

AGENDA

St. Marys Business Improvement Area Board of Management

February 10, 2025

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 February 10, 2025 St. Marys Business Improvement Area Board agenda be approved.
4. **ACCEPTANCE OF MINUTES** 3
RECOMMENDATION
THAT the January 13, 2025 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 **Perth Children's Water Festival - V. Azzano** 8
RECOMMENDATION
THAT the presentation from Vanni Azzano regarding the Perth Children's Water Festival be received.
6. **CORRESPONDENCE**
7. **TREASURER'S REPORT** 18
RECOMMENDATION
THAT the January 2025 Treasurer's report be accepted as presented.

7.1 Annual General Meeting

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RECOMMENDATION

THAT this year's AGM for the Downtown BIA be held on _____ at _____ pm; and

THAT \$_____ be allocated to refreshments for said event from the _____ budget line.

8. COUNCIL REPORT

RECOMMENDATION

THAT the verbal Council report be received.

9. OTHER BUSINESS

9.1 Soup Night

RECOMMENDATION

THAT the Board approves no more that \$_____ be allocated from the _____ budget line for the Downtown Soup Event.

9.2 Marketing and Communication Update

9.3 Heritage Committee Update - D. Troyer and M. Feeney

20

9.4 Kinsmen Parade and Merchant Open House - K. Deeks

9.5 Service Club Information Night 2025 - M. Feeney and D. Troyer

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RECOMMENDATION

THAT _____ and _____ represent the Business Improvement Area at the Town of St. Marys Service Club Information Night on March 26, 2025.

10. UPCOMING MEETINGS

March 4, 2025, 6:00 pm - Municipal Operations Centre

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

January 13, 2025
6:00 pm
Municipal Operations Centre
408 James Street South, St. Marys

Committee Members Present: Councillor Aylward
Megan Feeney
Lisa Fewster
Sue Griffiths
Alexandra O'Shea (video conference)
Jan Scott

Committee Members Regrets: Dan Troyer

Staff Present: Kelly Deeks-Johnson, Tourism and Economic
Development Manger
Andre Morin, Director of Corporate Services /
Treasurer
Jenna McCartney, Clerk

1. CALL TO ORDER

The 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 Councillor Aylward

THAT the January 13, 2025 St. Marys Business Improvement Area Board agenda be approved.

Carried

4. ACCEPTANCE OF MINUTES

4.1 Board Minutes - November 11, 2024

Moved By Lisa Fewster

Seconded By Sue Griffiths

THAT the November 11, 2024 St. Marys Business Improvement Area Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

Carried

4.2 Strategic Planning Working Session Minutes - November 26, 2024

Moved By Sue Griffiths

Seconded By Councillor Aylward

THAT the November 26, 2024 St. Marys Business Improvement Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

Carried

4.3 Strategic Planning Working Session Minutes - December 9, 2024

Moved By Sue Griffiths

Seconded By Jan Scott

THAT the December 9, 2024 St. Marys Business Improvement Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

Carried

5. DELEGATIONS

5.1 DCS 02-2025 Downtown Heritage and Property Standards

Amy Cubberley and Grant Brouwer presented DCS 02-2025 report.

The following questions were answered:

1. Who may apply for a Community Improvement Plan grant?
 - Both property owners or the tenants may apply although the property owner must provide approval of the application.
2. Who checks to see if the property owners or tenants are current on property taxes and utility fees?

- The Town will review and follow up with the applicant if fees are not paid. The review is completed before approval of the applicant and again before providing the funding to the successful applicant.
3. Is the Town proactive in reviewing property standards concerns?
 - The Town is reactive meaning that it responds to complaints received from complainants.
 4. After 45 days, vacant store front owners must cover the vacant windows. Does the owner have to turn off utilities to the building after 60 days?
 - The Town will review and respond outside of the meeting with a response.
 5. If a complaint has been filed, and it appears that the concern has not been corrected, what happens next?
 - The Town has the authority to make the necessary improvements to the property and apply the cost to the applicable property taxes. If the concern returns following correction, a complainant may submit a new complaint to the Town.
 6. What is the process if the property owner places a sign that identifies a concern (ie: falling snow) but does not appear to correct the concern?
 - The Town will review this specific concern and will respond outside of the meeting with a response.

Moved By Lisa Fewster

Seconded By Jan Scott

THAT DCS 02-2025 Downtown Heritage and Property Standards report be received for information.

Carried

6. TREASURER'S REPORT

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the Board approve no more than \$1,350 for the 2025 Visitor's Guide ad.

Carried

Moved By Councillor Aylward

Seconded By Jan Scott

THAT the December 2024 Treasurer's report be accepted as presented.

Carried

7. COUNCIL REPORT

Moved By Lisa Fewster

Seconded By Sue Griffiths

THAT the verbal Council report be received.

Carried

8. OTHER BUSINESS

8.1 2025 BIA Representative for Heritage Festival

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the Board appoint Dan Troyer, or Megan Feeney in Dan's place, to represent the BIA on the Town's Heritage Festival Committee for 2025.

Carried

8.2 Budget Working Group - S. Griffiths

Moved By Lisa Fewster

Seconded By Jan Scott

THAT Jan Scott and Lisa Fewster be appointed to the 2025 Budget Working Group.

Carried

8.3 Marketing Report

Sara Bradford was absent.

8.4 Shop Local Campaign - J. Scott

Jan Scott suggested that a shop local campaign be developed. The Board would like Sara to develop a membership survey to gather feedback about

possible options to promote local shopping in St. Marys. The survey will be in conjunction with the Merchant Weekend survey. A question whether a member would be interested in joining a working group related to this campaign will be asked.

In addition to suggestions for an open late evening each month, making a personal connection to a purchase, finding sale options, creating coupons, may assist.

8.5 Board Member Status Update - M. Feeney

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the Board does recommend to Council to proceed with an election for new Board Members.

Carried

8.6 Beautification Working Group - L. Fewster

Flags have been ordered for the downtown to add more colour.

9. UPCOMING MEETINGS

February 10, 2025, 6:00 pm - Municipal Operations Centre

March 4, 2025 - Municipal Operations Centre (tentative)

10. ADJOURNMENT

Moved By Lisa Fewster

Seconded By Jan Scott

THAT this meeting of the St. Marys Business Improvement Area Board adjourns at 7:46 pm.

Carried

Chair

Committee Secretary

Perth Children's Water Festival

Sunday, May 25, 2025

Milt Dunnell Field, St. Marys



About the Festival

- local community event
- provides a hands-on learning environment for families from Perth County to discover the importance of water in their lives and communities
- fun and educational event
- focuses on learning about water based on five themes
- water conservation, water protection, water science, water technology and water attitude
- 20-25 activity stations
- Canadian Raptor Conservancy Bird of Prey Show, Fishing Friendly Casting Exhibit



Organizing Committee

- Upper Thames River Conservation Authority (UTRCA), Town of St. Marys, Avon Maitland District School Board (AMDSB), Huron Perth Catholic District School Board, (HPCDSB), Huron Perth Public Health (HPPH), Ontario Federation of Agriculture (OFA), Ontario Clean Water Agency (OCWA), St. Marys Cement, Thames River Clean Up, Pat Donnelly, Don Gibson
- fully fundraised and relies both on generous volunteer and financial support from the community
- *Supported by:*
Annie and Isabelle Chesterfield Fund
Jim and Laurel Laughton Family Fund
Funds held within the Stratford Perth Community Foundation

History of the Festival

- May 2001 – UTRCA and community partners brought the Children’s Water Festival to Pittock Conservation Area in Woodstock as the Oxford Children’s Water Festival
- Expanded to Middlesex County (London) in 2007 and Elgin County (St. Thomas) in 2008
- Festival rotates every May between Middlesex, Oxford and Elgin Counties – boundaries of the Thames Valley District School Board (TVDSB) and the London District Catholic School Board (LDCSB)
- Student-based 4 day event with approx. 800 Grade 2 to 5 students from schools in the TVDSB and LDCSB participating in the festival each day
- 50 curriculum-based activity stations
- Students visit 10-15 stations

History of the Perth Children's Water Festival

- Bring the Festival to Perth County in May 2020 to be held at Wildwood Conservation Area
- Target students in Grades 4 to 6 from 27 schools in both school boards
- 3 day event with 25 interactive activity stations, 450 students per day and more than 200 volunteers
- 2019, organizing committee formed and planning began
- Pandemic halted everything and an in-person Perth Children's Water Festival faded

Virtual Perth Children's Water Festival

- Organizing Committee pivoted and met virtually in 2021 not wanting to lose momentum gained before the pandemic
- developed a Virtual Perth Children's Water Festival for Grade 4 & 5 students in 2021-2022 school year
- links to fun and interactive activities were provided to connect students to local organizations and educational materials to better understand the functions and importance of water
- New slides were published each month from October 2021 to April 2022 and sent to teachers by their respective school board
- Each slide was created by a different community partner organization showcasing how they protect, conserve or use water
- Well received by teachers
- Organizing Committee discussed the idea of holding an in-person event to introduce the concepts learned by the students in the virtual water festival to the broader community
- Perth Children's Water Festival was held in Stratford in May 2022 as a public family event

Stratford 2022

- Held at the Falstaff Family Centre
- 500 people attended!!
- Organizing Committee was overwhelmed by the success of the water festival as a public family event
- Public family-based model of the Perth Children's Water Festival
- excellent way for families to discover the importance of water in their lives and communities
- very important for the Festival to be held throughout different communities in Perth County on a yearly basis



Mitchell 2023

- 500+ participants



Listowel 2024

- 800+ participants





PERTH CHILDREN'S WATER FESTIVAL 2024

PERTH CHILDREN'S WATER FESTIVAL

MMRC
Maitland Conservation
SRG
OFA
Stratford
North Perth Public Library
EarlyON
Water Thames River
Maitland Conservation
GEI
RAD
Public Health
PERTH CHILDREN'S WATER FESTIVAL

Bank Balance Feb 3, 2025 \$86104.03

(O/S Cheque \$1,831.94)

FINAL 2024 Financials

2024 Budget Spend	Budget	Spend	Balance
Beautification BUDGET	\$ 17,500.00		
town flowers		\$ 5,000.00	
flags? (\$5k)			
seasonal (\$6,250K)		\$ 9,561.78	
			<u>\$ 2,938.22</u>
Marketing and Comm BUDGET	\$ 20,000.00		
Personnel Jan-March		\$ 4,701.05	
Personnel - April		\$ 1,410.60	
Personnel-May		\$ 1,002.23	
Personnel-June		\$ 1,026.25	
deductions A,M,J		\$ 526.20	
Personnel-July-Nov		\$ 7,819.67	
collab with dest Stfd influencer		\$ 498.30	
December		\$ 1,045.12	
			<u>\$ 1,970.58</u>
Sponsorship/Partnership BUDGET	\$ 8,500.00		
Sharun- Poetry Month		\$ 200.00	
Xmas 2023 feedback prize		\$ 50.00	
Summer games		\$ 911.68	
Heritage		\$ 2,500.00	
Pride		\$ 500.00	
CBHF		\$ 105.12	
St. Marys \$ foundation 250, xmas 250		\$ 1,000.00	
Kinsmen		\$ 500.00	
Hallowe'en		\$ -	
Christmas (\$5K)		\$ 2,595.54	
			<u>\$ 137.66</u>
BIA Operations BUDGET	\$ 4,700.00		
OBIAA		\$ 281.01	
Internet (\$30x12)		\$ 356.64	
Print-Daytripper		\$ 500.00	
AGM (\$1000) gillys		\$ 819.20	
Visitors guide		\$ 1,299.50	
Audit		\$ 960.50	
office supplies (\$50)		\$ 15.00	
			<u>\$ 468.15</u>
Balance	\$ 50,700.00		\$ 5,514.61
HST received	\$ 7,676.68		
Levy recd	\$ 44,807.52		
Reserve items			
hydro boxes	\$ 10,000.00		
self watering planters	\$ 15,000.00		
branding	\$ 2,000.00	\$ 1,921.00	
strategic planning	\$ 7,062.50		
signage at PRC-BRANDING		\$ 2,427.24	

2025 Budget Spend	Budget	Spend	Balance
Beautification BUDGET	\$ 16,000.00		
supporting town flowers (\$5K)			
seasonal streetscaping (\$11K)		\$ 858.62	
			<u>\$ 15,141.38</u>
Marketing and Comm BUDGET	\$ 18,000.00		
(socials, photography, newsletters, etc)			
			<u>\$ 18,000.00</u>
Sponsorship/Partnership BUDGET	\$ 8,500.00		
Poetry Month			
Shop local			
Heritage			
Pride			
Kinsmen			
Hallowe'en		\$ -	
Christmas			
			<u>\$ 8,500.00</u>
BIA Operations BUDGET	\$ 4,700.00		
OBIAA (300)			
Internet (\$30x12)		\$ 29.72	
AGM (\$1000)			
Visitors guide (1,300)			
Audit (1,000)			
office supplies (\$50)			
			<u>\$ 4,670.28</u>
Balance	\$ 47,200.00		<u>\$ 46,311.66</u>
HST received	\$ 2,420.00	\$ 1,520.08	
Levy recd	\$ 45,000.00		
Reserve items			
hydro boxes	\$ 10,000.00		
self watering planters	\$ 15,000.00		
strategic planning	\$ 7,062.50		
branding	?		
Reserve balance	\$ 84,270.00		

BIA Update - Heritage Committee Meeting, February 4, 2025

Representatives from the town, St. Marys Museum, Baseball Hall of Fame, Station Gallery, and the Library were all in attendance.

Key Highlights from the Meeting:

1. Vendor Coordination:

- The BIA will play a role in helping place vendors once the vendor list is compiled. We will be able to choose locations for the vendors, which should help address some of the competition issues that arose last year.

2. Schedule of Events:

- We noticed a significant gap between 4:30 - 6:00 pm in the event schedule, during which there was no programming. This led to a smaller crowd for the Sweetwood Mac performance, as many people left due to a lack of activities, and stores closed early due to limited foot traffic and parking.
- I suggested that extending entertainment and keeping stores and vendors open until 5:30 pm could help maintain a presence in the downtown area and keep visitors around longer.
- Another suggestion was to introduce picnic tables along Queen Street and bring back the box lunch idea, allowing people to sit and eat together in the downtown area.

3. Kidz Zone:

- The committee discussed relocating the Kidz Zone to Water Street, where there is more shade throughout the day, improving the experience for families and children.

4. Event Hours:

- There was a discussion about possibly shifting the event start time from 9:00 a.m. to 10:00 a.m. Many stores and vendors were still in the process of setting up at 9:00, and a later start would allow more time for preparations.

5. Cooling Options:

- Last year, the afternoon heat was overwhelming. We discussed having a misting tent where people can walk through to cool off, which could be something the BIA might be able to take on as a community initiative.

6. Fireworks:

- The Rotary Club is currently considering whether or not to hold fireworks this year, but this is still under discussion. Alternatives to fireworks, such as a light show projected onto downtown buildings after dark, were also discussed.

The next meeting will be on **March 4, 2025**, where we will continue these discussions.

From: [Feeney, Megan](#)
To: [Jenna McCartney](#)
Cc: dan@troyersspices.ca
Subject: Fw: Service Club Information Night 2025
Date: February 4, 2025 2:59:50 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

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Can you include this for information.

----- Original Message -----

Subject:Service Club Information Night 2025
Date:2025-02-04 6:53 pm
From:Morgan Easton <measton@town.stmarys.on.ca>
To:Dan Troyer <dan@troyersspices.ca>

Good afternoon,

On Wednesday, March 26th, the Town of St. Marys is hosting the annual Information Night for local Service Clubs, Community Groups, and annual Event Organizers. It will begin at 6:30 p.m. in the Two-Thirds Hall at the Pyramid Recreation Centre (317 James Street South).

This meeting aims to foster stronger connections and enhance communication between the Town and local organizations. It will also provide a valuable platform to discuss topics of importance to our community.

We kindly request that you RSVP with the names of 1-2 representatives from Downtown St. Marys who can attend the Information Night and provide responses to the following questions to help guide the evening's discussions:

1. Are there any key topics you would like to see addressed?
2. What successes did your club/group/annual event experience in 2024?
3. What were the most significant challenges faced in 2024?
4. What are your group's main projects, events, and priorities for 2025?
5. Do you have any additional comments or questions?

The agenda will include a Welcome and Introduction from Mayor Al Strathdee, as well as an opportunity for discussion and questions. Once feedback is gathered from participating organizations, the final agenda will be distributed accordingly.

Please do not hesitate to reach out if you have any questions

Sincerely,

Morgan Easton, Events Coordinator
Town of St. Marys – Town Hall
175 Queen St. E, St. Marys, ON
Phone: 519-284-2340 x 249



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