

Agenda  
St. Marys Business Improvement Area Meeting

August 17, 2020

6:00 pm

Video Conference

Click the following link:

<https://www.youtube.com/channel/UCzuUpFqxcEl8OG-dOYKteFQ>

Resolutions

St. Marys Business Improvement Area Meeting

Pages

1. **CALL TO ORDER**
2. **DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST**
3. **AMENDMENTS AND APPROVAL OF AGENDA**

**RECOMMENDATION**

**THAT** the August 17, 2020 St. Marys Business Improvement Area Board agenda be approved.

4. **ACCEPTANCE OF MINUTES**

4

**RECOMMENDATION**

**THAT** the July 20, 2020 St. Marys Business Improvement Area Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

## **5. BUSINESS ARISING FROM MINUTES**

### **5.1 COVID-19 Signage and Posters for Businesses Survey Results**

A survey was sent out to BIA members to gain feedback on signage (floor stickers, posters, etc.) relating to social distancing measures during the COVID-19 pandemic.

### **5.2 Source of PPE**

Through an email sent by Mayor Al Strathdee to Kelly Deeks-Johnson, a potential source of PPE (masks and face shields) to buy in bulk for BIA members was found.

## **6. DELEGATIONS**

### **6.1 Ciaran Brennan re: Pay It Forward Campaign**

9

Next steps on the Pay It Forward Campaign, a collaboration between the St. Marys United Way Committee and the St. Marys BIA. This includes an Expression of Interest (EOI) sent out to businesses, an information night being held for questions, and a BIA Board representative for the program.

## **7. CORRESPONDENCE**

## **8. REPORTS**

### **8.1 Council Report**

#### **RECOMMENDATION**

**THAT** the verbal Council report be received.

### **8.2 Treasurer's Report**

11

#### **RECOMMENDATION**

**THAT** the July 2020 Treasurer's report be accepted as presented.

### **8.3 Beautification Committee Report**

15

## **9. OTHER BUSINESS**

### **9.1 Banner Promoting Local Businesses**

Discussion by Gwendolen Boyle.

**9.2 Stratford City Bus Advertising**

Discussion by Kelly Deeks-Johnson.

**9.3 Business Economic Support and Recovery Task Force Update**

Discussion by Kyle Burnside.

**10. UPCOMING MEETINGS**

September 14, 2020 6:00pm - Location TBD

**11. ADJOURNMENT****RECOMMENDATION**

**THAT** this meeting of the St. Marys Business Improvement Area Board adjourns at \_\_\_\_\_ pm.

## **Minutes**

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

**Date:** July 20, 2020

**Time:** 6:00 pm

**Live Stream:**

<https://www.youtube.com/channel/UCzuUpFqxcEl8OG-dOYKteFQ>

#### **1. CALL TO ORDER**

Chair Hoare called the meeting to order at 6:16 pm.

#### **2. DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST**

Gwendolen Boyle declared a conflict of interest for agenda item 9.1 Donation to Lion's Club for Flags in Downtown as she is a member of the St. Marys Lions Club.

#### **3. AMENDMENTS AND APPROVAL OF AGENDA**

Moved By: Kyle Burnside

Seconded: Amie Rankin

**THAT** the July 20, 2020 St. Marys Business Improvement Area Board agenda be approved as presented.

**Carried**

#### **4. ACCEPTANCE OF MINUTES**

Moved By: Amie Rankin

Seconded: Kyle Burnside

**THAT** the Meeting Minutes from the June 8, 2020 meeting are approved by the BIA Board.

**Carried**

## **5. BUSINESS ARISING FROM MINUTES**

None.

## **6. DELEGATIONS**

### **6.1 Ciaran Brennan re: Pay It Forward Campaign**

Ciaran Brennan from the St. Marys United Way Committee presented on the Pay It Forward program. This program seeks to give \$300-500 to two to three participating businesses so they can offer a set product(s) to a community member in need at no cost. Customers can also elect to make an advanced purchase for a person in need which would be added to the program for someone to redeem at a later date.

This would be a collaborative campaign between the St. Marys United Way Committee and the St. Marys BIA. The long-term goal is for the St. Marys BIA to take over the program and carry it on.

Moved By: Kyle Burnside

Seconded: Gwendolen Boyle

**THAT** the St. Marys BIA accept the Pay It Forward Campaign as information.

**Carried**

## **7. CORRESPONDENCE**

None.

## **8. REPORTS**

### **8.1 Council Report**

Councillor Winter provided the Board with highlights from Council discussions. These included; 2021 budget timeline which may include additional COVID-19 relief funds, and construction on the Church Street bridge repairs that will begin in late July.

Moved By: Gwendolen Boyle

Seconded: Kyle Burnside

**THAT** the verbal Council Report be received.

**Carried**

## **8.2 Treasurer's Report**

Moved by: Councillor Tony Winter

Seconded: Gwendolen Boyle

**THAT** the June 2020 Treasurer's report be accepted as presented.

**Carried**

## **8.3 Town Recovery Task Force Report by Sue Griffiths-Hyatt**

Sue Griffiths-Hyatt, liaison for the St. Marys BIA, presented information from the Business Economic Support and Recovery Task Force. The committee looked at government programs for recovery funding and implemented a survey to determine the needs of businesses during the COVID-19 pandemic.

Recommendations included: source for PPE to create a stockpile, hand-washing stations at Town Hall and near river, beautification and signage promoting local shopping, and incentive programs (such as coupon books and gift cards).

Moved By: Amie Rankin

Seconded: Councillor Tony Winter

**THAT** the Business Economic Support and Recovery Task Force verbal report by Sue Griffiths-Hyatt be accepted as information.

**Carried**

## **9. OTHER BUSINESS**

### **9.1 Donation to Lion's Club for Flags in Downtown**

Gwendolen Boyle recused herself from this discussion due to a conflict of interest.

The St. Marys Lion's Club traditionally collects a fee from businesses to hang Canadian flags in the downtown for Canada Day. This year, the

Lion's Club did not collect the fee as a goodwill gesture to local businesses during the COVID-19 pandemic. The Lion's Club did not approach the St. Marys BIA on this topic, and it was brought forward by a community member. A donation will be made to the St. Marys Lion's Club to assist with the cost of the flags to show appreciation. An advertisement would also be put in the newspaper that recognizes all other service clubs in St. Marys.

Moved By: Kyle Burnside

Seconded: Amie Rankin

**THAT** the BIA provides a donation to the St. Marys Lion's Club as it related to Canada flag program in the amount of \$1000 (\$200 of which has already been allocated and the additional \$800 will come from BIA reserve fund) and that the BIA Board puts an ad in a newspaper in support of our local service clubs.

**Carried**

## **9.2 Huron Perth Public Health Instructions on Masks**

Moved By: Gwendolen Boyle

Seconded: Amie Rankin

**THAT** the Huron Perth Public Health Instructions on Masks document be accepted as information by the BIA Board.

**Carried**

## **10. AGENDA ITEMS FOR FUTURE MEETINGS & DATE OF NEXT BOARD MEETING**

The next Board meeting will be held on Monday August 10, 2020 at 6pm – location TBD.

Agenda items for future meetings include:

- A survey will be sent out to BIA members to gain feedback on signage (floor stickers, posters, etc.) relating to social distancing measures during the COVID-19 pandemic. The topic of signage will be explored further at the next meeting.

- Through an email sent by Mayor Al Strathdee to Kelly Deeks-Johnson, a potential source of PPE (masks and face shields) to buy in bulk for BIA members was found. This topic will be explored further at the next meeting.

## 11. ADJOURNMENT

Moved By: Kyle Burnside

Seconded: Gwendolen Boyle

**THAT** this meeting of the St. Marys Business Improvement Area Board adjourns at 7:54 pm.

**Carried**

### 2020 BIA Board Meeting Dates

|              |                        |                    |                    |
|--------------|------------------------|--------------------|--------------------|
| January 20   | <del>February 10</del> | <del>March 9</del> | <del>April 6</del> |
| May 11       | <del>June 8</del>      | <del>July 20</del> | August 17          |
| September 14 | October 5              | November 9         | December 14        |

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

**BIA Staff:** Emily Taylor

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

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



## St Marys Pay it Forward Program

**Purpose:** The purpose of this plan is to outline the Town of St. Marys and United Way Committee Pay it Forward program.

**Background:** On May 12<sup>th</sup> the St. Marys United Way Committee met and discussed how to offer help in the community to those in needs while in this new economic environment. Businesses are in an unknown reality so the program could not ask them to finically support it or put them in jeopardy in anyway. It was decided to look at a Pay it Forward program.

### Definitions:

**PIT item:** Pay it Forward food or drink item that has been pre-purchased.

**EOI:** An Expression of Interest

**Someone in need:** Anyone who cannot pay for the food or drink item. There is no means testing. If someone says they want a PIT item, then they are entitled to it providing there is enough credit in the establishment at the time.

**Means testing:** To identify someone you perceive to be “In need”

**Report:** This program would start by initially enrolling two to three businesses located in the downtown of St. Marys. An initial startup fund will be provided to each establishment. This money would come from a grant that the St. Marys Community Wellness program received through the United Way. When purchasing any items, the customer can elect to make an advanced purchase for someone in need. This payment would be kept by the store and they would add an item to the PIT program for someone to redeem at a later date. There would be no means testing and anyone who asks for a PIT item could redeem one providing the store still had a balance available.

The goal is for this program to become fully self-sufficient with enough donations being made to cover all redeem requests. If an establishment does not have enough PIT funds to supply an item they are not required too. The long-term goal is for the St. Marys BIA to take over the program and carry it on.

The benefit for the business is twofold. They are contributing to the wellbeing of the community through being a caring and inclusive establishment. Someone wanting to give back may choose a store who is running this program, so the store receives a normal order and an additional PIT item. During this hard-economic time this could help business grow their revenue with no risk involved. Businesses will also benefit from the publicity that will come with the program. Both the Municipality and United Way will be promoting the programs and the stores enrolled in it.



For the municipality to stay independent and at arms-length from the program, the Town can meet with all businesses initially and get them to submit an EOI about enrolling in the program. The EOIs can then be selected by the St. Marys United Way Committee members and the St. Marys BIA.

To help promote the program at the street level, notifying stickers can be placed in shop fronts to identify themselves as a participating site in the PIT program. The municipality will also work with local agencies to help advertise the program as will OMARFA.

## BIA Treasurer's Report – July 2020

### Transaction History

View transactions by selecting a time period or date range, or filter your results by entering a description.

**View:** Select Option ▾
**or show from:** 07/01/2020 20 **to:** 07/31/2020 20 View ▶

**Filter description:**  Filter ▶

| Transaction Date ▲ | Code | Description             | Debit    | Credit | Balance     |
|--------------------|------|-------------------------|----------|--------|-------------|
|                    |      | Balance Forward         |          |        | \$93,374.57 |
| Jul 2, 2020        | CK   | NO.481                  | \$486.41 |        | \$92,888.16 |
| Jul 2, 2020        | CK   | NO.480                  | \$300.00 |        | \$92,588.16 |
| Jul 24, 2020       | CK   | NO.483                  | \$400.00 |        | \$92,188.16 |
| Jul 28, 2020       | DS   | QUADRO COMMUNIC BPY/FAC | \$16.85  |        | \$92,171.31 |

|           |     |                          |        |                  |
|-----------|-----|--------------------------|--------|------------------|
|           |     | Beautification Committee |        |                  |
|           |     | - Reimbursement of       |        |                  |
|           |     | expenses for garbage can | \$     | \$               |
| 7/2/2020  | 481 | painting initiative      | 486.41 | <b>92,888.16</b> |
|           |     |                          | \$     | \$               |
| 7/2/2020  | 480 |                          | 300.00 | <b>92,588.16</b> |
|           |     |                          | \$     | \$               |
| 7/24/2020 | 483 | Emily Taylor - June 2020 | 400.00 | <b>92,188.16</b> |
|           |     |                          | \$     | \$               |
| 7/28/2020 |     |                          | 16.85  | <b>92,171.31</b> |

| BIA BUDGET 2020 |  |                    | REMAINING          |                                     |         |
|-----------------|--|--------------------|--------------------|-------------------------------------|---------|
|                 | ITEM   | BUDGET<br>2020     | ACTUAL<br>2020     | Under<br>Budget<br>(Over<br>Budget) | Details |
|                 | Revenues   |                    |                    |                                     |         |
|                 | BIA Levy   | \$45,000.00        | \$11,250.00        | \$33,750.00                         |         |
|                 | HST Rebate   | \$3,268.00         | \$502.44           | \$2,765.56                          |         |
|                 | Miscellaneous  | \$0.00             | \$0.00             | \$0.00                              |         |
|                 | <b>SUBTOTAL:</b>   | <b>\$48,268.00</b> | <b>\$11,752.44</b> | <b>\$36,515.56</b>                  |         |
|                 | Expenses   |                    |                    |                                     |         |
| A               | <b>MEMBER SUPPORT &amp; ENGAGEMENT</b>                         |                    |                    |                                     |         |
|                 | 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  |                    |                    |                                     |         |
|                 | <b>SUBTOTAL Member Support and Engagement:</b>                 | <b>\$5,220.00</b>  | <b>\$0.00</b>      | <b>\$5,220.00</b>                   |         |
|                 |  |                    |                    |                                     |         |
| B               | <b>IMPROVING PUBLIC SPACE &amp; BEAUTIFICATION<br/>(Misc)</b>  | <b>\$0.00</b>      | <b>\$0.00</b>      | <b>\$0.00</b>                       |         |
|                 | 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         | \$464.96           | \$3,435.04                          |         |
|                 | Downtown Bench Project   | \$5,000.00         | \$0.00             | \$5,000.00                          |         |
|                 | Banner   | \$2,500.00         | \$0.00             | \$2,500.00                          |         |
|                 | <b>SUBTOTAL Improving Public Space and<br/>Beautification:</b> | <b>\$17,100.00</b> | <b>\$464.96</b>    | <b>\$16,635.04</b>                  |         |
|                 |  |                    |                    |                                     |         |
| C               | <b>BRINGING PEOPLE DOWNTOWN</b>                                |                    |                    |                                     |         |
|                 | Ambassador Program   | \$500.00           | \$0.00             | \$500.00                            |         |
|                 | Marketing & Promotion  |                    |                    |                                     |         |

|          |   |                    |                    |                    |  |
|----------|---|--------------------|--------------------|--------------------|--|
|          | Advertising                                 | \$<br>4,000.00     | \$130.00           | \$3,870.00         |  |
|          | <b>Events</b>                               |                    |                    |                    |  |
|          | Meet Me in St. Marys                        | \$<br>-            | \$0.00             | \$0.00             |  |
|          | August 2020 Event                           | \$<br>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         |  |
|          | <b>Partnerships</b>                         |                    |                    | \$0.00             |  |
|          | Stratford Tourism Alliance (STA) Membership | \$400.00           | \$400.00           | \$0.00             |  |
|          | <b>SUBTOTAL Bringing People Downtown:</b>   | <b>\$16,765.00</b> | <b>\$530.00</b>    | <b>\$14,370.00</b> |  |
|          |   |                    |                    |                    |  |
| <b>D</b> | <b>RUNNING THE ST. MARYS BIA</b>            |                    |                    |                    |  |
|          | <b>Running the BIA</b>                      |                    |                    |                    |  |
|          | Admin Support                               | \$5,000.00         | \$3,100.00         | \$1,900.00         |  |
|          | Annual General Meeting                      | \$605.00           | \$472.00           | \$133.00           |  |
|          | Audit                                       | \$1,000.00         | \$0.00             | \$1,000.00         |  |
|          | Email/Quadro                                | \$300.00           | \$98.00            | \$202.00           |  |
|          | 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         | \$111.30           | \$3,188.70         |  |
|          | <b>SUBTOTAL Running the BIA:</b>            | <b>\$10,955.00</b> | <b>\$3,781.30</b>  | <b>\$7,173.70</b>  |  |
|          | <b>GRAND TOTALS:</b>                        | <b>\$50,040.00</b> | <b>\$4,776.26</b>  | <b>\$43,398.74</b> |  |
|          |   |                    |                    |                    |  |
|          | <b>Total Levy (Income)</b>                  | <b>\$48,268.00</b> | <b>\$11,752.44</b> | <b>\$36,515.56</b> |  |
|          | <b>Total Expenses</b>                       | <b>\$50,040.00</b> | <b>\$4,776.26</b>  | <b>\$45,263.74</b> |  |
|          |   |                    |                    |                    |  |
|          | <b>Reserve Funds:</b>                       |                    |                    |                    |  |
|          | Remaining in Bank                           | \$93,911.42        |                    |                    |  |
|          | Streetscape Plan ( Assets )                 | -\$20,000.00       |                    |                    |  |
|          | Proposed Project (s)                        | -\$5,000.00        |                    |                    |  |
|          | COVID-19 Relief Fund                        | -\$45,000.00       |                    |                    |  |
|          | Christmas Lights                            | -\$5,000.00        |                    |                    |  |
|          | Constitution                                | -\$1,000.00        |                    |                    |  |
|          | Remaining                                   | \$17,911.42        |                    |                    |  |
|          |   |                    |                    |                    |  |
|          |   |                    |                    |                    |  |



## Minutes (amended)

St Marys Business Improvement Association

Improving Public Spaces & Beautification Committee

When: 28Jul20

Time: 08H30

In attendance: Bruce, Jacob and Chantal

Regrets: Maggie, Tues and Thurs mornings she has a conflict. Noted for future meetings.

Absent: Gwendolen

We called the meeting to order at 8:35.

### Administrative discussion

It was felt that the following policy documents are needed:

1. Roles and Responsibilities of the Board Representative and Committee Members.
2. Procurement Policy, is the default that of the Town?
3. Memorandum of Understanding from the Board regarding 2021 budget.
4. All meetings will start at the time stated in the agenda.

### Banner discussion

- the cost of the banner as per the quote is two sided
- need to allow for the cost of installation and artwork not included in the main quote
- it was agreed that it needs to be simple, appreciative and colourful.
- we felt good about "Thank you for Being Here or Thank you for coming - something along those lines.
- petunias as the town flower and hands representing It takes a Village worked into the graphic would be preferred.

### Next steps:

- Jacob will speak with Lyric Flowers and Stacey Pizza to get a verbal agreement on the installation of the sign between the two properties.
- we are asking the Board or the Town to provide a written contract absolving us of any liability, etc. for Lyric and Stacey Pizza to sign off on. I'm sure there is a standard CYA type of thing.
- Chantal will get in touch with Sportsworld about the next step and possible timelines.

-Gwendolen, please ask Grant Brower as Director of Building and Development, 519-284-2340 x 215 if we need to have a Heritage permit for a temporary 'sign'.

#### Fall Decor

-agreed that a fall harvest theme would be nice

hay bales

corn stalks

pumpkins and big gourds

Mums and potted fall flowers

-ask the merchants closest to any plants to water them. One person per block.

-find out when the town will cease watering and removes the baskets

-find out if we can use the urns for a bit longer before they are removed for the winter

#### Next Steps

-Jacob will ask Lyrics when he is there if they have a cornstalk, bale of hay contact

-Chantal will ask Carrie or Julie about who it was that collected the hay and veggies to reuse at an animal shelter?

#### 2021 Budget

-we all want the flower baskets and urns to arrive fuller, with more mature plantings and are aware that more funding will be required for that purpose. The budget line for flowers should increase to \$10,000 for 2021.

-we would like to look at self watering planters and have a conversation with the Town on best practices, storage, resources saved, etc.

-discussion around Communities in Bloom program, more info needed.

Meeting adjourned at 9h39

Minutes prepared by: Chantal Lynch





## ADVERTISING CONTRACT

207 Brant Avenue, Brantford, Ontario, N3T 3J1  
 1-800-957-7336 (519) 752-2421 FAX: (519) 752-1004  
 E-Mail: ssm@streetseenmedia.com

1333988 Ontario Inc. o/a Streetseen Media  
 THE ADVERTISER

Contract # **STR20170914**

Date **Sept. 14, 2017**

|                |  |
|----------------|--|
| Business Name: | St. Mary's BIA   |
| Legal/Corp #:  |  |
| Agency         |  |
| Address:       | X  |
| Phone:         | X  |
| Billing Email  |  |
| Address:       | <a href="mailto:info@vccandle.com">info@vccandle.com</a> |
| Contact:       | Sue Griffiths  |

Sales Rep : **Shannon**  
 New/Renewal : **Renewal**

Category:

Confirmed Install date   
 For office use only

| MARKET    | SIGN TYPE | APPROX. SIZE | Approx Scheduled Date |           | # WEEKS | QTY | 4 WEEK RATE | TOTAL COST SPACE | TOTAL COST PRODUCTION |
|-----------|-----------|--------------|-----------------------|-----------|---------|-----|-------------|------------------|-----------------------|
|           |           |              | START                 | END       |         |     |             |                  |                       |
| Stratford | SVK       | 20ft x 4.5ft | Oct. 9/17             | Oct. 9/18 | 52      | 1   | \$307.70    | \$4,000.00       | \$0.00                |
| Stratford | Headliner | 20ft x 4.5ft |                       |           | 52      | 1   | \$0.00      | \$0.00           | \$0.00                |
|           |           |              |                       |           |         |     |             |                  |                       |
|           |           |              |                       |           |         |     |             |                  |                       |
|           |           |              |                       |           |         |     |             |                  |                       |
|           |           |              |                       |           |         |     |             |                  |                       |
|           |           |              |                       |           |         |     |             |                  |                       |
|           |           |              |                       |           |         |     |             |                  |                       |

SPECIAL INSTRUCTIONS

SUBTOTALS **\$4,000.00** **\$0.00**

|                        |
|------------------------|
| Using Existing Artwork |
|                        |
|                        |
|                        |
|                        |

HST **\$520.00** **\$0.00**  
 TOTALS **\$4,520.00** **\$0.00**

TOTAL CONTRACT **\$4,520.00**

☐ Pre-Authorized Debit

DEPOSIT **\$0.00**  
 BALANCE DUE **\$4,520.00**

☐ Cheque ☐ Other

### PAYMENT TERMS

HST # 87156 7624 RT0001

**Paid all upfront**

The undersigned Advertiser agrees to the placement of advertising material at the prices shown above and has read and agrees with all of the Terms and Conditions of this contract including the ADDITIONAL TERMS AND CONDITIONS ON THE NEXT PAGE OF THIS CONTRACT.

X \_\_\_\_\_  
 The Advertiser - Authorized Signing Officer

Representative Signature

Please Print Name and Title

Accepted by StreetSeen Media

Date Signed : \_\_\_\_\_

Date Accepted: \_\_\_\_\_

## STREETSEEN MEDIA ( THE"COMPANY") CONTRACT TERMS & CONDITIONS

- 1 Scope of Products/Services: The complete listing of products or services to be delivered by the Company is listed on the face of  
this contract. This contract contains the entire agreement between the Company and the Advertiser and there are no other  
representations, warranties, promises or understandings between the parties to the contract other than as reflected in this contract.  
Any additional services requested by the Advertiser must be paid for over and above the Total Contract price.
- 2 Cancellation: The contract is non cancelable.
- 3 Approval of Artwork: The Advertiser will be provided with a copy of the artwork for production of the sign. The Advertiser shall initial  
any requested changes; however, if the Advertiser requires an additional colour proof, there shall be an additional charge of \$10.00  
per proof.
- 4 Payment Terms: The Advertiser agrees to pay the Balance Due on the face of the contract immediately upon installation or as per the  
terms on the face of this contract. The Advertiser agrees that the Company can charge interest on any balance outstanding after  
45 days from the confirmed date of installation in the amount of 2% per month (24% per annum).
- The Advertiser agrees that it shall pay all costs associated with the enforcement of this contract including legal fees on a solicitor  
client basis and fees of collection agencies.  
Discounted Production Costs on all Contracts  
The Advertiser agrees that it shall pay the Cost of Production as reflected in this contract including additional costs of installation and  
removal of signage upon default of 52 week contract.
- 5 Copyrights and Trademarks of Others: The Company shall not be required to do anything which will breach the copyright or trademark  
of any third party. The Advertiser agrees to indemnify the Company for any claims against it by any third party for breach of copyright,  
trademark, or any other such claim.  
Scheduled Dates  
The Advertiser agrees that the contract scheduled start and end dates shall commence and end from date of confirmed install date  
of signage reflected on his contract.
- 6 Limitation on Services: The Advertiser agrees that nothing in this contract shall be deemed to require the Company to undertake or  
prepare any advertising, promotional material, publicity or other materials which may be judged to be misleading, libelous, unlawful,  
offensive, indecent or otherwise prejudicial to the interests of any party. All advertising material is subject to the approval of the  
Company and the municipalities where it is to be displayed. This approval may be withdrawn at any time and the Advertiser shall still  
be required to pay the space cost until the date of removal of the signs and the Company will have no further liability to the Advertiser  
for any damages resulting there from. The Company shall not be bound to save or return signs or advertising materials to the Advertiser.
- 7 Indemnity: In the event of any claim or damage to the Company as a result of anything appearing on the Advertiser's sign, the Advertiser  
agrees to indemnify the Company. This shall include, but not be limited to, any liability, claims, actions or suit for damages of any nature  
incurred by the Company, as a consequence of liable, slander, or breaches of competition or trade practices laws.
- 8 Use of Client/Product Names: The Advertiser agrees that the Company may identify the Advertiser or it's products and services as a  
customer of the Company when soliciting new business.
- 9 Modification and Amendment: This contract may only be modified in writing with the agreement of both parties.
- 10 Non-Assignable: This contract shall not be assignable by the Advertiser without the prior written consent of the Company and shall  
be binding upon the parties and their respective successors and permitted assigns.
- 11 Governing Law: This contract shall be interpreted in accordance with the laws of the Province of Ontario. Headings are for convenience  
only and do not form part of the contract.
- 12 Governing Law: This contract shall abide by the laws of the Province of Ontario in accordance with the tax revisions, as the Government  
deems necessary, and will amend the names of the taxes and amounts charged, as directed by the Governing Law.

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Advertiser's Initials

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Representative's Initials

