

Agenda
St. Marys Business Improvement Area Meeting

February 13, 2023

6:00 pm

Municipal Operations Centre

408 James Street South, St. Marys

YouTube Link - <https://www.youtube.com/channel/UCzuUpFqxcEI8OG-dOYKteFQ>

Pages

1. CALL TO ORDER

2. DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST

3. AMENDMENTS AND APPROVAL OF AGENDA

RECOMMENDATION

THAT the February 13, 2023 St. Marys Business Improvement Area Board agenda be approved.

4. ACCEPTANCE OF MINUTES

4

RECOMMENDATION

THAT the January 9, 2023 St. Marys Business Improvement Area Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

5. DELEGATIONS

5.1 Meet Me in St. Marys - Janis Fread

11

RECOMMENDATION

THAT the Meet Me in St. Marys delegation be received; and

THAT the BIA Board support the Meet Me in St. Marys event by sending out the information to the membership.

5.2	COR 15-2023 Heritage Festival Concept	12
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RECOMMENDATION

THAT COR 15-2023 Heritage Festival Concept report be received; and

THAT the BIA Board support Heritage Festival 2023 through participation and contribution to the festival's delivery; and

THAT the BIA Board review the sponsorship request of a \$2500 contribution to Heritage Festival 2023.

5.3	COR 16-2023 Memorandum of Understanding – Town Services	22
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RECOMMENDATION

THAT COR 16-2023 Memorandum of Understanding - Town Services report be received; and

THAT the BIA Board support moving forward with the Town providing administrative and financial support as described in this report

6. CORRESPONDENCE

None

7. NEW BUSINESS

7.1 Committee Training Follow Up

Any questions or comments in regards to the Monday, January 30, 2023 Committee Training Orientation.

8. TREASURER'S REPORT

8.1	January 2023 Treasurer Report	25
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RECOMMENDATION

THAT the January 2023 Treasurer's report be accepted as presented.

8.2	2022 Budget Recap	27
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RECOMMENDATION

THAT the 2022 Budget Recap Treasurer's report be accepted as presented.

RECOMMENDATION

THAT the Budget Plan for 2023 Report be received; and

THAT

8.3.1 Feedback from Membership - C. Lynch

To be presented by the Treasurer

9. COUNCIL REPORT

RECOMMENDATION

THAT the verbal Council report be received.

10. UPCOMING MEETINGS

March 13, 2023

Annual General Meeting - Monday, April 24, 2023

RECOMMENDATION

THAT the Annual General Meeting be held at _____ on Monday, April 24, 2023.

11. ADJOURNMENT

RECOMMENDATION

THAT this meeting of the St. Marys Business Improvement Area Board adjourns at _____ pm.

Minutes

St. Marys Business Improvement Area Committee

Regular Meeting

January 9, 2023

6:00 pm

Municipal Operations Centre

408 James Street South, St. Marys

1. CALL TO ORDER

Board Members Present: Claire Chapple, Megan Feeney, Lisa Fewster, Sue Griffiths, Alexandra Pritchard O'Shea, Jan Scott, Daniel Troyer, Councillor Brogan Aylward (Council Representative)

Staff Present: Stacey Frayne (Administrative Assistant)

Staff Liaisons Present: Kelly Deeks-Johnson (Tourism and Economic Development Manager), André Morin (Director of Corporate Services/Treasurer), Jenna McCartney (Clerk)

Town staff called the meeting to order at 6:01 pm.

2. DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST

None.

3. AMENDMENTS AND APPROVAL OF AGENDA

None.

Moved By Megan Feeney

Seconded By Sue Griffiths

THAT the January 9, 2023 St. Marys Business Improvement Area Board agenda be approved.

Carried

4. BOARD APPOINTMENTS

4.1 Chair Nomination

Dan Troyer nominated Sue Griffiths be appointed as Chair. Sue Griffiths did not accept the nomination.

Moved By Alexandra Pritchard O'Shea

Seconded By Jan Scott

THAT Megan Feeney be appointed as Chair of the St. Marys Business Improvement Area Board for the 2022-2026 term.

Carried

4.2 Vice-Chair Nomination

Lisa Fewster nominated Alex Pritchard O'Shea to be appointed as Vice-Chair.

Moved By Lisa Fewster

Seconded By Megan Feeney

THAT Alexandra Pritchard O'Shea be appointed as Vice-Chair of the St. Marys Business Improvement Area Board for the 2022-2026 term.

Carried

4.3 Treasurer Nomination

Dan Troyer nominated Sue Griffiths to be appointed as Treasurer.

Moved By Dan Troyer

Seconded By Jan Scott

THAT Sue Griffiths be appointed as Treasurer of the St. Marys Business Improvement Area Board for the 2022-2026 term.

Carried

4.4 Secretary Nomination

Board did not make a decision on appointing a Secretary at this time.

5. PUBLIC INPUT PERIOD

None.

6. ACCEPTANCE OF MINUTES

Moved By Councillor Aylward

Seconded By Sue Griffiths

THAT the October 17, 2022 St. Marys Business Improvement Area Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

Carried

Moved By Sue Griffiths

Seconded By Councillor Aylward

THAT the November 3, 2022 St. Marys Business Improvement Area Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

Carried

7. DELEGATIONS

7.1 Jenna McCartney - Board Training and Governance

Jenna McCartney presented the delegation on Board Training and Governance and took questions from the board.

Board requested clarification on the boundaries of the role of the BIA and staff liaisons discussed the board's role based on the Municipal Act including improvement and beautification of the BIA district beyond what is provided by the Municipality and promotion of business and shopping.

Sue Griffiths and Lisa Fewster put their names forward to be on the Governance Sub-Committee.

Board discussed the importance of having an active and involved membership.

Carried

Moved By Claire Chapple

Seconded By Dan Troyer

THAT Sue Griffiths and Lisa Fewster be appointed to the Governance Sub-Committee for the purpose of reviewing and presenting a final draft Constitution to the BIA Board of Management.

Carried

7.2 Kelly Deeks-Johnson and André Morin - BIA Board and Town of St. Marys

Kelly Deeks-Johnson and André Morin presented the COR 03-2023 BIA Board and Town of St. Marys report and took questions from the board.

Board discussed the Agenda preparation process and the importance of having information prior to the meeting to ensure informed discussions.

Moved By Councillor Aylward

Seconded By Lisa Fewster

THAT COR 03-2023 BIA and Town of St. Marys report be received.

Carried

8. CORRESPONDENCE

None.

9. COUNCIL REPORT

Councillor Brogan Aylward did not present a Council Report at this time.

Moved By Jan Scott

Seconded By Claire Chapple

THAT the verbal Council report be received.

Carried

10. TREASURER'S REPORT

Board discussed that the signing authority will be changed to reflect new roles.

Treasurer will prepare a first draft budget to bring to the February 13, 2023 meeting for discussion.

Moved By Councillor Aylward

Seconded By Lisa Fewster

THAT the Treasurer's report be accepted as presented.

Carried

11. OTHER BUSINESS

11.1 OBIAA Membership / Conference

Town staff liaison gave background information on the OBIAA membership renewal and brought forward the upcoming Conference being held in 2023.

Board requested more information on the upcoming OBIAA conference.

Moved By Lisa Fewster

Seconded By Alexandra Pritchard O'Shea

THAT the board renew their OBIAA Membership for 2023.

Carried

11.2 Annual 2023 Meeting Schedule Approval

Moved By Sue Griffiths

Seconded By Councillor Aylward

THAT COR 04-2023 Annual 2023 Meeting Schedule Approval report be received; and

THAT the board anticipate meeting every second Monday each month for 2023 with the exception of statutory holidays that fall on Monday and will then occur on the third Monday.

Carried

Moved By Claire Chapple

Seconded By Alexandra Pritchard O'Shea

THAT the 2023 AGM Meeting date will occur on Monday, April 24, 2023.

Carried

11.3 Heritage Festival Planning Committee

Town staff liaison presented information on the planning process of the 2023 Heritage Festival.

Dan Troyer brought his name forward to be on the Heritage Festival Committee.

Moved By Sue Griffiths

Seconded By Alexandra Pritchard O'Shea

THAT Dan Troyer be the member of the board to sit on the Heritage Festival Committee on behalf of the St. Marys Business Improvement Area.

Carried

11.4 Strategic Plan

André Morin presented the COR 05-2023 Strategic Plan report and took questions from the board.

Moved By Dan Troyer

Seconded By Claire Chapple

THAT COR 05-2023 Strategic Plan report be received as information.

Carried

12. UPCOMING MEETINGS

February 13, 2023 at 6:00 pm.

13. ADJOURNMENT

Moved By Councillor Aylward

Seconded By Dan Troyer

THAT this meeting of the St. Marys Business Improvement Area Board adjourns at 8:30 pm.

Carried

Chair

Committee Secretary

Meet Me in St. Marys

Saturday, May 6, 2023



We're back! After a successful event in 2019, an almost-ready-to-go event in 2020, **Meet Me in St. Marys** is set for Saturday May 6, 2023!

The registration fee for 60 visitors includes: a fabric gift bag of town information and the coupon book, refreshments upon arrival in the morning, a catered lunch at 12:30 followed by a fashion show. Morning registration is 9:30 to 10:30 and lunch is 12:30, both at St Marys United Church, an easy walking distance to the shops downtown. Following the fashion show, visitors are encouraged to head back downtown to the shops or they have the option of taking an historical walking tour, or attending a presentation at the Museum.

We invite you to participate in "Meet Me in St. Marys" by:

- Offering something special to entice visitors into your shop by participating in the coupon book that will be produced
- Welcoming all visitors carrying their fabric gift bags, which they will receive at registration
- Promoting the event to your customers and on Facebook

Volunteers will contact you to determine what you would like to offer in the coupon book and as this information is received, regular postings will promote the offers on our Facebook page: **Celebrate St Marys**.

Questions: celebratestmarys19@gmail.com

Net proceeds donated to St. Marys Museum

*We are a group dedicated to the promotion our beautiful town of St. Marys.
We look forward to your partnership in this event.*



FORMAL REPORT

To:	Chair and Members of the Board
Prepared by:	Alanna Bowes, Events Coordinator
Date of Meeting:	13 February 2023
Subject:	COR 15-2023 Heritage Festival Concept

PURPOSE

The purpose of this report is to provide the St. Marys Business Improvement Area (BIA) Board with an overview of the concept for Heritage Festival 2023. Furthermore, the levels of sponsorship for the festival will be presented to the BIA Board.

RECOMMENDATION

THAT COR 15-2023 Heritage Festival Concept report be received; and

THAT the BIA Board support Heritage Festival 2023 through participation and contribution to the festival's delivery; and

THAT the BIA Board review the sponsorship request of a \$2500 contribution to Heritage Festival 2023.

BACKGROUND

The annual Stonetown Heritage Festival was reviewed, evaluated, and reimagined, by Bannikin Travel & Tourism Ltd., to greater reflect the town's sense of place. The reimagined festival will begin to take shape in 2023, with greater consideration to St. Marys' histories, heritage, arts, culture and natural environment. The Heritage Festival began as a BIA and volunteer-driven event and was then organized by the Town by the mid-2000s. The event has historically included a downtown street festival all-day Saturday, with a street dance and fireworks at night. All components of the festival are free, and programming is entirely funded via sponsorship.

REPORT

Heritage Festival 2023:

The reimagined Heritage Festival places a greater focus on arts and culture. The festival celebrates histories and cultures that are both present and experienced in St. Marys. Throughout its planning and delivery, the festival acknowledges and includes the voices of Indigenous Peoples who inform its past and present.

Heritage Festival 2023 has two primary locations: downtown (primarily a pedestrianized Queen Street), and Milt Dunnell Field. The festival utilizes the built and natural assets of the downtown area and the riverfront, while ensuring the centralization of activities. Programming throughout these areas focuses on arts, creative activities, products, and talents that reflect the town of St. Marys and its surrounding area.

The festival offers a shuttle service from parking areas outside of downtown, to Queen Street and Milt Dunnell Field. Heritage Festival 2023 remains a free event that encourages all people of varying ages

and abilities to participate. Attendees are encouraged to spend through retail and food and beverage. The festival will continue to offer workshops, activities, and tours free of charge. Add-on components with a connection to heritage, arts, and culture, will be available for purchase as complementary festival programming.

Programming:

The following were identified as components to create connections between the event's current activities, and provide greater appeal to its target audience:

- A food and beverage area with a strong representation of local and regional businesses.
- Increased retail opportunities for local businesses to showcase their products and services direct to festival attendees. This is facilitated through a vendor area, and a list and map of businesses participating in the festival.
- Multiple performers from diverse cultures connected to St. Marys showcased throughout each day of the festival. Performers may include dancers, storytellers, and musicians.
- Businesses and organizations are participating in the planning of the festival as well as sharing more about their initiatives through vendor spaces.
- Building upon the farmers' market to connect to St. Marys and surrounding regions agricultural heritage.
- A dedicated kids/family zone where children and families can participate in activities connected to the overall festival's theme.
- Regularly scheduled programming such as walking and biking tours, open-door visits, and workshops, is complemented by one-time special events such as headline musical talents, the farmers market, competitive events and special workshops.

Implementation Needs:

The festival is informed and supported by community and industry members through a volunteer organize committee. Representatives from the BIA, the Heritage Committee, the local arts community, St. Marys Library, St. Marys Museum, and the Canadian Baseball Hall of Fame support the planning process through ongoing conceptualization and support. Local business owners are engaged by the festival planner and organizing committee with invitations to participate. Industry is also represented through vendor spaces, themed activations, maps, vendor listing and the Town website through a unique Heritage Festival page and social media.

Arts and heritage organizations support in organizing talent for festival performances and activities, and community organizations and service groups inform festival programming by providing activities and exhibitions.

Marketing and Promotion:

Highlighting the key components of the event program and unique aspects of St. Marys, along with a focus on earned media, result in raising the brand and profile of the event and builds audience understanding of the festival as being connected with the destination. Marketing efforts will benefit from the strong relationships with local and regional destination organizations to reach more regional and day-tripper audiences.

The festival's target audiences include, but are not limited to:

- Families with children: coming for the family-friendly environment and activities.
- Day-trippers: activities, food and retail options, entertainment options, and outdoor and cultural activities. Specific day trippers include, but are not limited to, families, seasonal residents and campers, cultural enthusiasts and cyclists.
- Residents: coming for the food, activities, entertainment, and retail available during the festival. They are excited to feel a sense of pride as part of the St. Marys community and they come with their families who live in and outside of St. Marys.

The Future of Heritage Festival:

Beyond 2023, the vision for Heritage Festival is to leverage the festival's growing reputation to continue to raise the profile of St. Marys as a destination for tourism activity. Heritage Festival will become a destination event with increased marketing, headliner musical performances, additional programming, and greater attendance numbers.

Sponsorship Opportunities:

Heritage Festival programming is free to attendees and is entirely funded by sponsorship. In past year, the St. Marys Business Improvement Area (BIA) has contributed the following amounts to the festival:

2017: \$1600.00

2018: \$1600.00

2019: \$1600.00

2022: \$2500.00

The levels of sponsorship and details are included in the attached Heritage Festival 2023 Sponsorship Package. We request that the St. Marys Business Improvement Area (BIA) contribute \$2500 to Heritage Festival 2023. This contribution could directly fund the daytime entertainment on Queen Street on Saturday, July 15th from 9:00a.m. – 5:00p.m., and could be aptly named "Queen Street Entertainment presented by the St. Marys BIA".

FINANCIAL IMPLICATIONS

Sponsorship: based on selected level of sponsorship, to be determined.

SUMMARY

The St. Marys Business Improvement Area (BIA) Board is presented with the concept of Heritage Festival 2023, with an increased focus on heritage, arts and culture. The Heritage Festival 2023 levels of sponsorship are presented to the BIA Board and a \$2500 sponsorship to the event is requested.

STRATEGIC PLAN

☒ Not applicable to this report.

OTHERS CONSULTED

Bannikin Travel & Tourism, in collaboration with Ontario Culture Days

Manager, Tourism and Economic Development

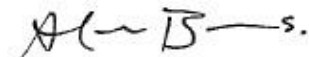
Director of Corporate Services/Treasurer

ATTACHMENTS

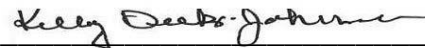
Heritage Festival 2023 Sponsorship Package

REVIEWED BY

Recommended by:



Alanna Bowes
Events Coordinator



Kelly Deeks-Johnson
Tourism and Economic Development Manager

HERITAGE

FESTIVAL 2023

JULY 14-16 - ST. MARYS, ON

Sponsorship Opportunities

Heritage Festival 2023

Heritage Festival will celebrate the cultures, stories and histories that shape the past and present of St. Marys and area.

We'll celebrate with live music, food vendors, artists, performers, guided tours, a Kids Zone and much more!

The Impact of Sponsorship

Thank you for supporting community events. Sponsors are important for the growth and continued success of Heritage Festival. Your support makes all the difference!

How to Sponsor Heritage Festival

Complete the Sponsorship Form at the back of this package.

Please contact Alanna Bowes, Events Coordinator, Town of St. Marys, with any questions or sponsorship ideas.

abowes@town.stmarys.on.ca
519-284-2340, ext. 249

Sponsorship Opportunities

Event sponsorship is an important component and incredible way to support the community in St. Marys.

The broad range of sponsorship levels and benefits are outlined below. Custom sponsorship is also available to tie your business or group to a specific program or performance.



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR	\$5000+
GOLD SPONSOR	\$2500+
SILVER SPONSOR	\$1000+
BRONZE SPONSOR	\$500+
FRIEND OF HERITAGE FESTIVAL	\$100+

Impact Snapshot

25

years that the St. Marys community has celebrated under the name Stonetown Heritage Festival

8500

Town of St. Marys social media followers reached

3000

approximate number of yearly attendees

Sponsorship Levels & Benefits

BENEFITS	FRIEND \$100+	BRONZE \$500	SILVER \$1000+	GOLD \$2500+	TITLE \$5000+
HERITAGE FESTIVAL 2023					
Title Sponsorship				YES - complimentary programming *details below	YES - premiere programming *details below
Cheque Presentation Photo & Recognition	Social Media Recognition (group post)	Social Media Recognition (group post)	Social Media Recognition (group post)	Photo - Print + Social Media (stand alone)	Photo - Print + Social Media (stand alone)
Event Signage	Name	Name	Logo	Logo	Logo
Social Media & City Website	Name	Name	Logo	Logo	Logo + Website Banner
Program Recognition	Name	Name	Logo	Logo	Logo
Verbal Mention				Opening ceremonies event	Opening ceremonies event
Social Media Thank You	Name	Name	Logo	Logo	Logo (stand alone)
Thank You Ad	Name	Name	Logo	Logo	Logo
Charitable Tax Receipt	Yes	Yes	Yes	Yes	Yes

Naming Opportunities

Title Sponsorship and Gold Sponsorship opportunities and programming title examples are listed below.

TITLE SPONSOR - Name in Premiere Programming Title

"Company/Group Name" Night at The Flats

- stage and tent
- musical performers

"Company/Group Name" Fireworks

- fireworks show from the trestle

GOLD SPONSOR - Name in Complimentary Programming Subtitle

Queen Street Entertainment

presented by "Company/Group Name"

- street performers
- musical performers

Park & Shuttle Service

courtesy of "Company/Group Name"

- shuttling attendees from the Pyramid Recreation Centre to the downtown core and Milt Dunnell Field

Horse & Wagon Rides

courtesy of "Company/Group Name"

- shuttling attendees from Milt Dunnell Field to the downtown core

Kids Zone

presented by "Company/Group Name"

- inflatables
- face painting
- balloon artist

We couldn't do it without our generous sponsors.

Thank you to all
sponsors for
supporting
Heritage
Festival and the
incredible
community of
St. Marys.



abowes@town.stmarys.on.ca



175 Queen St. E., St. Marys



www.discoverstmarys.ca



519-284-2340, 249

Heritage Festival 2023 Sponsorship Form

Please complete the form below. Make cheques payable to Town of St. Marys with the memo line "Heritage Festival 2023". Please enclose payment with the completed form and return to:

Alanna Bowes, Events Coordinator, Town of St. Marys

In-person: Town Hall, 175 Queen Street East (lower level Church Street entrance)

Mail: P.O. Box 998, St. Marys, ON N4X 1B6

Thank you for your support!

Contact Information	
Contact Name:	Title:
Company:	
Mailing Address:	
Phone Number:	Email:
Signature:	Date:
Social Media Accounts - Facebook:	Instagram:

Sponsorship Level & Amount	Sponsorship Amount
<input type="checkbox"/> Title Sponsor (\$5000+)	
<input type="checkbox"/> Presenting Sponsor (\$2500 - \$4999)	\$_____
<input type="checkbox"/> Gold Sponsor (\$1000 - \$2499)	
<input type="checkbox"/> Silver Sponsor (\$500 - \$999)	<input type="checkbox"/> I will email a high-quality version of my company logo to abowes@town.stmarys.on.ca
<input type="checkbox"/> Bronze Sponsor (\$100 - \$499)	

FORMAL REPORT

To:	Chair and Members of the Board
Prepared by:	André Morin, Director of Corporate Services / Treasurer
Date of Meeting:	13 February 2023
Subject:	COR 16-2023 Memorandum of Understanding – Town Services

PURPOSE

To confirm with the BIA Board they wish to seek administrative services from the Town.

RECOMMENDATION

THAT COR 16-2023 Memorandum of Understanding - Town Services report be received; and

THAT the BIA Board support moving forward with the Town providing administrative and financial support as described in this report

BACKGROUND

At the first meeting of this new BIA Board, there were discussions in relation to how the BIA staff member role function and how the Town's role function. Within the discussion, the following two options were considered:

- Town performs the statutory/governance administrative duties for board meetings
 - Town staff would collect information and post the agenda
 - Town staff would complete and share the meeting minutes
 - BIA would still control the agenda and be responsible for providing agenda items
- Town assist with financial bookkeeping. Potential work performed would need to be fully scoped but could include:
 - Town would pay the bills
 - BIA Treasurer and/or Chair would approve bill payments
 - Town would pay employee
 - BIA Treasurer and/or Chair would approve employee time and pay
 - Town would remit CRA requirements (HST and payroll)
 - Town would reconcile bank account
 - Town would provide BIA Board a financial report each month

REPORT

Town staff have had internal discussion to determine if these functions could reasonably be assumed by our current staff complement. We believe both can be assumed within the current scope day-to-day activities by Corporate Services staff. The next steps include:

1. BIA Board confirming to proceed with the approach;
2. Town Council confirming they approve in principle with this approach;
3. Development and finalization of a Memorandum of Understanding (MOU) between the Town and the BIA. The MOU language would include and expand on the details outlined below:

Administration Services:

1.1 In support of the operations of the BIA, the Town shall provide the following administration services to the BIA:

- 1.1.1 General professional advice, guidance, information, and training from Town staff (ex. Tourism, CAO, Clerk, Finance, Human Resources, Building and Planning, Public Works, etc.) as reasonably needed to assist with the administration of the BIA;**
- 1.1.2 Use of the Town's meeting space and technology for BIA Board of Management meetings;**
- 1.1.3 The Town will provide the BIA with governance services that include the production of a monthly agenda and completion of meeting minutes for BIA Board of Management meetings;**

Financial Services:

1.2 In support of the operations of the BIA, the Town shall provide the following financial services to the BIA:

- 1.2.1 Billing and collecting of special BIA levy in accordance with the annual budget by-law**
- 1.2.2 Providing quarterly payments of the special levy to the BIA in March, June, September, and December of each year;**
- 1.2.3 Perform the accounting and bookkeeping (including bank reconciliations, accounts payable and receivable) of the financial records of the BIA through the Town's finance system and in accordance with the BIAs constitution;**
- 1.2.4 Payroll (process to be determined)**
- 1.2.5 Provide the BIA Treasurer with a monthly variance report of actual financial transactions in comparison to the annual BIA budget;**
- 1.2.6 Provide support and advice to the BIA Board of Management in relation to financial matters, financial control policies, and procurement of goods and services;**
- 1.2.7 Provide support and preparation of the annual financial statements for the external year-end audit, in compliance with all generally accepted accounting principles and Public Sector Accounting Board requirements. The annual cost of the BIA portion of the external audit will be recovered through the BIA funds.**

If all parties agree, the goal would be to have the MOU in place and Town staff available to begin on April 1, 2023.

FINANCIAL IMPLICATIONS

It needs to be determined if the Town would charge a fee for any or all of these services to the BIA.

SUMMARY

The BIA and Town are considering an MOU for the Town to assist the BIA Board with administrative duties relating to governance and financial management.

STRATEGIC PLAN

- ☒ This initiative is supported by the following priorities, outcomes, and tactics in the Plan.
- Pillar #3 Balance Growth
 - Take an active hands-on role in supporting the downtown businesses and the local BIA, with a view to treating the BIA as a partner rather than an external board

OTHERS CONSULTED

Tourism/Economic Development Manager

ATTACHMENTS

REVIEWED BY

Recommended by:



André Morin
Director of Corporate Services/Treasurer

Treasurer's Report

1. Submission of Final Numbers for the Christmas Event

Christmas Committee	Budget	Actual	assigned to		
Horse and Wagon	\$ 1,600.00	\$ 1,356.00	Reserve funds: Christmas Initiati		
Carollers- Fri and Sun	\$ 500.00	\$ 750.00	Reserve funds: Christmas Initiati		
Advertising					
Social Media	\$ 250.00	\$ -			
Post Cards	\$ 500.00	\$ 185.65	Marketing & Communications		
Print- Indy	\$ 400.00	\$ 316.40	Marketing & Communications		
Print-Daytripper	\$ 260.00	\$ 348.04	Marketing & Communications		
Radio	\$ 6,000.00				
BX93 (Bell Media)		\$ 2,034.00	Marketing & Communications		
Stratford 101.1/107.1		\$ 1,808.00	Marketing & Communications		
Easy 101		\$ 1,582.00	Marketing & Communications		
Garland	\$ 10,000.00	\$ 14,124.00	Christmas - Sub Committee		
	\$ 19,510.00	\$ 22,504.09			

Bank as of Feb 3,2023

<u>Transaction Date</u>	<u>Code</u>	<u>Description</u>	<u>Debit</u>	<u>Credit</u>	Balance		2022	2023
		Balance Forward			\$60,014.80			
03-Jan-23	CD			\$11,250.00	\$71,264.80	#3 levy		
03-Jan-23	CD			\$11,250.00	\$82,514.80	#4 levy		
24-Jan-23	CK	NO.601	\$1,017.00		\$81,497.80	xmas radio Bell Media		
24-Jan-23	CK	NO.574	\$452.00		\$81,045.80	xmas Vista Radio107.7		
						dec		
24-Jan-23	CK	NO.575	\$452.00		\$80,593.80	xmas Vista Radio107.1 dec		
30-Jan-23	DS	QUADRO COMMUNIC BPY/FAC	\$29.72		\$80,564.08			
30-Jan-23	CK	NO.572	\$4,500.00		\$76,064.08	flowers		email
30-Jan-23	CK	NO.573	\$150.00		\$75,914.08	Bring your keys social		
02-Feb-23	CK	NO.602	\$275.51		\$75,638.57			OBIAA
			\$					
		NO. 603	1,017.00		74,621.57	easy 101 nov/dec radio		
Funds available Jan 1/23					74,926.80			
					\$			
Bank Balance Feb 3/23					74,621.57			

- Bank balance Jan 2022 was \$72,031, end of year balance Dec 2022 was \$74,927. Flower baskets, Heritage, Christmas Event, Kinsman parade, purchase of a bench the main outlays of funds.

2022
expenses

Jan-22	Feb-22	March	April	May	June	July	August	September	October	November	December	Outstanding 2022	Actual 2022
												\$ 22,500.00	
													\$0.00
													\$0.00
		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$ 22,500.00	\$22,500.00
		0	0	0	0	0	0	0	74.52	0	0	\$ -	\$74.52
		0	0	0	0	0	0	0	0	0	0	\$ -	\$0.00
		0	0	0	0	0	0	0	0	0		\$ 150.00	\$150.00
													\$0.00
		0	0	0	0	0	0	0	0	565	0	\$ -	\$565.00
													\$0.00
													\$0.00
													\$0.00
													\$0.00
		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$74.52	\$565.00	\$0.00	\$ 150.00	\$789.52
													\$0.00
													\$0.00
													\$0.00
		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,500.00	\$4,500.00
													\$0.00
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		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00

													\$0.00
													\$0.00
		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$ 4,500.00	\$4,500.00
													\$0.00
													\$0.00
													\$0.00
													\$0.00
									348.04	316.4	6274.09	\$ 2,938.00	\$9,876.53
		\$ -	1695	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$1,695.00
													\$0.00
													\$0.00
													\$0.00
		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	7062.5	7062.5	\$ -	\$14,125.00
									2500				\$2,500.00
													\$0.00
													\$0.00
													\$0.00
		\$0.00	\$1,695.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,848.04	\$7,378.90	\$13,336.59	\$ 2,938.00	\$28,196.53
													\$0.00
													\$0.00
													\$0.00
		370											\$370.00
													\$0.00
									1017				\$1,017.00
		40.58	28.72	29.72	29.72	29.72	29.72	29.72	29.72	29.72	29.72		\$307.06
													\$0.00
													\$0.00
													\$0.00
													\$0.00
		\$410.58	\$28.72	\$29.72	\$29.72	\$29.72	\$29.72	\$29.72	\$1,046.72	\$29.72	\$29.72	\$ -	\$1,694.06
		\$410.58	\$1,723.72	\$29.72	\$29.72	\$29.72	\$29.72	\$29.72	\$3,969.28	\$7,973.62	\$13,366.31	\$ 7,588.00	\$35,180.11

	72030.78	\$79,885.80	\$79,857.08	75760.36	75360.64	73635.92	84856.2	84626.48	80857.2	71134.08	60014.8		
	(\$25,000.00)	(\$25,000.00)	(\$25,000.00)	(\$25,000.00)	(\$25,000.00)	(\$25,000.00)	(\$25,000.00)	(\$25,000.00)	(\$25,000.00)	(\$25,000.00)	(\$25,000.00)		
	(\$4,500.00)	(\$4,500.00)	(\$4,500.00)	-432	-432	-432	-432	-432	-432	-432	-432		
	(\$4,500.00)	(\$4,500.00)	(\$4,500.00)	(\$4,500.00)	(\$4,500.00)	(\$4,500.00)	(\$4,500.00)	(\$4,500.00)	(\$4,500.00)	(\$2,750.00)	(\$1,394.00)		
	(\$5,000.00)	(\$5,000.00)	(\$5,000.00)	(\$5,000.00)	(\$5,000.00)	(\$5,000.00)	(\$5,000.00)	(\$5,000.00)	(\$5,000.00)	(\$5,000.00)	(\$5,000.00)		
	(\$1,500.00)	(\$1,500.00)	(\$1,500.00)	(\$1,500.00)	(\$1,500.00)	(\$1,500.00)	(\$1,500.00)	(\$1,500.00)	(\$1,500.00)	(\$1,500.00)	(\$1,500.00)		
	\$31,530.78	\$39,385.80	\$39,357.08	\$39,328.36	\$38,928.64	\$37,203.92	\$48,424.20	\$48,194.48	\$44,425.20	\$36,452.08	\$26,688.80	\$ -	
													\$0.00

Dec 31/22 bank balance	\$ 60,014.80
plus o/s dep	\$ 22,500.00
less o/s 2022 cheques	\$ 7,588.00
Jan 2023 starting Bank balance	<u>\$ 74,926.80</u>

Budget Plan for BIA 2023-2026

2023

- Recommend holding levy at current amount and distribution process, to be reviewed and amended.
- Increase staffing and/or outsource to help secure additional funds through grants, help organize outcome from a Strategic Plan, and be instrumental in developing a social media strategy
- Create a spring and fall event

Current reserve is \$74, 927, with potential holds for:

- BIA Loyalty card	\$25,000
- Christmas Lights	\$ 5,000
- Constitution	\$ 1,500
- Unallocated	\$43,427

Note 1 - Revenues

in 2023, the Levy should be reviewed, both the system of distribution and the amount. The goal would be to see the changes implemented in 2024.

Levy in 2006 \$42K, 2007 \$43K, 2008 and onward \$45,00. *16 years without any change.* Please note, the levy was refunded in 2020 due to the pandemic. Recommendation to contact OBIAA or do independent data collection of current rates and distribution systems of similar sized BIAs.

Note 2 – Member Support

Invest in training and education for grant writing, social media.

Note 3 – Beautification

Status quo for flower baskets, contingency budget for small beautification project.

Note 4 – Bringing People Downtown

Focus on social media to engage locals and tourism.

Revisit the costs of the Christmas event and adjust.

Create new events, spring/fall.

Review representation on the Town website.

Note 5 – Running the BIA

Increase admin support to 20 hours per week. In addition to current tasks of Secretary, additional time would be for social media plan/implementation, event assistance, building revenue streams.

Note 6

Cash outlay for 2022 shows total of funds used from allocated monies and reserve funds. Note that the HST rebate and admin costs from Jan/Feb are not included yet.

In 2023, the Board may create a Strategic Plan for the 4 year term and a way to fund the initiatives to be executed in years 2,3 and 4 of the term. \$18,725 would need to come from reserves to fund the plan for 2023 and set the path for the remaining term.

The Admin support budget may decrease in 2024-2026 once the structure and plan are in place.

BIA BUDGET 2023		
ITEM	Budget 2022	Actual 2022
Revenues		
BIA Levy	\$ 45,000.00	\$ 45,000.00
HST Rebate	\$ 2,500.00	
Miscellaneous		
SUBTOTAL:	\$ 47,500.00	\$ 45,000.00
Expenses		
MEMBER SUPPORT & ENGAGEMENT		
Membership		
Member Recognition	\$ 500.00	\$ 74.52
Member Welcome	\$ 500.00	
Networking Socials	\$ 1,000.00	\$ 150.00
Training & Education		
Training & Education	\$ 1,400.00	\$ 565.00
Organizational Capacity		
OBIAA Conference		
OBIAA Membership	\$ 220.00	\$ -
Policies & Procedures		
SUBTOTAL Member Support and Engagement:	\$ 3,620.00	\$ 789.52

BUDGET 2023
\$ 45,000.00
\$ 2,500.00
\$ -
\$ 47,500.00
\$ 200.00
\$ 500.00
\$ 500.00
\$ 2,000.00
\$ -
\$ 275.00
\$ 1,500.00
\$ 4,975.00

Note 1

Note 2

IMPROVING PUBLIC SPACE & BEAUTIFICATION (Misc)		
Flower Baskets		
Lions Club Flag Replacement	\$ 200.00	
Beautification Initiatives	\$ 2,500.00	\$ 4,500.00
SUBTOTAL Improving Public Space and Beautification:	\$ 2,700.00	\$ 4,500.00
BRINGING PEOPLE DOWNTOWN		
Volunteer Recognition	\$ 500.00	
Marketing & Promotion		
Marketing & Communication Sub Committee	\$ 12,000.00	\$ 6,938.53
Advertising	\$ 2,000.00	\$ 1,695.00
Events		
Meet Me in St. Marys		
Event		

\$ 4,500.00
\$ 1,500.00
\$ 6,000.00
\$ 200.00
\$ 12,000.00
\$ -
\$ 3,000.00

Note 3

Christmas Sub Committee	\$ 14,000.00	\$ 14,125.00	\$ 10,000.00
Heritage Festival	\$ 2,000.00	\$ 2,500.00	\$ 2,500.00
Partnerships			
SUBTOTAL Bringing People Downtown:	\$ 30,500.00	\$ 28,196.53	\$ 27,700.00
RUNNING THE ST. MARYS BIA			
Running the BIA			
Admin Support	\$ 5,200.00	\$ 734.00	\$ 25,000.00
Annual General Meeting	\$ 1,000.00		\$ 500.00
Audit	\$ 1,000.00	\$ 1,017.00	\$ 1,100.00
Email/Quadro	\$ 250.00	\$ 340.76	\$ 400.00
Bank Fees	\$ 50.00		
Office Supplies	\$ 250.00		\$ 50.00
Miscellaneous	\$ 930.00		\$ 500.00
GST/HST	\$ 2,000.00		
SUBTOTAL Running the BIA:	\$ 10,680.00	\$ 2,091.76	\$ 27,550.00
GRAND TOTALS:	\$ 47,500.00	\$ 35,577.81	\$ 66,225.00
cash outlay		\$ 42,751.81	

Note 4

Note 5

Note 6

Reserve Funds:		
Remaining in Bank		
Crosswalk Initiative		
BIA Loyalty Card Project		

?

revisit

Bench Spend - Initiative		\$ 4,068.00
Christmas 2022 - Initiative		\$ 3,106.00
Christmas Lights		
Constitution		
Remaining		
Remaining in Bank		

? revisit
see policies/proc revisit
