

Minutes

St. Marys Business Improvement Area Committee

Regular 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>

Board Members Present: Claire Chapple, Megan Feeney (Chair), Lisa Fewster, Sue Griffiths (Treasurer), Alexandra Pritchard O'Shea (Vice-Chair), 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), Alanna Bowes (Events Coordinator)

1. CALL TO ORDER

The Chair called the meeting to order at 6:01 pm.

2. DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST

None

3. AMENDMENTS AND APPROVAL OF AGENDA

Moved By Lisa Fewster

Seconded By Dan Troyer

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

Carried

4. ACCEPTANCE OF MINUTES

Moved By Sue Griffiths

Seconded By Jan Scott

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.

Carried

5. DELEGATIONS

5.1 Meet Me in St. Marys - Janis Fread

Janis Fread and Cathy Atwell presented for their delegation for the 'Meet Me in St. Marys' event and discussed the potential for businesses to participate through a coupon package.

Board discussed the potential costs of the event and requested more information on expenses for the March meeting.

Moved By Claire Chapple

Seconded By Sue Griffiths

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

THAT the BIA Board revisit the 'Meet Me in St. Marys' event request upon receiving more information and deferring to the budget discussion.

Carried

5.2 COR 15-2023 Heritage Festival Concept

The Town of St. Marys Events Coordinator Alanna Bowes presented the delegation on the concept of the reimagined 2023 Heritage Festival.

Board discussed road closures and the importance of giving details and notice to the Merchant's for clarity.

Board discussed sponsorship opportunity and how they could contribute to the festival to help promote the businesses.

Moved By Dan Troyer

Seconded By Jan Scott

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.

Carried

5.3 COR 16-2023 Memorandum of Understanding – Town Services

Director of Corporate Services/Treasurer André Morin presented the COR 16-2023 Memorandum of Understanding - Town Services report to the Board regarding the Town providing Governance and Financial Support for the St. Marys BIA.

Director of Corporate Services/Treasurer André Morin will bring forward to Council in February for confirmation.

Moved By Lisa Fewster

Seconded By Alexandra Pritchard O'Shea

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

Carried

6. CORRESPONDENCE

7. NEW BUSINESS

7.1 Committee Training Follow Up

Board discussed that the training was a great form of reference for someone new joining a committee or board and overall found it helpful.

8. TREASURER'S REPORT

8.1 January 2023 Treasurer Report

Moved By Claire Chapple

Seconded By Jan Scott

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

Carried

8.2 2022 Budget Recap

The Treasurer gave a report on the 2022 budget breakdown.

Moved By Dan Troyer

Seconded By Claire Chapple

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

Carried

8.3 DRAFT 2023 Budget Discussion

The Treasurer presented recommendations for the Draft 2023 Budget while breaking down the budget line items.

The Board discussed moving forward with a similar budget to 2022 until a Strategic Plan with public input is determined to help build future budgets for the term.

Moved By Claire Chapple

Seconded By Lisa Fewster

THAT the Budget Plan for 2023 Report be received; and

THAT the feedback as presented by the Treasurer be received.

Carried

Moved By Lisa Fewster

Seconded By Jan Scott

THAT funds from the BIA Loyalty Card Project budget line amount of \$25 000 to unallocated.

Carried

Moved By Lisa Fewster

Seconded By Claire Chapple

THAT the current budget line for Christmas Lights of \$5000 be moved to unallocated.

Carried

8.3.1 Feedback from Membership - C. Lynch

9. COUNCIL REPORT

Nothing to report.

Moved By Dan Troyer

Seconded By Jan Scott

THAT the verbal Council report be received.

Carried

10. UPCOMING MEETINGS

Moved By Sue Griffiths

Seconded By Councillor Aylward

THAT the Annual General Meeting be held in the Town Hall Auditorium on Monday, April 24, 2023 pending availability.

Carried

11. ADJOURNMENT

Moved By Lisa Fewster

Seconded By Claire Chapple

THAT this meeting of the St. Marys Business Improvement Area Board adjourns at 8:09 pm.

Carried

Chair

Committee Secretary