



MINUTES
St. Marys Business Improvement Area Committee
Regular Meeting

September 11, 2023
6:00 pm
Municipal Operations Centre
408 James Street South, St. Marys

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

Staff Present: Kelly Deeks-Johnson, Tourism and Economic
Development Manger
Jenna McCartney, Clerk
André Morin, Director of Corporate Services/
Treasurer
Sara Bradford, Social Media and Marketing
Coordinator

1. CALL TO ORDER

The Chair called the meeting to order at 6:00 pm.

2. DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST

None.

3. AMENDMENTS AND APPROVAL OF AGENDA

Alex Pritchard O'Shea requested an item regarding the Christmas Merchants Open House be added under 6.2.

Moved By Claire Chapple

Seconded By Lisa Fewster

THAT the September 11, 2023 St. Marys Business Improvement Area Board agenda be approved as amended.

Carried

4. ACCEPTANCE OF MINUTES

Moved By Alexandra Pritchard O'Shea

Seconded By Lisa Fewster

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.

Carried

5. BUSINESS ARISING FROM MINUTES

5.1 BIA Supported Halloween Event - Jan

Jan Scott provided details for the Halloween event to be held in the downtown on Saturday, October 28, 2023. A merchant trick or treat opportunity will be held between 11am - 2pm. Arrangements are being made for a cemetery tour and possibly a pet costume parade. As well, efforts are being made to recruit costumed characters to wander downtown during the event. Promotional material is being created for distribution to merchants and alternative advertising sources.

Merchants wishing to participate are asked to have candy on hand to distribute to trick or treaters.

5.2 Downtown Beautification for Planters - Lisa

Lisa Fewster explained an opportunity to extend the period for the planters in the downtown core to highlight the fall and winter seasons. Quotes have been sourced for a total of 12 to 24 pots. Lisa will bring further conversation to the Beautification Working Committee.

6. DELEGATIONS

6.1 Grant Writing - Sarah Cappie

Sarah Cappie introduced herself and explained her background with supporting organizations with their grant writing needs.

6.2 Christmas Merchant Open House

Angela Patterson and Tracey Pritchard presented an overview of the Working Group's plans to date for the upcoming Christmas Merchant

Open House weekend to be held on November 24-26. The Working Group is going to distribute cards to shoppers that gathers information related to where people came from. A QR code will be developed that leads the inquirer back to the Discover St. Marys website for more information.

There will be carolers wandering on Saturday and wagon rides on Sunday. There will not be a paid advertisement in the Daytripper this year. The Working Group will be seeking quotes for garland along the Queen Street bridge and wreaths placed at businesses. The idea is to provide up to two wreaths per business depending on the business facade. More information will be distributed to the membership shortly.

Sue Griffith confirmed that there is \$10,000 in the marketing budget.

7. COUNCIL REPORT

Moved By Claire Chapple

Seconded By Sue Griffiths

THAT the verbal Council report be received.

Carried

8. TREASURER'S REPORT

Andre Morin clarified that the Town will issue payment by cheques for BIA related expenses following the authorization of the BIA Treasurer.

Moved By Dan Troyer

Seconded By Lisa Fewster

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

Carried

9. OTHER BUSINESS

9.1 Pet Friendly - Lisa

Lisa expanded on Stratford's recent approach to dog friendly businesses.

The Board discussed that certain businesses are prohibited from permitting animals in the business. However, interested businesses are welcome to encourage pet owners to bring their pets into their business while they shop.

Sara Bradford explained how she could support the initiative.

9.2 Self-Tourism and Advertising Initiative - Lisa

Lisa Fewster discussed an opportunity to create a self-tourism and advertising initiative for the upcoming fall season within the downtown core that visitors can pose for photos that promote St. Marys.

Moved By Jan Scott

Seconded By Lisa Fewster

THAT the St. Marys Business Improvement Area Board approves the maximum expense of \$1,500 for the downtown self-tourism and advertising initiative that includes the purchase of 20 decor packages.

Carried

9.3 Where Are You Seeing Success? - Dan

Dan Troyer is currently storing four branded tents belonging to the BIA. If businesses are in need of shelter, contact the BIA Board for use. This will be communicated to the membership.

9.4 St. Marys BIA Branding - Alex

Alex Pritchard O'Shea requested the Board consider establishment of a Branding Working Group.

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the St. Marys Business Improvement Area Board establish a Branding Working Group; and

THAT Claire Chapple, Jan Scott, and Alex Pritchard O'Shea be appointed as members of the Working Group with staff support from Sara Bradford.

Carried

10. UPCOMING MEETINGS

October 16, 2023 6:00 pm

11. ADJOURNMENT

Moved By Claire Chapple

Seconded By Jan Scott

THAT this meeting of the St. Marys Business Improvement Area Board adjourns at 7:43 pm.

Carried

Chair

Committee Secretary