

Minutes

St. Marys Business Improvement Area (BIA) Board Meeting

Date: August 17, 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 6:06 pm.

2. DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST

None.

3. AMENDMENTS AND APPROVAL OF AGENDA

Moved By: Councillor Tony Winter

Seconded: Kyle Burnside

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

Carried

4. ACCEPTANCE OF MINUTES

Moved By: Kyle Burnside

Seconded: Amie Rankin

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.

Carried

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.

19 surveys were returned from a diverse group of industries within the membership. Results indicate that businesses have found their own requirements and protocols specific to their needs. Based on results, signage is not something necessary to pursue.

The survey results showed a need to get people to visit downtown stores.

5.2 Source of PPE

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

Based on the survey results as discussed in 5.1 COVID-19 Signage and Posters for Businesses Survey Results, a bulk supply of PPE is not needed at this time. It was suggested that an inventory of local places to buy PPE from be created and shared through social media channels and posted on the Town of St. Marys' website.

6. DELEGATIONS

6.1 Ciaran Brennan re: Pay It Forward Campaign

Ciaran Brennan sent his regrets for being unable to attend the meeting. Kelly Deeks-Johnson, Economic Development Manager and liaison for the Town of St. Marys, presented the information on his behalf.

The funding for the St. Marys United Way Committee's Pay It Forward program is unavailable so there is no ask at this time. Ciaran Brennan sends his thanks the St. Marys BIA Board for their time and consideration.

7. CORRESPONDENCE

None.

8. REPORTS

8.1 Council Report

Councillor Winter provided the Board with highlights from Council discussions. These included; continuation of electronic meetings by the Town of St. Marys Council and Committees for the foreseeable future, approval of banners by the St. Marys Legion, and a public meeting discussing the 665 James Street North development.

Moved By: Gwendolen Boyle

Seconded: Amie Rankin

THAT the verbal Council report be received.

Carried

8.2 Treasurer's Report

Kyle Burnside, Treasurer of the St. Marys BIA, discussed the July 2020 report. It was noted that the COVID-19 relief fund is currently factored into the BIA account balance and this will have to be addressed before the end of the year.

Moved By: Amie Rankin

Seconded: Gwendolen Boyle

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

Carried

8.3 Beautification Committee Report

Gwendolen Boyle presented information on the Beautification Committee meetings. A banner promoting local businesses was discussed. It would be hung across Queen Street West and be double-sided. The banner would cost between \$1500-2500 to produce plus the cost of installation. It will also require a Heritage Permit that costs \$60.

Moved By: Amie Rankin

Seconded: Kyle Burnside

THAT the Beautification Committee Report be accepted as information.

9. OTHER BUSINESS

9.1 Banner Promoting Local Businesses

This topic was discussed in 8.3 Beautification Committee Report with details provided there.

9.2 Stratford City Bus Advertising

Kelly Deeks-Johnson presented information on a potential bus advertising opportunity. This was a former St. Marys BIA initiative with Streetseen Media to advertise on a bus in Stratford. The cost is approximately \$4500 and would be for one full year beginning in October. Quotes, time frames, and seasonal wraps will be examined in both Stratford and London.

Moved By: Gwendolen Boyle

Second: Amie Rankin

THAT the BIA board approve funds being spent on a City of Stratford bus advertisement and explore City of London bus wraps.

Carried

9.3 Business Economic Support and Recovery Task Force Update

Kyle Burnside presented on the Business Economic Support and Recovery Task Force. It discussed economic support and recovery initiatives from the impacts of COVID-19 on the downtown core. Potential initiatives included: a tap card or gift card system similar to Downtown Dollars and a marketplace style website for businesses to promote on a digital platform.

Moved By: Gwendolen Boyle

Second: Amie Rankin

THAT the Business Economic Support and Recovery Task Force verbal report be accepted as presented.

Carried

10. UPCOMING MEETINGS

The next Board meeting will be held on Monday, September 14, 2020 at 6pm – location TBD.

Agenda items for future meeting includes:

- Follow-up discussion on implementing a Marketing and Communications Committee.
- Expanding the Board and putting out a call for 1-2 more Board Members.
- Setting up a public budget meeting and conversations.

11. ADJOURNMENT

Moved by: Councillor Tony Winter

Second: Amie Rankin

THAT this meeting of the St. Marys Business Improvement Area Board adjourns at 7:09 pm.

Carried

2020 BIA Board Meeting Dates

January 20	February 10	March 9	April 6
May 11	June 8	July 20	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 (Administrative Assistant)

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

For Information: Brent Kittmer (CAO/Clerk)