

**Minutes**  
**St. Marys Business Improvement Area Committee**  
**Regular Meeting**

May 10, 2021

6:00 pm

Video Conference

Click the following link:

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

**1. CALL TO ORDER**

Members Present: Lanny Hoare (Chair), Gwendolen Boyle (Vice-Chair), Amie Rankin (Secretary), Kyle Burnside (Treasurer), Councillor Tony Winter (Council Representative)

Staff Present: Emily Taylor (Administrative Assistant)

Staff Liaisons Present: Kelly Deeks-Johnson (Tourism and Economic Development Manager), Stacey Frayne (Tourism Assistant)

The Chair called the meeting to order at 6:02 pm.

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

None.

**3. AMENDMENTS AND APPROVAL OF AGENDA**

Dates in agenda were amended to be 2021 instead of 2020.

Moved By: Gwendolen Boyle

Seconded By: Kyle Burnside

**THAT** the May 10, 2021 St. Marys Business Improvement Area Board agenda be approved as amended.

**Carried**

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

Moved By: Gwendolen Boyle

Seconded By: Amie Rankin

**THAT** the April 12, 2021 St. Marys Business Improvement Area Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

**Carried**

#### **5. DELEGATIONS**

##### **5.1 Len Hawkins re: Rotary Club of St. Marys Keepsake Totes**

Len Hawkins presented on the Rotary Club of St. Marys Keepsake Tote project. The tote bag will include updated images of St. Marys, sponsor logos, and Strong as Stone messaging. The first shipment of bags is expected to be delivered in June.

The Rotary Club would appreciate participation from BIA members. There will be two inventory locations in Downtown St. Marys at Stonetown Travel and Snapping Turtle Coffee Roasters. The retail price of the bags is \$5 and the wholesale price of the bags is \$4. Displays will also be available for the bags.

Rotary Club would like an indication of which businesses are interested in the bags by May 24, 2021.

Moved By: Councillor Winter

Accepted By: Gwendolen Boyle

**THAT** the verbal report presented by Len Hawkins be accepted as presented.

**Carried**

#### **6. BUSINESS ARISING FROM MINUTES**

None.

#### **7. CORRESPONDENCE**

None.

## **8. COUNCIL REPORT**

### **8.1 Council Report**

Councillor Winter presented on highlights from Council meetings. This included an update on the BIA tax levy and the Community Improvement Plan.

Moved By: Gwendolen Boyle

Seconded By: Amie Rankin

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

**Carried**

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

Moved By: Councillor Winter

Seconded By: Gwendolen Boyle

**THAT** the April 2021 Treasurer's report be accepted as presented.

**Carried**

## **9. OTHER BUSINESS**

### **9.1 Ontario By Bike Network**

Kelly Deeks-Johnson presented on the partnership with Ontario By Bike. This four-year partnership with Ontario By Bike includes Destination Stratford, County of Perth, and the Town of St. Marys. This collaboration will help businesses capitalize on cycle tourism and encourage them to be a cycle-friendly business. Individual businesses or a BIA can register to meet the requirements. Two webinars (May 17 and May 19) will provide more information on the benefits and requirements.

### **9.2 Town of St. Marys Tourism Website**

Stacey Frayne, Town of St. Marys Tourism Assistant, presented on the new Town of St. Marys tourism website called Discover St. Marys. This website will be launching by early June and include a business directory. There will also be important links, news boxes, a calendar, and

information on arts and culture. This website will be a user-friendly place to find tourism information for St. Marys.

The business directory will link to Google Places, so businesses are encouraged to check to ensure information and images are up to date before they are pulled into the website.

### **9.3 St. Marys Money**

Kelly Deeks-Johnson presented on the new St. Marys Money program. This gift certificate program is a way for customers to support local business. The Town of St. Marys will print and sell bills in increments of \$5, \$10, and \$20 to be used at participating businesses.

The paper St. Marys money can be accepted by businesses who do not have a POS system as well as businesses outside of the downtown. Businesses can sign up for an EFT with the Town of St. Marys so money can be deposited faster than the 10-day grace period for the issuing of cheques.

The Town has set up a process whereby it will be quick and easy to identify any fraudulent activity occurring within the program. If fraudulent activity is suspected, the police will be contacted to deal with this. In the case of fraud, the Town will consider improvements, changes, or cancelation of the program. Used St. Marys Money will be permanently destroyed by the Town.

This program has been requested by several major businesses in Town and can be used as gifts for volunteers or frontline workers. Within 24 hours of announcing the program, 22 businesses had signed up.

Moved By: Amie Rankin

Seconded By: Kyle Burnside

**THAT** the verbal presentations of 9.1, 9.2, and 9.3 be accepted as presented.

**Carried**

## **11. UPCOMING MEETINGS**

The next Board meeting will be held on Monday, June 14, 2021 at 6:00pm and will be livestreamed on the Town of St. Marys' YouTube page.

**11. ADJOURNMENT**

Moved By: Kyle Burnside

Seconded By: Gwendolen Boyle

**THAT** this meeting of the St. Marys Business Improvement Area Board adjourns at 6:51 pm.

**Carried**

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Chair

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Committee Secretary