

Agenda
St. Marys Business Improvement Area Meeting

May 8, 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 May 8, 2023 St. Marys Business Improvement Area Board agenda be approved.

4. ACCEPTANCE OF MINUTES

4

RECOMMENDATION

THAT the April 17, 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 Public Works - Town of St. Marys

10

Downtown Beautification.

RECOMMENDATION

THAT the Public Works Downtown Beautification delegation be received as information.

5.2 Amy Cubberley and Alanna Bowes - Doors Open

26

RECOMMENDATION

THAT the Doors Open delegation be received as information.

5.3 Andre Morin and Kelly Deeks-Johnson - Milt Dunnell Field Revitalization Project

33

RECOMMENDATION

THAT the Milt Dunnell Field Revitalization Project delegation be received as information.

6. CORRESPONDENCE

6.1 C. Lynch - The Winter Season

40

RECOMMENDATION

THAT correspondence from C. Lynch be received as information.

7. NEW BUSINESS

7.1 Annual General Meeting Feedback

Dan Troyer to facilitate.

RECOMMENDATION

THAT the Annual General Meeting Feedback presentation be accepted as information.

7.2 Heritage Festival Update

Facilitated by Dan Troyer.

- Businesses using the sidewalk as their sale space. Should we promote sidewalk sales as part of our promotional material?
- Update on Save the Date cards.
- Promoting and collecting numbers on sales or attendance in our businesses.

RECOMMENDATION

THAT the verbal Heritage Festival update be received.

8. TREASURER'S REPORT

41

RECOMMENDATION

THAT the May 8 2023 Treasurer's report be accepted as presented.

9. COUNCIL REPORT

RECOMMENDATION

THAT the verbal Council report be received.

10. UPCOMING MEETINGS

June 12 @ 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 - Community Engagement and Social Media Coordinator Resumes

11.3 CONFIDENTIAL - Administrative Assistant Candidate Selection

12. RISE AND REPORT

RECOMMENDATION

THAT the St. Marys Business Improvement Area Board rise from closed session at _____ pm.

12.1 Administrative Assistance Candidate Selection

RECOMMENDATION

THAT the Board approve the hiring of _____
for the role of Administrative Assistance for the St. Marys Business
Improvement Area effective _____.

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

April 17, 2023

6:00 pm

Municipal Operations Centre

408 James Street South, St. Marys

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

Member Present Councillor Aylward, Claire Chapple, Megan Feeney, Lisa
Fewster, Sue Griffiths, Alexandra Pritchard O'Shea, Jan Scott,
Dan Troyer

1. CALL TO ORDER

The Chair called the meeting to order at 6:03 pm.

2. DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST

None.

3. AMENDMENTS AND APPROVAL OF AGENDA

Moved By Lisa Fewster

Seconded By Jan Scott

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

Carried

4. ACCEPTANCE OF MINUTES

Moved By Claire Chapple

Seconded By Alexandra Pritchard O'Shea

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

Julie Johnson presented for the Rotary All Wheels Park expansion project. The sponsorship process was explained with a request for financial support from the St. Marys BIA Board.

Board discussed potential for any financial contributions to go to beautification. Possibility for local businesses to collaborate.

Moved By Alexandra Pritchard O'Shea

Seconded By Claire Chapple

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.

Carried

6. CORRESPONDENCE

6.1 Kinsmen Parade - Wayne Barber

Staff liaison, Kelly Deeks-Johnson gave brief history on the Merchant's Open House and Kinsmen Parade events in previous years.

Board discussed the attendance history of previous years for the Merchant's Open House weekend, and its changes during COVID.

Moved By Alexandra Pritchard O'Shea

Seconded By Sue Griffiths

THAT the Kinsmen Parade Correspondence be received; and

THAT the St. Marys BIA Board reach out to the Kinsmen to support their decision to have the parade on Saturday, November 18, 2023; and

THAT the Merchant's Open House weekend occur beginning on Friday, November 24, 2023.

Carried

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the St. Marys BIA Board receive Chantal Lynch's suggestion for a beautification program; and

THAT a plan be created to present the program to the membership at the Annual General Meeting.

Carried

Moved By Lisa Fewster

Seconded By Alexandra Pritchard O'Shea

THAT a Beautification Working Group be developed to create a plan consisting of Jan Scott, Lisa Fewster, Claire Chapple and Chantal Lynch.

Carried

7. NEW BUSINESS

7.1 Heritage Festival Update

Dan Troyer provided an update on the Heritage Festival 2023, and the plan support the event.

Moved By Dan Troyer

Seconded By Alexandra Pritchard O'Shea

THAT the Heritage Festival update be received; and

THAT the St. Marys BIA Board supports the Heritage Festival by a sponsorship of \$2500.00 from the Heritage Festival budget line; and

THAT the purchase of the event tents and signage come from the Reserves budget line for the amount of \$1000.00; and

THAT the purchase of the save the date event cards for the Heritage Festival come from the Events or Advertising budget lines.

Carried

7.2 Community Engagement and Social Media Coordinator Job Description

Jan Scott presented the draft Community Engagement and Social Media Coordinator job description.

Board discussed that the draft job description meets their needs and provides clear expectations of the role by increasing the hours to 30-40 hours/month.

Moved By Claire Chapple

Seconded By Sue Griffiths

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 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

Treasurer, Sue Griffiths gave report and overview of financials up until April 4, 2023. An invoice for tents and the 2023 Visitor's Guide were received.

Moved By Dan Troyer

Seconded By Jan Scott

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

Carried

9. COUNCIL REPORT

Councillor Aylward discussed the potential for the Adult Learning Centre requesting to be a delegation in the future as there are hoping to provide information to the businesses on the services they offer.

Moved By Alexandra Pritchard O'Shea

Seconded By Sue Griffiths

THAT the verbal Council report be received.

Carried

10. UPCOMING MEETINGS

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

Regular Meeting - May 8 @ 6:00 PM

11. CLOSED SESSION

Moved By Dan Troyer

Seconded By Alexandra Pritchard O'Shea

THAT the St. Marys Business Improvement Area Board moved into a session that is closed to the public at 7:23 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.

Carried

11.1 Minutes - CLOSED SESSION

11.2 CONFIDENTIAL - Administrative Assistant Resumes

12. RISE AND REPORT

The Board held a closed session to discuss the Administrative Assistant resumes with a resolution being provided. There is nothing further to report at this time.

Moved By Claire Chapple

Seconded By Jan Scott

THAT the St. Marys Business Improvement Area Board rise from closed session at 8:04 pm.

Carried

13. ADJOURNMENT

Moved By Lisa Fewster

Seconded By Dan Troyer

THAT this meeting of the St. Marys Business Improvement Area Board adjourns at 8:05 pm.

Carried

Chair

Committee Secretary

TOWN OF ST. MARYS

Public Works

Downtown Beautification

May 8, 2023



Downtown Beautification



- Downtown flower boxes, urns, hanging baskets
- BIA contributes \$4500/year
- Approximate costs for the program (downtown specific)

	2022	2023	2024
Flower Purchase	\$10,000.00	\$14,000.00	\$14,000.00
Watering Event Price	\$375.00	\$386.00	\$397.00
Estimated Watering Cost	\$28,500.00	\$29,336.00	\$30,172.00
Approximate Cost	\$38,500.00	\$43,336.00	\$44,172.00

Downtown Beautification



- Town is seeing an increase in per watering event costs
 - The cost for watering was stable between 2018 and 2020
- The average # of watering events per year is 76 (June through September)
- Watering costs were re-tendered in 2021 and saw a 54% increase from 2020
- Each year the per watering event cost will increase between 18 - 22% from the previous year

Downtown Parking



- Ten day parking utilization study completed in September 2021
- Public Parking in the Downtown comprises of:
 - 354 parking spaces
 - 206 on-street parking spaces
 - 148 parking spaces across four municipal lots

Downtown Parking



Parking Permit Program

- Elgin St – 13 dedicated parking spaces
- Water St N – 7 dedicated parking spaces
- Jones St – 8 dedicated parking spaces
- Opera House Parking – Long-term property related agreements regarding use

Downtown Parking



On-Street Parking Spaces

- Average **weekday utilization is 48%** (99 occupied spaces)
- Average **Saturday utilization is 44%** (91 occupied spaces)
- Maximum **parking demand is 67%** (139 occupied spaces)
- 9% violation of 3 hour on-street parking limit

Downtown Parking



Parking Lot Spaces

- Average **weekday utilization is 46%** (68 occupied spaces)
- Average **Saturday utilization is 42%** (62 occupied spaces)
- Maximum **parking demand is 57%** (84 occupied spaces)
- 9% violation of 8-hour parking lot parking limit
 - Note: parking limit has been amended to **10 hours**

Downtown Parking



Total Parking Supply

- Average **weekday** utilization is **47%** (**167** occupied spaces)
- Average **Saturday** utilization is **43%** (**153** occupied spaces)
- Maximum **parking demand** is **62%** (**218** occupied spaces)

Conclusion

- The Town's on-street and municipal parking lot sufficiently accommodate current parking demands
- If the Town decides to encourage the intensification of housing in downtown core, the Town will need to increase parking supply
- The report provided strategies for the following areas:
 - To optimize existing parking supply and increase efficiency
 - To reduce parking demand
 - Increase parking supply

Downtown Parking



Examples

- Enhanced enforcement program
- Relocate the Farmer's Market
- Reconstruct the Jones Street Municipal Parking Lot
- Additional signage

Road Allowance Policy



- In 2022, Council approved the “Retail and Dining use of Downtown Road Allowance Policy”
- Includes the permitted **use of the sidewalk and parking stalls** for street patios, bistro tables and retail displays.
- Permitted from **May 15 to October 15 annually**
- Submit an Occupancy Application online
 - Certificate of Insurance with the Town listed as an additional insured
 - townofstmarys.com/applications
 - **No application fee**

Road Allowance Policy



Retail Displays

- Maintain a minimum 1.5 metre walking path
- Not interfere with access to on-street parking

Bistro Tables

- Maintain a minimum 1.5 metre walking path
- Shall be of significant weight and have temporary anchoring to prevent displacement during high winds

Road Allowance Policy



Street Patios

- **Seasonal** patios permitted
- Separation from vehicular lane of travel required
 - If parking stalls are used as seating – Massing Barriers required for separation – i.e. jersey barriers required
 - If sidewalk is used as a seating – railing to delineate walking path required

Road Allowance Policy



Street Patios

- Shall front the appropriate business
- Maximum use of 3 parking spaces or equivalent on sidewalk (permission from neighbouring frontages required)

****Total area of use shall not exceed 5% of on-street parking spaces****

Downtown Renovations



If you need to occupy or close the sidewalk / parking stalls:

- **Contact Public Works to discuss what is needed by phone or submitting a Road Occupancy Application online**
- **Public Works prefers Monday closures since less businesses are open**
- **Collaborate to divert pedestrians if the occupancy is less than 3 days**
- **Scaffolding will be required for longer projects**

Snow Removal



- By-law 8-2008 requires merchants to clear (snow and ice) sidewalk fronting their businesses continuously from 10AM - 6PM
 - The Town will do a first “pass” early in the morning.
- The Town will initiate a “Downtown Clean Up” when snow storage in the downtown reaches between 60 and 90 cm (24” – 36”)
- The average cost of a Downtown Clean Up (inclusive of external and internal costs) is \$3000 - \$5000
- In the case where warmer weather is expected the Downtown Clean up may be delayed to take advantage of melt

Doors Open St. Marys

September 23, 2023



Doors Open History



- 1984: first Doors Open Day took place in France
- 2000: City of Toronto launched the first Doors Open event in North America.
- 2002: Ontario Heritage Trust launched Doors Open Ontario, first event of its kind in Canada.
- Now spread to several provinces, states, and European countries.

What is Doors Open Ontario

The Ontario Heritage Trust works with communities across the province to open the doors, gates and courtyards of their unique and most fascinating cultural sites so you can explore the stories inside.



Doors Open St. Marys



- Participated since 2004, initially in late May and more recently in September (October in 2021)
- Since 2005 have participated every other year
- Target 15-18 sites, with a combination of municipal buildings, churches, private residences

Doors Open St. Marys Visitor Stats



- 2011: 200 people
- 2013: 250 people
- 2015: 250 people
- 2017: 600 people
- 2019: 400 people
- 2021: 150 people

*based on attendance at busiest site

Doors Open St. Marys 2023



- Town Hall
- St. Marys Public Library
- St. Marys Museum
- St. Marys Train Station
- 14 Church Street North
- St. James Anglican Church
- St. Marys United Church
- First Baptist Church
- Holy Name of Mary Catholic Church
- St. Marys Presbyterian Church
- CBHFM
- Broken Rail Brewing
- Hodges Funeral Home
- Heritage Conservation District
- Riverwalk Commons
- Riverside B&B

BIA Involvement



- Expect busier than usual traffic
- Welcoming environment with sandwich boards, decorations, specials, etc.
- Share social media posts
- Keep staff informed of any spin-off events

TOWN OF ST. MARYS

Milt Dunnell Field Revitalization Project

May 8, 2023



Project Overview



- Vision - to develop Milt Dunnell Field to become an improved outdoor amenity for the community and visitors
- Make the park a multi-use space that is more user friendly for events and activities
- Improve accessibility in the park

Concept A



Concept B



- Stakeholder groups were asked for feedback prior to development of plans
- Highlights included: improved lighting, better zones e.g., picnic, park, sports etc., delineate walking vs driving, consider green improvements, paving, washroom improvements.

Public Engagement



- Public will have the opportunity to provide feedback on concepts
- Results will be compiled and reviewed by the internal working group to make recommendations for the final design
- Draft final design is expected to be at Council mid July

YOUR QUESTIONS!

Hello,

Hoping this finds you all well.

I would like to request a minimum \$5000 be allocated to the Beautification Committee for the winter season. This would cover from mid November to mid March - colour on the street during the drabbest months of the year!!!

Merchant Open House: I would like to suggest that all advertising monies be re-assigned to an Advertising & Marketing Committee as part of an overall winter season package, 4 months instead of 3 days. This includes postcards, radio, daytripper, social media, local newspaper, website, newsletter... The Advertising & Marketing Committee would decide using best practices how the funds are allocated.

I would also like the Board to consider dropping the blanket 'We Pay the Tax' as part of the Merchant Open House messaging and let each merchant decide on their own promotion. I have asked for this before and will ask again. Just because it's always been done, does not mean it should continue. We've changed how we shop, communicate, entertain ourselves and can get pretty much everything that is available in St Marys online. with free shipping! What they can't get is the experience and that is why they come. If Save the Tax works for you, terrific and you continue to do that. If not - choose what works best for your business.

Many thanks for taking the time to consider my requests.

Sincerely,

Chantal Lynch
144 Queen St E
St Marys

Treasurer's Report as of April 28, 2023

Apr 5, 2023	CK	NO.607	\$100.00	\$84,892.88
Apr 20, 2023	CK	NO.606	\$169.50	\$84,723.38
Apr 20, 2023	CK	NO.609	\$361.28	\$84,362.10
Apr 21, 2023	CK	NO.608	\$1,299.50	\$83,062.60
Apr 28, 2023	DS	QUADRO COMMUNIC BPY/FAC	\$29.72	\$83,032.88

#606 Riverwalk Commons – Facility rental for AGM

#607 Alison Sharon – Poetry event (Event Support budget line)

#608 Independent newspaper – Visitor Guide ad (Marketing budget line)

#609 Dan Troyer – reimbursement for 4 Patio tents for Events, considered long term use (to come from reserve funds)

Pending expenses

Sponsorship for Heritage \$2500