



MINUTES
St. Marys Business Improvement Area Committee
Regular Meeting

February 10, 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
Dan Troyer

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

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

Moved By Jan Scott

Seconded By Lisa Fewster

THAT the February 10, 2025 St. Marys Business Improvement Area Board agenda be approved.

Carried

4. ACCEPTANCE OF MINUTES

Moved By Lisa Fewster

Seconded By Jan Scott

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.

Carried

5. DELEGATIONS

5.1 Perth Children's Water Festival - V. Azzano

Vanni Azzano from Upper Thames River Conservation Authority presented an overview of the Perth Children's Water Festival.

The Board will support promotion about the festival to its membership.

Moved By Lisa Fewster

Seconded By Dan Troyer

THAT the presentation from Vanni Azzano regarding the Perth Children's Water Festival be received.

Carried

6. CORRESPONDENCE

None.

7. TREASURER'S REPORT

Moved By Councillor Aylward

Seconded By Jan Scott

THAT the January 2025 Treasurer's report be accepted as presented.

Carried

7.1 Annual General Meeting

Moved By Lisa Fewster

Seconded By Sue Griffiths

THAT this year's AGM for the Downtown BIA be held on April 14 at 6:30 pm; and

THAT \$1,000 be allocated to refreshments for said event from the BIA operating budget.

Carried

8. COUNCIL REPORT

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the verbal Council report be received.

Carried

9. OTHER BUSINESS

9.1 Soup Night

Jan Scott presented the soup night vision. Megan will order cups and stickers to support the event. Jan will prepare soup ballots. Participants will need to send their soup name to Jan. The Soup Night will be held on February 25, 2026 at 6:00 pm.

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the Board approves no more that \$250 be allocated from the Sponsorship budget line for the Downtown Soup Event.

Carried

9.2 Marketing and Communication Update

Sara Bradford presented the following highlights:

- social media stats include 145,000 views in 2024
- open rate for emails is over 60%
- preliminary responses to the current survey about the Merchants Open House weekend
- every Thursday in March will see the release of the recent downtown videos that are highlighting current vacancies
- not seeing as much commuter traffic due to the winter weather conditions
- working towards Board promotion, behind the scenes business promotion

- shop local campaign, promote Canada products and local Canadian businesses

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

Dan Troyer provided highlights of the recent Heritage Committee meeting. The Board was of the consensus to price misting tents.

9.4 Kinsmen Parade and Merchant Open House - K. Deeks

The consensus of the Board is that feedback should be provided through a survey whether the parade is held on the merchant open house evening.

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

Kelly Deeks Johnson presented a brief overview of the Service Club Information night.

Moved By Lisa Fewster

Seconded By Jan Scott

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

Carried

9.6 2025 Proposed Budget

Sue Griffiths presented the 2025 proposed budget.

9.7 OBIAA Conference

Sara stated that this year's OBIAA conference will be held in Blue Mountain on March 30 - April 2, 2025. Sara will send the details to the Board by email.

10. UPCOMING MEETINGS

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

11. ADJOURNMENT

Moved By Lisa Fewster

Seconded By Dan Troyer

THAT this meeting of the St. Marys Business Improvement Area Board adjourns at 8:00 pm.

Carried

Chair

Committee Secretary