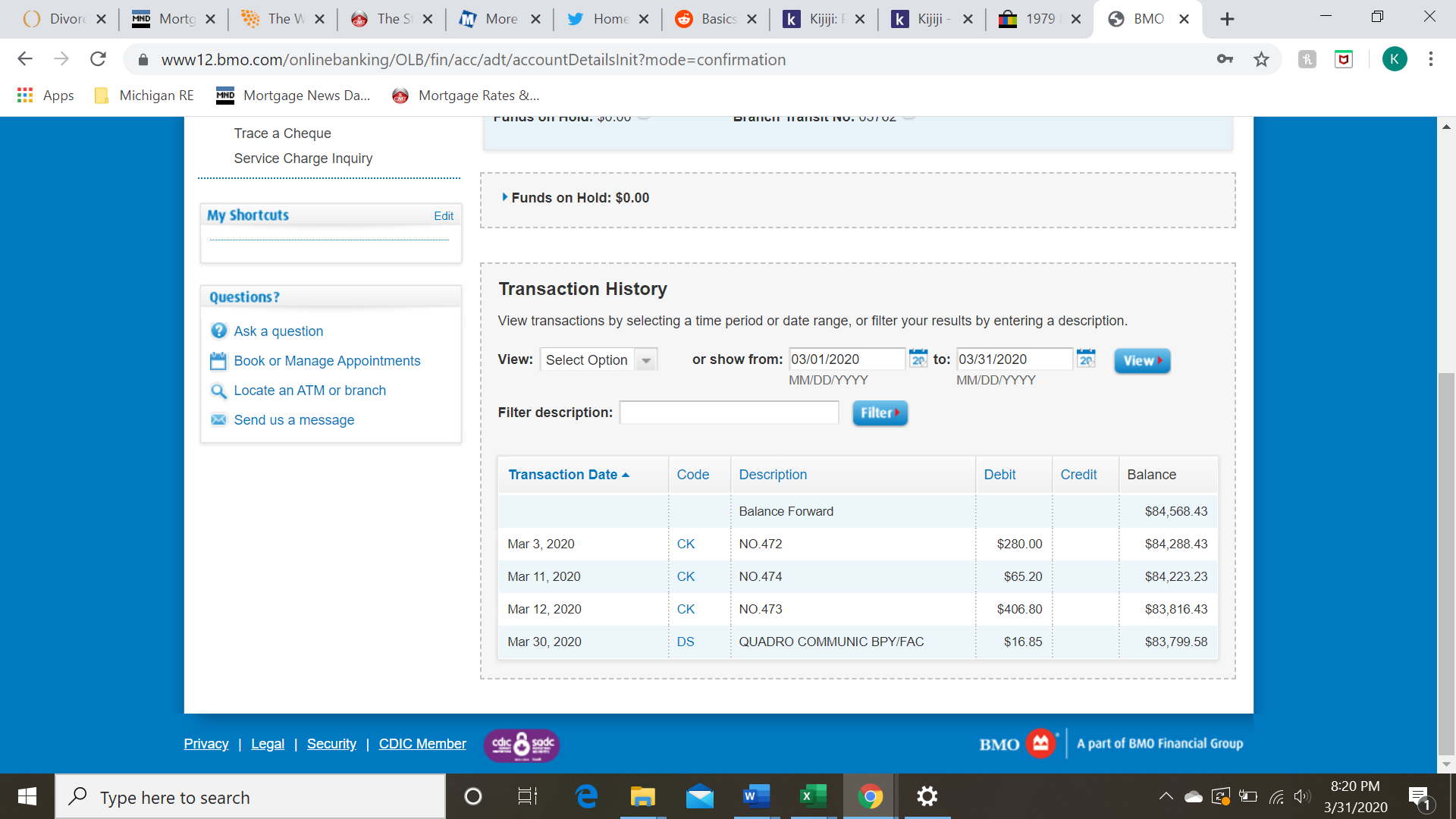
Lanny Hoare

Bruce Barnes

Lauren Eedy

Lucas Fisher

BIA Treasurer’s Report - April 2020



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 3/3/2020 | 472 | Lauren Eedy - February 2020 | $ 280.00 |  | **$ 84,288.43** |
| 3/11/2020 | 474 | Amie Rankin - AGM Supplies | $ 65.20 |  | **$ 84,223.23** |
| 3/12/2020 | 474 | 9902406 Ontario Inc - Invoice 201 | $ 406.80 |  | **$ 83,816.43** |
| 3/30/2020 |  | Quadro | $ 16.85 |  | **$ 83,799.58** |
| 3/31/2020 | 475 | Lauren Eedy - March 2020 | $ 660.00 |  | **$ 83,139.58** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **BIA BUDGET 2020** |  |  | ***REMAINING*** |  |
| **ITEM** | **BUDGET 2020** | **ACTUAL 2020** | *Under Budget (Over Budget)* | **Details** |
| **Revenues** |  |  |  |  |
| **BIA Levy** | **$45,000.00** | **$0.00** | *$45,000.00* |  |
| **HST Rebate** | **$3,268.00** | **$0.00** | *$3,268.00* |  |
| **Miscellaneous** | **$0.00** | **$0.00** | *$0.00* |  |
| **SUBTOTAL:** | **$48,268.00** | **$0.00** | *$48,268.00* |  |
| **Expenses** |  |  |  |  |
| **MEMBER SUPPORT & ENGAGEMENT** |  |  |  |  |
| **Membership** |  |  |  |  |
| Member Recognition | **$500.00** | **$0.00** | *$500.00* |  |
| Member Welcome | **$500.00** | **$0.00** | *$500.00* |  |
| Networking Socials | **$1,000.00** | **$0.00** | *$1,000.00* |  |
| **Training & Education** |  |  |  |  |
| Training & Education | **$3,000.00** | **$0.00** | *$3,000.00* |  |
| Social Media |  |  |  |  |
| **Organizational Capacity** |  |  |  |  |
| OBIAA Conference |  |  |  |  |
| OBIAA Membership | **$220.00** | **$0.00** | *$220.00* |  |
| Policies & Procedures |  |  |  |  |
| Miscellaneous |  |  |  |  |
| **SUBTOTAL Member Support and Engagement:** | **$5,220.00** | **$0.00** | *$5,220.00* |  |
|  |  |  |  |  |
| **IMPROVING PUBLIC SPACE & BEAUTIFICATION (Misc)** | **$0.00** | **$0.00** | *$0.00* |  |
| Flower Baskets | **$4,500.00** | **$0.00** | *$4,500.00* |  |
| Christmas Lights Maintenance | **$1,000.00** | **$0.00** | *$1,000.00* |  |
| Lions Club Flag Replacement | **$200.00** | **$0.00** | *$200.00* |  |
| Public Art Maintenance | **$3,900.00** | **$0.00** | *$3,900.00* |  |
| Downtown Bench Project | **$5,000.00** | **$0.00** | *$5,000.00* |  |
| Banner | **$2,500.00** | **$0.00** | *$2,500.00* |  |
| **SUBTOTAL Improving Public Space and Beautification:** | **$17,100.00** | **$0.00** | *$17,100.00* |  |
|  |  |  |  |  |
| **BRINGING PEOPLE DOWNTOWN** |  |  |  |  |
| **Ambassador Program** | **$500.00** | **$0.00** | *$500.00* |  |
| **Marketing & Promotion** |  |  |  |  |
| Advertising | **$ 4,000.00** | **$0.00** | *$4,000.00* |  |
| **Events** |  |  |  |  |
| Meet Me in St. Marys | **$ -** | **$0.00** | *$0.00* |  |
| August 2020 Event | **$ 1,865.00** | **$0.00** | *$0.00* |  |
| Christmas Event | **$6,000.00** | **$0.00** | *$6,000.00* |  |
| Homecoming 2020/Heritage Festival | **$3,000.00** | **$0.00** | *$3,000.00* |  |
| Santa Claus Parade - Sponsorship to Kinsman | **$1,000.00** | **$0.00** | *$1,000.00* |  |
| **Partnerships** |  |  | *$0.00* |  |
| Stratford Tourism Alliance (STA) Membership | **$400.00** | **$400.00** | *$0.00* |  |
| **SUBTOTAL Bringing People Downtown:** | **$16,765.00** | **$400.00** | *$14,500.00* |  |
|  |  |  |  |  |
| **RUNNING THE ST. MARYS BIA** |  |  |  |  |
| **Running the BIA** |  |  |  |  |
| Admin Support | **$5,000.00** | **$440.00** | *$4,560.00* |  |
| Annual General Meeting | **$605.00** | **$472.00** | *$133.00* |  |
| Audit | **$1,000.00** | **$0.00** | *$1,000.00* |  |
| Email/Quadro | **$300.00** | **$982.00** | *-$682.00* |  |
| Bank Fees | **$50.00** | **$0.00** | *$50.00* |  |
| Office Supplies | **$400.00** | **$0.00** | *$400.00* |  |
| Miscellaneous | **$300.00** | **$0.00** | *$300.00* |  |
| GST/HST | **$3,300.00** | **$61.55** | *$3,238.45* |  |
| **SUBTOTAL Running the BIA:** | **$10,955.00** | **$1,955.55** | *$8,999.45* |  |
| **GRAND TOTALS:** | **$50,040.00** | **$2,355.55** | **$45,819.45** |  |
|  |  |  |  |  |
| **Total Levy (Income)** | **$48,268.00** | **$0.00** | ***$48,268.00*** |  |
| **Total Expenses** | **$50,040.00** | **$2,355.55** | ***$47,684.45*** |  |
|  |  |  |  |  |
| Reserve Funds: |  |  |  |  |
| Remaining in Bank | $83,139.58 |  |  |  |
| Streetscape Plan ( Assets ) | -$20,000.00 |  |  |  |
| Proposed Project (s) | -$15,000.00 |  |  |  |
| Public Art | -$20,000.00 |  |  |  |
| Christmas Lights | -$5,000.00 |  |  |  |
| Constitution | -$1,000.00 |  |  |  |
| Remaining | $22,139.58 |  |  |  |

**BIA Committees**

Summary

* Intent of sub-committees is to expand and refine engagement of Board, membership and volunteers on projects and initiatives that deliver on the BIA Strategic Plan
* Enable strengths among sub-committee members and provide effective delegation to enhance decision-making at the Board level
* Sub-committees can be determined as short-term in nature, and considered ‘agenda-based’ should specific resources be required to complete a specialized project on an annual basis. This is derived in planning prior to the AGM, and announced at the AGM, with appointment at the first Board meeting succeeding the AGM

Board Responsibilities

* + Ensure each sub-committee understands and adheres to Terms of Reference
  + Ensure meetings are held under formal structure, agenda is present, and meeting minutes are recorded following agenda template provided

Sub-Committee List – *for consideration*

**Executive Committee**

**Membership & Business Development Committee**

**Communications & Marketing Committee**

**Legal & Compliance Committee**

**Finance Committee**

**Beautification Committee**

**Christmas Committee**

**Additional recommendations?**

* Bring Your Own Picnic (BYOP)
* Giving Day
* Governance
* Ambassador
* Budget
* Social Media
* Heritage Festival
* Member Support & Engagement (Membership & Business Development)
* Bringing People Downtown (Membership & Business Development)

**Communication Schedule**

**April 2020 Meeting**

1. Approval of Terms of Reference for Board Sub-Committees
2. Appointment of BIA Board member as chair for each Sub-Committee
3. Approval of Communication Schedule for BIA Volunteer Sub-Committee Application

*April 7, 2020*

1. Post on BIA Facebook Page, link to St. Marys BIA Town Page
2. Post on St. Marys BIA Town Page, inclusive of Application Form

Application Window

April 7, 2020 until April 30, 2020

Appointment of Sub-Committee Members: May 2020 BIA Board Meeting

**Communication**

*Facebook/Website*

Call for Nominations

Interested in getting involved with the BIA in 2020? Applications are now being accepted for membership of the following sub-committees:

1. Beautification
2. Legal & Compliance
3. Finance
4. Christmas
5. Communications & Marketing
6. Membership & Business Development
7. Other
8. Other

Please visit ADD URL to complete your application and submit to insert e-mail address.

Sub-Committee Terms of Reference

**GOVERNANCE COMMITTEE**

Membership and Appointment:

The Membership shall consist of, at minimum one (1) BIA Board representative, at minimum, two (2) additional members by appointment.

*Appointment:*

* The Management Committee shall at their first meeting following the Annual General Meeting (AGM) in each year, determine the members of the Sub-Committee until the next following AGM.

**Chairing:**

BIA Board representative

**Frequency of meetings and Quorum:**

Minimum of 4 meetings in a calendar year. Quorum shall be 3 members.

**Record of Meetings:**

* An agreed written record of each meeting is forwarded to the BIA Board (Management Committee?)

**Reporting Mechanism:**

* Submission of notes to the Administrative Assistant to the Board not less than 7 days from the proceeding BIA Board meeting for inclusion in the monthly BIA Board Meeting Minutes

**Functions and Delegated Authority**

* Review and make recommendations on changes to BIA Board policy and procedures
* Oversee the functions of the nomination process, including development and review of framework outlining the preferred characteristics of potential BIA Board members.
* Review alternatives and implications for consideration of matters pertaining to:
  + Effectiveness of current regulations or bylaws;
  + Proposed new or revised regulations or bylaws

Sub-Committee Terms of Reference

**BEAUTIFICATION COMMITTEE**

**Membership and Appointment:**

The Membership shall consist of, at minimum, one (1) BIA Board representative and, at minimum, two (2) additional members by appointment.

*Appointment:*

The Management Committee shall at their first meeting following the Annual General Meeting (AGM) in each year, determine the members of the Sub-Committee until the next following AGM.

**Chairing:**

BIA Board Member, unless explicitly stated

A member of the BIA Board or a volunteer

* The Chair is responsible for ensuring management of the approved budget in accordance with the sub-committee’s work and ensure that payments are properly authorized

**Frequency of meetings and Quorum:**

Minimum of 4 meetings in a calendar year. Quorum shall be 3 members.

**Record of Meetings:**

* An agreed written record of each meeting is forwarded to the BIA Board (Management Committee?)

**Reporting Mechanism:**

* Submission of notes to the Administrative Assistant to the Board not less than 7 days from the proceeding BIA Board meeting for inclusion in the monthly BIA Board Meeting Minutes

**Functions and Delegated Authority**

Sub-Committee – Terms of Reference

**CHRISTMAS COMMITTEE**

**Membership and Appointment:**

The Membership shall consist of, at minimum, one (1) BIA Board representative and, at minimum, two (2) additional members by appointment.

*Appointment:*

The Management Committee shall at their first meeting following the Annual General Meeting (AGM) in each year, determine the members of the Sub-Committee until the next following AGM.

**Chairing:**

BIA Board Member, unless explicitly stated, OR:

A member of the BIA Board or a volunteer

* The Chair is responsible for ensuring management of the approved budget in accordance with the sub-committee’s work and ensure that payments are properly authorized

**Frequency of meetings and Quorum:**

Minimum of 4 meetings in a calendar year. Quorum shall be 3 members.

**Record of Meetings:**

An agreed written record of each meeting is forwarded to the BIA Board (Management Committee?)

**Reporting Mechanism:**

Submission of notes to the Administrative Assistant to the Board not less than 7 days from the proceeding BIA Board meeting for inclusion in the monthly BIA Board Meeting Minutes

**Functions and Delegated Authority**

* Lead planning and execution of projects as they relate to the Christmas holiday season, and those prescribed to the sub-committee from time to time
* Liaise with the Board on objectives and provide regular updates

Sub-Committee Policy & Procedure

**COMMUNICATIONS COMMITTEE**

Membership and Appointment:

Appointment:

* The Management Committee shall at their first meeting following the Annual General Meeting (AGM) in each year, determine the members of the Sub-Committee until the next following AGM.

**Chairing:**

BIA Board Member, unless explicitly stated

**Frequency of meetings and Quorum:**

Minimum of XX meetings in a calendar year. Quorum shall be 3 members.

**Record of Meetings:**

* An agreed written record of each meeting is forwarded to the BIA Board (Management Committee?)

**Reporting Mechanism:**

* Submission of notes to the Administrative Assistant to the Board not less than 7 days from the proceeding BIA Board meeting for inclusion in the monthly BIA Board Meeting Minutes

**Functions and Delegated Authority**

Sub-Committee Policy & Procedure

**FINANCE COMMITTEE**

Membership and Appointment:

The Membership shall consist of, the BIA Board Treasurer and, at minimum, two (2) additional members by appointment.

*Appointment:*

* The Management Committee shall at their first meeting following the Annual General Meeting (AGM) in each year, determine the members of the Sub-Committee until the next following AGM.

**Chairing:**

BIA Board Treasurer

**Frequency of meetings and Quorum:**

Minimum of 4 meetings in a calendar year. Quorum shall be 3 members.

**Record of Meetings:**

* An agreed written record of each meeting is forwarded to the BIA Board (Management Committee?)

**Reporting Mechanism:**

* Submission of notes to the Administrative Assistant to the Board not less than 7 days from the proceeding BIA Board meeting for inclusion in the monthly BIA Board Meeting Minutes

**Functions and Delegated Authority**