



**MINUTES**  
**St. Marys Business Improvement Area Committee**  
**Regular Meeting**

August 14, 2023  
6:00 pm  
Municipal Operations Centre  
408 James Street South, St. Marys

Committee Members Present: Councillor Aylward  
Claire Chapple  
Lisa Fewster  
Sue Griffiths  
Alexandra Pritchard O'Shea  
Jan Scott  
Dan Troyer

Committee Member Regrets: Megan Feeney

Staff Present: Kelly Deeks-Johnson, Tourism and Economic  
Development Manger  
Jenna McCartney, Clerk  
Sara Bradshaw, Social Media and Marketing  
Coordinator

**1. CALL TO ORDER**

The Vice-Chair called the meeting to order at 6:05 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 August 14, 2023 St. Marys Business Improvement Area Board agenda be approved.

**Carried**

**4. ACCEPTANCE OF MINUTES**

**Moved By** Claire Chapple

**Seconded By** Sue Griffiths

**THAT** the July 10, 2023 St. Marys Business Improvement Area Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

**Carried**

**5. BUSINESS ARISING FROM MINUTES**

None.

**6. CORRESPONDENCE**

None.

**7. COUNCIL REPORT**

**Moved By** Dan Troyer

**Seconded By** Lisa Fewster

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

**Carried**

**8. TREASURER'S REPORT**

**Moved By** Claire Chapple

**Seconded By** Jan Scott

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

**Carried**

**8.1 Beautification Financial Update**

The Treasurer presented an update on the beautification reimbursement program and the Board discussed opportunities for future reimbursement programs.

**9. SOCIAL MEDIA REPORT**

Sara Bradshaw presented a verbal update regarding her position as the Social Media and Marketing Coordinator and elaborated how engagement through social media platforms have been increasing exponentially.

Ms. Bradshaw is preparing a communication plan that will share the Board's goals with the membership and providing regular information about progress.

The Vice-Chair presented an opportunity to the Board that would divert some hours from the Administration Assistant position to the Social Media and Marketing Coordinator position.

Kelly Deeks-Johnson provided an update on her strategy to welcome new businesses to St. Marys which will occur later in 2023.

Vice-Chair Alex Pritchard O'Shea passed the gavel to Sue Griffiths and moved the following motion.

**Moved By** Alexandra Pritchard O'Shea

**Seconded By** Claire Chapple

**THAT** the St. Marys Business Improvement Area Board approve no more than 10 additional hours of work per month allotted to the Social Media and Marketing Coordinator effective immediately for the following six months to assist with communication related tasks.

**Carried**

Sue Griffiths passed the gavel back to Vice-Chair Alex Pritchard O'Shea.

## **10. OTHER BUSINESS**

### **10.1 Update on Merchants Open House**

Alex provided a verbal update on the progress of the Merchants Open House. The working group is looking for confirmation of the budget amount available for the open house so that event expenses can be incurred.

Sue Griffiths confirmed that \$10,000 has been allocated for the Merchants Open House event for 2023.

### **10.2 Grant Writing Option**

Alex provided a verbal report to the Board regarding a grant writing opportunity and sought feedback from the Board whether there is interest in obtaining the services of a grant writer.

The Board was of a consensus that it would like further information about this opportunity.

### **10.3 Discussion on Strategic Plan Development**

Kelly Deeks-Johnson presented information about a recent strategic plan development session that she had participated in and inquired whether the Board would be interested in moving this initiative forward.

The Board was of the consensus that it would like Town staff to organize the first planning session. Staff will reach out to confirm date and time shortly.

#### **10.4 BIA-Supported Children's Event**

Jan Scott presented an option to the Board about a trick or treating event on the Saturday prior to Halloween for children in the downtown and sought feedback whether the Board would like to promote such an event.

The Board discussed the idea of having a branded communication that identifies participating stores.

Sue Griffiths stated that there is some money within the event budget line to support this initiative.

Jan Scott will bring further details to the September BIA Board meeting for consideration.

#### **10.5 Beautification Committee Update**

Lisa Fewster presented an update on the recent Beautification Working Group meeting including an idea to extend the season of the black planters to include a fall theme.

The working group is also considering an early winter and spring marketing campaign on the Downtown banners.

Town staff identified that some of the banner locations are transitioned to shooting star lights following the remembrance banner program in November.

Town staff will investigate options for keeping winter season decorations in the downtown and report back to the Board at a later date.

### **11. UPCOMING MEETINGS**

September 11, 2023 - 6:00 pm

### **12. ADJOURNMENT**

**Moved By** Lisa Fewster

**Seconded By** Jan Scott

**THAT** this meeting of the St. Marys Business Improvement Area Board adjourns at 7:57 pm.

**Carried**

---

Chair

---

Committee Secretary