

Agenda  
St. Marys Business Improvement Area Meeting

April 17, 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 April 17, 2023 St. Marys Business Improvement Area Board agenda be approved.

**4. ACCEPTANCE OF MINUTES**

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**RECOMMENDATION**

**THAT** the March 13, 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 Rotary All Wheels Park - Julie Johnson**

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**RECOMMENDATION**

**THAT** the Rotary All Wheels Park delegation be received; and

**THAT** the St. Marys Business Improvement Area distribute material to the membership on behalf of the Rotary All Wheels Park Committee.

**6. CORRESPONDENCE**

**6.1 Kinsmen Parade - Wayne Barber**

16

**RECOMMENDATION**

**THAT** the Kinsmen Parade Correspondence be received.

**7. NEW BUSINESS**

## **7.1 Heritage Festival Update**

17

Dan Troyer to facilitate.

### **RECOMMENDATION**

**THAT** the Heritage Festival update be received; and

**THAT** the St. Marys Business Improvement Area supports the Heritage Festival by \_\_\_\_\_.

## **7.2 Community Engagement and Social Media Coordinator Job Description**

18

Jan Scott to facilitate.

### **RECOMMENDATION**

**THAT** the Community Engagement and Social Media Coordinator job description be received; and

**THAT** the St. Marys Business Improvement Area Board amends the job description; and

**THAT** the director \_\_\_\_\_(name) make the final edits to the job description and send to the Administration Assistant to begin the hiring process.

## **8. TREASURER'S REPORT**

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### **RECOMMENDATION**

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

## **9. COUNCIL REPORT**

### **RECOMMENDATION**

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

## **10. UPCOMING MEETINGS**

Annual General Meeting - April 24 - Riverwalk Commons @ 6:00 PM

Regular Meeting - May 8 @ 6:00 PM

## **11. CLOSED SESSION**

### **RECOMMENDATION**

**THAT** the St. Marys Business Improvement Area Board moved into a session that is closed to the public at \_\_\_\_\_ pm as authorized under the Municipal Act, Section 239(2)(b) personal matters about an identifiable individual, including Municipal or local Board employees, and (d) labor relations or employee negotiations.

**11.1 Minutes - CLOSED SESSION**

**11.2 CONFIDENTIAL - Administrative Assistant Resumes**

**12. RISE AND REPORT**

**RECOMMENDATION**

**THAT** the St. Marys Business Improvement Area Board rise from closed session at \_\_\_\_\_ pm.

**13. 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**

March 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:** Megan Feeney (Chair), Lisa Fewster, Sue Griffiths (Treasurer), Alexandra Pritchard O'Shea (Vice-Chair), Jan Scott, Dan Troyer, Councillor Brogan Aylward (Council Representative)

**Board Members Absent:** Claire Chapple

**Staff Present:** Stacey Frayne (Administrative Assistant)

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

**1. CALL TO ORDER**

The Chair called the meeting to order at 6:04 pm.

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

None.

**3. AMENDMENTS AND APPROVAL OF AGENDA**

**Moved By** Lisa Fewster

**Seconded By** Sue Griffiths

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

**Carried**

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

##### **4.1 February 13 Regular Meeting Minutes**

**Moved By** Jan Scott

**Seconded By** Alexandra Pritchard O'Shea

**THAT** the February 13, 2023 St. Marys Business Improvement Area Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

**Carried**

##### **4.2 Governance Sub-committee - February 3, 2023**

**Moved By** Alexandra Pritchard O'Shea

**Seconded By** Dan Troyer

**THAT** the February 3, 2023 Governance Sub-committee meeting minutes be approved by the St. Marys Business Improvement Area Board of Management and signed by the Chair and the Secretary.

**Carried**

##### **4.3 Governance Sub-committee - February 23, 2023**

**Moved By** Lisa Fewster

**Seconded By** Dan Troyer

**THAT** the February 23, 2023 Governance Sub-committee meeting minutes be approved by the St. Marys Business Improvement Area Board of Management and signed by the Chair and the Secretary.

**Carried**

#### **5. DELEGATIONS**

##### **5.1 Piecemakers Quilt Show**

The Piecemakers Quilt Show presented their delegation for the event taking place on April 20-22, 2023.

Request for businesses to display a quilt in their storefront window for 2 weeks, 1 week prior to the event and 1 week following the event.

Board asked questions for details regarding previous years.

**Moved By** Lisa Fewster

**Seconded By** Jan Scott

**THAT** the Piecemakers Quilt Show delegation be received; and

**THAT** the BIA Board support the Piecemakers Quilt Show event by sending out the information to the membership.

**Carried**

## **5.2 Staffing - Andre Morin**

Director of Corporate Services/Treasure Andre Morin gave an update on reporting to Council and receiving support for the Town of St. Marys to support assisting the BIA with their Governance and Finances.

Andre will create a Memorandum of Understanding in the coming weeks to finalize the staffing assistance.

**Moved By** Sue Griffiths

**Seconded By** Dan Troyer

**THAT** the staffing update be received as information.

**Carried**

## **5.3 ADMIN 13-2023 Governance Constitution Draft**

Town of St. Marys Clerk, Jenna McCartney gave delegation on revising the St. Marys BIA Constitution while explaining the process of the Governance Sub-Committee.

The Board discussed the draft Constitution and would like to bring the document in front of the membership before finalizing.

**Moved By** Lisa Fewster

**Seconded By** Jan Scott

**THAT** ADMIN 13-2023 Governance Constitution Draft report be received; and

**THAT** the St. Marys Business Improvement Area Board of Management recommend that municipal staff present the draft governance constitution

to the general membership of the St. Marys Business Improvement Area for further consultation.

**Carried**

## **6. CORRESPONDENCE**

### **6.1 St. Marys Poetry Circle - Alizon Sharun**

Board discussed the correspondence and the sponsorship request from the St. Marys Poetry Circle.

**Moved By** Jan Scott

**Seconded By** Lisa Fewster

**THAT** the St. Marys Poetry letter be received as information; and

**THAT** the St. Marys BIA Board of Management supports the request from St. Marys Poetry Circle by distributing information and material as presented to the membership; and

**THAT** the St. Marys BIA Board support St. Marys Poetry Circle with a financial contribution of \$100 from the Event budget line.

**Carried**

## **7. NEW BUSINESS**

### **7.1 Heritage Festival Survey**

Dan Troyer presented the results of the survey as the Director from the BIA Board that sits on the Heritage Festival Committee.

Board discussed how businesses can be supported during the event and the value of tracking numbers during the event for usable data.

**Moved By** Alexandra Pritchard O'Shea

**Seconded By** Sue Griffiths

**THAT** the Heritage Festival Survey Report be received.

**Carried**

### **7.2 Meet Me in St. Marys**

Board discussed the further details provided in regards to the request from the Meet Me in St. Marys received at the February 13, 2023 meeting.

**Moved By** Lisa Fewster

**Seconded By** Sue Griffiths

**THAT** the Meet Me in St. Marys report be accepted; and

**THAT** the St. Marys BIA Board of Management supports the Meet Me in St. Marys event through the distribution of material to the membership as presented; and

**THAT** the St. Marys BIA Board revisit a financial contribution to the event after it takes place to reconvene any recuperation needed if there is any loss.

**Carried**

### **7.3 Visitors' Guide Price List**

The Board discussed what was done for advertising in previous years to proceed with 2023 advertising in the Visitors' Guide.

**Moved By** Lisa Fewster

**Seconded By** Dan Troyer

**THAT** the St. Marys BIA advertise in the 2023 St. Marys Visitors' Guide for a full page advertisement for the amount of \$1150 plus HST from the Advertising budget line; and

**THAT** the St. Marys BIA Board allocates the St. Marys Independent to design the advertisement.

**Carried**

### **7.4 Administrative Assistant Job Description**

The Board discussed the Administrative Assistant job description to ensure the position will meet the needs of the St. Marys BIA Board.

**Moved By** Alexandra Pritchard O'Shea

**Seconded By** Lisa Fewster

**THAT** the Administrative Assistant job description be received; and

**THAT** the St. Marys Board amends the Administrative job description; and



**THAT** the director Jan Scott make the final edits to the job description and send to the Administration Assistant to begin the hiring process.

**Carried**

## **8. TREASURER'S REPORT**

### **8.1 February 2023 Treasurer's Report**

Treasurer gave report on February finances.

**Moved By** Jan Scott

**Seconded By** Alexandra Pritchard O'Shea

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

**Carried**

### **8.2 Draft Budget 2023 Continued**

**Moved By** Jan Scott

**Seconded By** Dan Troyer

**THAT** the 2023 Budget included be moved forward to present to the membership at the Annual General Meeting on April 24, 2023.

**Carried**

## **9. COUNCIL REPORT**

Councillor Aylward gave a verbal report on the decision of Council to supporting the Town assisting the Board with finance and governance.

Council was inquiring if the BIA Board has any intentions for art/murals within the budget. The Board discussed that this would be something that falls under beautification.

**Moved By** Lisa Fewster

**Seconded By** Jan Scott

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

**Carried**

## **10. UPCOMING MEETINGS**

St. Marys Business Improvement Area - March 13, 2023

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#### **10.1 Annual General Meeting - April 24, 2023**

Riverwalk Commons is holding space for the BIA Annual General Meeting at a cost of \$150 from 5:00 - 10:00 pm.

**Moved By** Jan Scott

**Seconded By** Councillor Aylward

**THAT** the Annual General Meeting be held at Riverwalk Commons on Monday, April 24, 2023; and

**THAT** the Board reach out to businesses to cater refreshments for the AGM in the amount of no more than \$500 plus taxes; and

**THAT** notice of the meeting will go out for registration purposes with a deadline of April 6, 2023

**Carried**

#### **11. ADJOURNMENT**

**Moved By** Jan Scott

**Seconded By** Lisa Fewster

**THAT** this meeting of the St. Marys Business Improvement Area Board adjourns at 8:49 pm.

**Carried**

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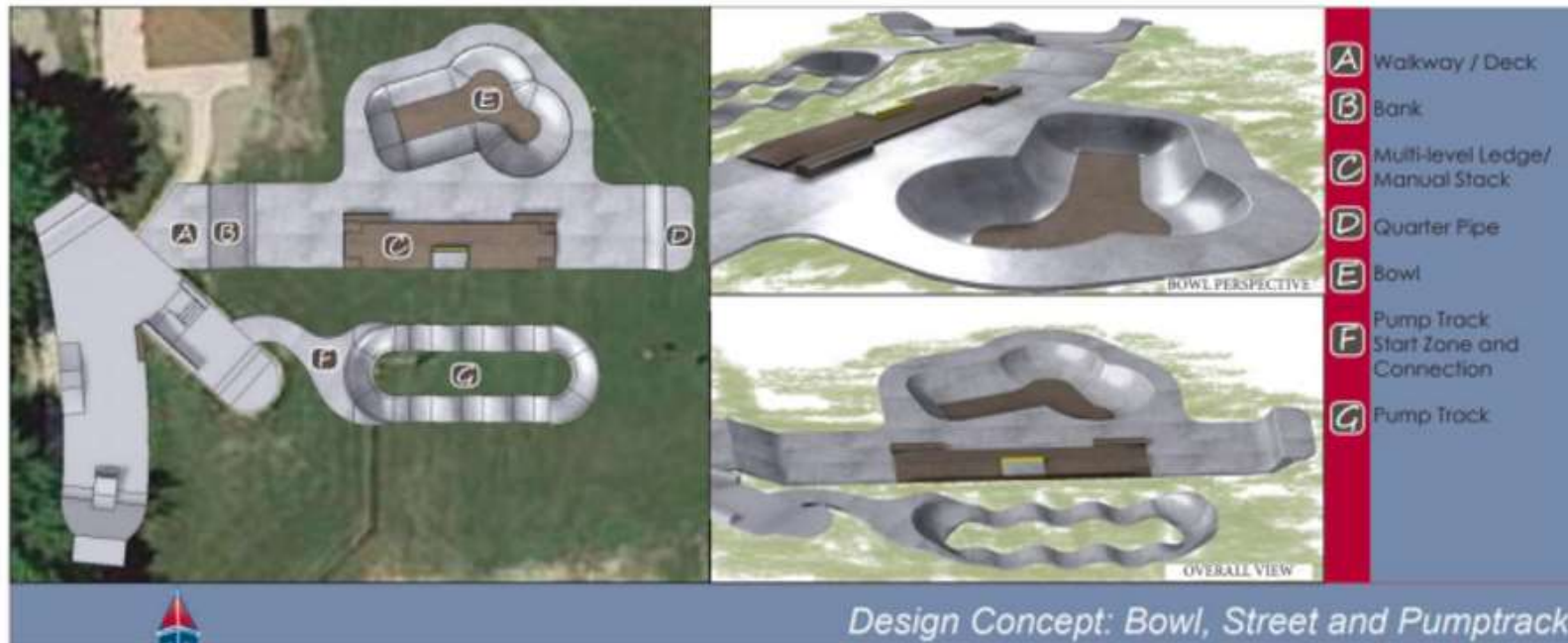
Chair

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Committee Secretary

ST. Marys, ON  
Skatepark expansion - Concept one

Concept plan



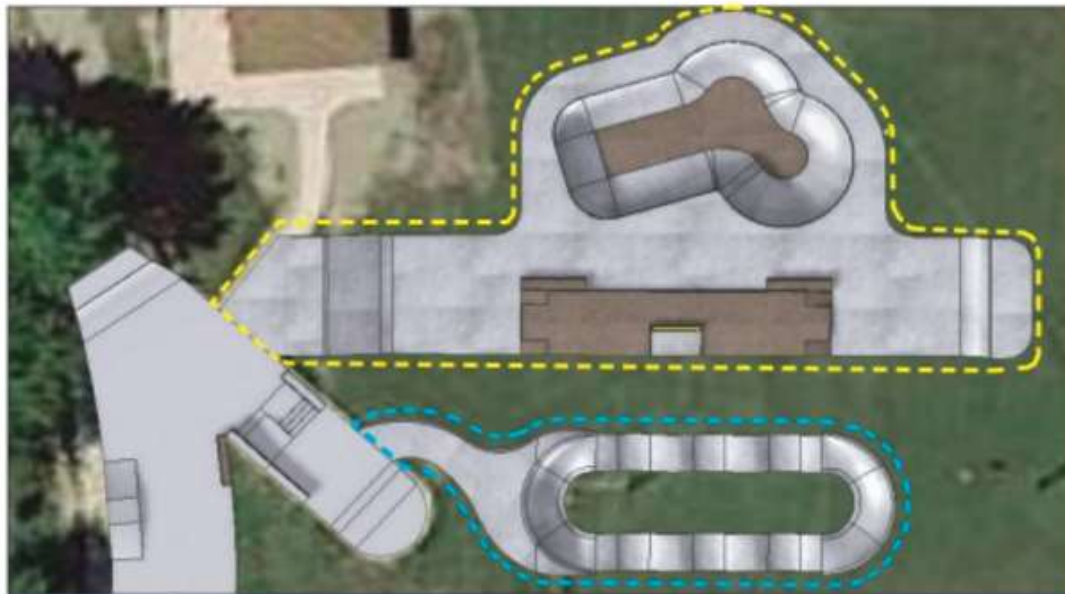
ONTARIO CANADA  
**ST. MARYS**

**radius**  
CONTRACTING

**TRANSITION**  
CONSTRUCTION

ST. Marys, ON  
Skatepark expansion - Concept one

# Phasing plan



|                                |                  |
|--------------------------------|------------------|
| <b>Phase One</b>               |                  |
| Bowl and Street Feature        |                  |
| Estimated Budget -             | \$250,000        |
| <b>Phase Two</b>               |                  |
| Pump Track                     |                  |
| Estimated Budget -             | \$65,000         |
| <b>Total Estimated Budget:</b> | <b>\$315,000</b> |

*Design Concept: Street and Combined Pipe and Pump Track*



ONTARIO CANADA

## ST. MARYS

**radius**  
CONTRACTING

**TRANSITION**  
CONSTRUCTION



# SUPPORT THE REPAIR AND EXPANSION OF THE ROTARY ALL WHEELS PARK ON JAMES STREET!

"The development of this *All Wheels Park* is a wonderful tale of community, both young and old, coming Together to create a new and dynamic space."

## WHY EXPAND?

There is a demand for the St. Marys Skatepark to accommodate more people, skill levels and equipment (i.e. scooters, rollerblades and bicycles in addition to skateboards). The number of skaters has also grown with the advent of scooters, which introduce young children to being on wheels.

At this time many St. Marys families travel outside of town to find larger and more modern parks – we want our children to have a wonderful space close by to enjoy.

With our children spending more time than ever on screens, we need to get them outside and connecting with the community!

The current St Marys Skatepark contains mostly street elements and is in much need of repair. New features and services under consideration include but not limited to:

\*A **pump track** (a track with hills, valleys, and banked turns where riders generate momentum by "pumping" or using up and down movements)

\***Half-pipe**

\***Bowl**

\***Pocket and ditch** (allows the rider to access features leading up to a partial bowl)

\***Wi-fi**

\***Water fountain**

*We have been presented with two concept designs (see attached) from Radius Contracting that will be put forward to the community to help choose the final design – this project is working with the community and for the community!*

THE ROTARY ALL WHEELS PARK ON JAMES STREET WILL BE TRANSFORMED INTO A PARK SETTING, A PLACE OF COMMUNITY, A PLACE FOR CHILDREN YOUNG AND OLD, FOR FAMILIES TO GATHER AND SPEND TIME TOGETHER

## CAPITAL BUDGET

CONSTRUCTION \$315,000

REPAIR OF EXISTING PARK \$60,000

LANDSCAPING/BEAUTIFICATION \$40,000

## FUNDS RAISED

ROTARY CLUB OF ST MARYS \$100,000

TOWN OF ST MARYS \$150,000

SUPPORTERS BOTH LOCALLY AND BEYOND \$15,000

KINGSWAY LODGE/FAIRHILL RESIDENCE/DOWNIE OPTIMIST CLUB/STRATFORD PERTH COMMUNITY FOUNDATION AND MANY OTHER THOUGHTFUL DONORS

**WE NEED YOUR HELP TO RAISE THE ADDITIONAL \$150,000 NEEDED TO COMPLETE THIS EXCITING PROJECT!**

**Go to [www.townofstmarys.com/allwheelspark](http://www.townofstmarys.com/allwheelspark) for more information**

**THANK YOU!** The Rotary All Wheels Park on James Street Steering Committee is grateful for your help



ONTARIO CANADA  
ST. MARYS

## Donation Levels

*You can make an impact in our community – thank you for supporting this exciting project!*

|             |                     |
|-------------|---------------------|
| FOUNDERS    | \$100,000 +         |
| CHAMPIONS   | \$50,000 - \$99,999 |
| BENEFACTORS | \$25,000 - \$49,999 |
| HEROES      | \$10,000 - \$24,999 |
| SUPPORTERS  | \$1,000 - \$9,999   |
| FRIENDS     | \$20 - \$999        |

All donations will be recognized on the website: [www.townofstmarys.com/allwheelspark](http://www.townofstmarys.com/allwheelspark)

***A permanent acknowledgement will be included in the park for all donations Supporter level and above!***





## OUR STORY

St Marys, Ontario is a unique town with a burgeoning population of families with young children. Scooters, skateboarding and bicycles have become an integral part of keeping children active and thriving outdoors. Interest in these sports has grown exponentially, especially during the pandemic.

Over 10 years ago a small skatepark was created in St Marys, and while well loved, it is in dire need of repairs and expansion to cater to the growing interest in these sports. Two local lads, Quin and Sully Bolton approached their neighbour Jean Alice Rowcliffe whose son, James, was an avid skateboarder in California, prior to his death from cancer in 2009. Together they created a proposal to repair and upgrade the skate park and presented it to the Town. With Council's approval, a Steering Committee was formed in October 2021.

In 2022, Radius Constructing was chosen to do the work. Plans are being finalized, and a budget of \$400,000 has been set. We hope to get shovels in the ground in 2023. Our *Rotary All Wheels Park* will be inclusive and encourage all ages and skill levels to participate.

There is incredible community support and enthusiasm for the project. The Rotary Club of St. Marys has generously donated \$100,000. Local service clubs have pledged donations and a grassroots fundraising drive has begun. The Town of St Marys has also pledged funds to the project, which is serendipitously located on James Street.

We now need to expand our fundraising outreach to include local companies and donors who could help us reach our Steering Committee goal of \$150,000. Might you be willing to share in this worthy endeavour? All donations will receive a tax receipt and you will have the joy in knowing that all our local youth are being well served.

Please visit our website which tells our story with a short video.

[www.townofstmarys.com/allwheelspark](http://www.townofstmarys.com/allwheelspark)

You can donate online or call (519) 284-2340 ex: 239 for any further assistance.

Thank you for your interest and contribution to this most worthy cause!



We were talking about moving Santa Clause Parade.

We got a lot of flack last year from Avonbank as their parade was on the same Friday night. (we moved ahead to avoid Remembrance Day) We also discovered we now have Go Train going through on Friday night right at parade time, which disrupts the parade flow.

We also moved ahead a week last year because Remembrance Day landed on Friday disrupting the Tax Free shopping which moved ahead and there fore we moved ahead.. If we move this year to Saturday evening to avoid Go Train then we would have to leave on this weekend as Remembrance day is on Saturday, November 11<sup>th</sup> this year.

We were thinking moving back to original weekend but on Saturday November 18<sup>th</sup> or does the Tax free day run on Saturday as well then we can look at the 25<sup>th</sup>.

We discussed having Sunday and turned this idea down as this is a large community event and consensus is people want to gather at parade and celebrate and go to parties afterwards, an old tradition. Monday residence must work and go to school.

Let me know your thoughts.

Thanks,

Wayne Barber



## **Heritage Festival Update**

I am writing to update you on the meeting held on March 23, where Jan, Alex, and myself discussed BIA's involvement with the upcoming Heritage Festival. The main topics of discussion were costs and the allocation of funds.

During the meeting, it was suggested that the BIA booth could occupy up to 4 tent spaces, each measuring 8x8 feet, with a picnic table in each tent for visitors to rest or eat lunch. We will require sandbags or bricks to secure the tents. Dan has 1 tent, and he will contact Canadian Tire and Home Hardware to see if they can provide 3 more tents if approved by the Heritage Committee. However, we may only be able to utilize 2 spaces. The cost of 3 tents, decor, and supplies is estimated to be around \$1000.

Erin ordered 3000 Save the Date cards last year from Vistaprint last year at a cost of under \$200, and we would like to order at least 5000 cards this year, estimated to cost around \$350.

For transportation, we have received a quote of \$80.50 per hour from Murphy Bus Lines for a wheelchair micro shuttle bus. The streets in St Marys will reopen around 5:30 pm. Therefore, to ensure that everyone parked at PRC can return, we plan to schedule the bus from 9 a.m to 6:30 p.m at a cost of \$764.77.

We are also considering funding a horse-drawn wagon as part of the shuttle service. Dwight Bennett charged \$1200 for 2 days during the merchant open house, and we would require him for 1 day instead of 2. The estimated cost for this is \$750.

Regarding funding, there are two options for the BIA to consider. The first option is to become festival sponsors, giving our \$2500 to the Heritage Festival committee, which they can use at their discretion. In this case, we would spend the cost of the tents and Save the Date cards elsewhere in our budget. The second option is to spend up to \$2500 on the services we want to provide, such as tents, Save the Date cards, shuttle bus, and possibly horse-drawn wagon. This means we may not be gold sponsors, but we can still provide valuable services.

## DRAFT – Community Engagement and Social Media Coordinator

The Town of St. Marys Business Improvement Area (BIA) is seeking a professional, dynamic, and trustworthy Community Engagement and Social Media Coordinator. The goal of this position is to promote St. Marys as a tourist destination, highlight our incredible independent businesses, and connect the community.

### Qualifications:

- Previous experience managing professional social media accounts including community management, content creation, and social media calendar planning and scheduling.
- Experience with graphic design and video editing software.
- Possess basic photography/filming skills.
- Strong written and verbal communication skills.
- Proven professionalism and customer service skills.
- A creative, self-starter with the ability to carry an idea from ideation to execution.
- Strong organizational skills and ability to prioritize work and juggle multiple deadlines.
- Must understand the dynamics of this unique neighborhood and be able to work independently and collaborate effectively with the BIA Board.

### Responsibilities include but are not limited to the following:

- Assist with a range of community engagements, content generation, event support and social media communication for the St. Marys BIA.
- Grow social media channels, including Instagram, Facebook.
- Monitor social media inboxes daily and respond to all comments and direct messages
- Schedule daily content following the social media calendar approved by the BIA board.
- Assist in the planning and management of the BIA social media calendar.
- Maintain up to date knowledge on BIA membership database to actively support their digital marketing efforts through weekly re-sharing and promoting content.
- Collaborate with BIA members for social media features including on-site filming, photography, etc.
- Maintain communication and a positive relationship with the BIA board, its membership, and other associates of the BIA.
- Digital content creation that is aligned with BIA branding, BIA messaging and social media best practices.
- Build database of BIA media including photos and videos.
- Attend (weekly/bi-weekly/monthly?) social media meetings and propose new ideas and concepts.
- Be present at all BIA-led/other community events and capture footage for event coverage, and use for marketing and promotion

TITLE: Community Engagement and Social Media Coordinator

TYPE OF POSITION: Part-time

HOURS: Approx. 20 - 30 hours per month

SALARY: \$25.00 per hour

TO APPLY: Please submit your résumé to [secretary@downtownstmarys.com](mailto:secretary@downtownstmarys.com)

DEADLINE: April 5, 2023

Treasurers report as of April 4/2023

| <u>Transaction Date</u> | <u>Code</u>               | <u>Description</u>      | <u>Debit</u> | <u>Credit</u> | Balance     |
|-------------------------|---------------------------|-------------------------|--------------|---------------|-------------|
|                         |                           | Balance Forward         |              |               | \$74,621.57 |
| Feb 28, 2023            | <a href="#"><u>DS</u></a> | QUADRO COMMUNIC BPY/FAC | \$29.72      |               | \$74,591.85 |
| Mar 28, 2023            | <a href="#"><u>CK</u></a> | NO.605                  | \$819.25     |               | \$73,772.60 |
| Mar 29, 2023            | <a href="#"><u>DS</u></a> | QUADRO COMMUNIC BPY/FAC | \$29.72      |               | \$73,742.88 |
| Apr 4, 2023             | <a href="#"><u>CD</u></a> |                         |              | \$11,250.00   | \$84,992.88 |

Quadro to Email Budget

Chq #605 Seebach & Co Audit bill for 2021- received late. Allocate to 2022 budget.

First installment of 2023 levy from Town of St. Marys

o/s cheques

Riverwalk Commons - \$169.50 for facility rental for BIA AGM ( AGM budget line)

Alizon Sharon - \$100.00 for Poetry event, (Event support budget line)