

Agenda
St. Marys Business Improvement Area Meeting

September 11, 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 September 11, 2023 St. Marys Business Improvement Area Board agenda be approved.

4. ACCEPTANCE OF MINUTES

3

RECOMMENDATION

THAT the August 14, 2023 St. Marys Business Improvement Area Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

5. BUSINESS ARISING FROM MINUTES

5.1 BIA Supported Halloween Event - Jan

5.2 Downtown Beautification for Planters - Lisa

6. DELEGATIONS

6.1 Grant Writing - Sarah Cappie

To join virtually

7. COUNCIL REPORT

RECOMMENDATION

THAT the verbal Council report be received.

8. TREASURER'S REPORT**RECOMMENDATION**

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

9. OTHER BUSINESS

9.1 Pet Friendly - Lisa

9.2 Self-Tourism and Advertising Initiative - Lisa

9.3 Where Are You Seeing Success? - Dan

BIA Participation at the Heritage Festival

9.4 St. Marys BIA Branding - Alex

10. UPCOMING MEETINGS

To be determined by Board

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

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

Treasurer's Report as of Aug 31, 2023

Aug 4, 2023	CK	NO.614	\$324.41	\$92,585.21
Aug 28, 2023	DS	QUADRO COMMUNIC BPY/FAC	\$29.72	\$92,555.49
Sep 1, 2023	CK	NO.619	\$35.49	\$92,520.00

Pending expenses

Sponsorship for Heritage \$2500 Events- sponsorship budget

Beautification reimbursements – partially complete, need more cheques printed

StrongArm designs – banner with grommets \$90.40