

Minutes

St. Marys Business Improvement Area Committee

Regular Meeting

September 13, 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)

The Chair called the meeting to order at 6:00 pm.

2. DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST

None.

3. AMENDMENTS AND APPROVAL OF AGENDA

Chair Hoare submitted the additions of 10.3 Red Truck Discussion and 10.4 Christmas Committee to the agenda.

Moved By: Gwendolen Boyle

Seconded By: Amie Rankin

THAT the September 13, 2021 St. Marys Business Improvement Area Board agenda be approved as amended.

4. DELEGATIONS

4.1 Kelly Boudreau, Community Living St. Marys re: National Disability Employment Awareness Month (NDEAM)

Kelly Boudreau, Employment Facilitator at Community Living St. Marys & Area, presented on the Light It Up Campaign. In conjunction with Ontario Disability Employment Network, the Light It Up Campaign hopes to encourage business and town buildings to light up blue and purple, the colours that identify National Disability Employment Awareness Month (NDEAM). NDEAM helps businesses and community members become more aware of hiring a person with a disability and works to assist people with disabilities to find employment in the community.

For more information, contact Kelly Boudreau at kboudreau@clstmarys.ca or 519-284-1400 ext. 225.

Moved By: Gwendolen Boyle

Seconded By: Amie Rankin

THAT the verbal presentation by Kelly Boudreau be accepted.

Carried

4.2 Bim Graham re: St. Marys Legion Veterans Banners

Bim Graham, 1st Vice President of the St. Marys Legion, presented on the veterans banners for Remembrance Day. One hundred banners will be hung on poles in the downtown and the rest will be hung in store windows. The last day to submit banners to the Legion before they are printed is September 30, 2021.

St. Marys Legion is looking for downtown stores that would be interested in hanging banners in their windows. The banners must be hung on October 25, 2021 and removed on November 12, 2021. A map of banner locations is in production as many people travel from out of town to see them hanging.

Moved By: Kyle Burnside

Seconded By: Gwendolen Boyle

THAT the verbal presentation by Bim Graham be accepted.

Carried

4.3 Marketing & Communications Committee Update

Megan Feeney and Scott McLauchlan presented on previous Marketing and Communication Committee campaigns and future initiatives. A creative brief for a BIA logo has been created and will be circulated to the Board before being added to the next agenda.

Moved By: Kyle Burnside

Seconded By: Gwendolen Boyle

THAT the verbal presentation by the Marketing and Communication Committee be accepted and added as an agenda item in the next Board meeting.

Carried

5. ACCEPTANCE OF MINUTES

Moved By: Amie Rankin

Seconded By: Councillor Tony Winter

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

Carried

6. MEMBERSHIP INPUT PERIOD

None.

7. BUSINESS ARISING FROM MINUTES

7.1 Request for Increased Surveillance and Patrol in the Downtown Core

Moved By: Gwendolen Boyle

Seconded By: Amie Rankin

THAT the correspondence from the Town of St. Marys regarding the request for increased surveillance and patrol by police in the downtown be received.

Carried

8. CORRESPONDENCE

None.

9. REPORTS

9.1 Council Report

Councillor Winter presented on highlights from Council meetings. This included; updates on the parking study being conducted, the Weir Fountain restoration, and National Truth and Reconciliation Day events.

Moved By: Councillor Tony Winter

Seconded By: Gwendolen Boyle

THAT the verbal Council report be received.

Carried

9.2 Treasurer's Report

Moved By: Kyle Burnside

Seconded By: Councillor Tony Winter

THAT the July and August 2021 Treasurer's reports be accepted as presented.

Carried

10. OTHER BUSINESS

10.1 Board Member Absences

Moved By: Kyle Burnside

Seconded By: Amie Rankin

THAT the Board Member Absences report be accepted as information;
and

THAT the Board acknowledges the previous absences of Gwendolen Boyle and approves the absences.

Carried

10.2 Town Hall Bench Discussion

There was previous discussion about sponsoring the repair of the bench outside Town Hall. A request will be submitted to the Town of St. Marys Public Works department with quotes and added to a future meeting agenda.

10.3 Red Truck Discussion

The owner of the red truck informed the Chair that the truck will be put away as of November 1, 2021. If the truck is used for a BIA event, it would have to occur in the fall. The owner would not charge for the use of the truck and has contacted a photographer to see if fall portraits would be possible. This could possibly link to Doors Open St. Marys, which is occurring on October 16, 2021. The Chair will follow-up for more details.

10.4 Christmas Committee

The Christmas Committee has yet to be established, therefore applications will be sent out to the membership as soon as possible. A committee will be established and present a Request for Funding at the next BIA meeting. There was also discussion into hiring another part-time seasonal employee to assist with holiday events and initiatives.

11. UPCOMING MEETINGS

The next Board meeting will be held on Monday, October 18, 2021 at 6:00pm and will be live-streamed on the Town of St. Marys' [YouTube page](#).

Agenda items for the upcoming meeting include:

- Town Hall bench discussion

- Christmas Committee
- BIA logo
- Budget 2022 discussions
- Constitution discussion

12. ADJOURNMENT

Moved By: Kyle Burnside

Seconded By: Gwendolen Boyle

THAT this meeting of the St. Marys Business Improvement Area Board adjourns at 7:18 pm.

Carried

Chair

Committee Secretary