

AGENDA
St. Marys Business Improvement Area Board of Management

April 8, 2024

6:30 pm

Gilly's Quarry Room

13 Water Street South

St. Marys, ON

Pages

1. CALL TO ORDER

2. DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST

3. AMENDMENTS AND APPROVAL OF AGENDA

RECOMMENDATION

THAT the April 8, 2024 St. Marys Business Improvement Area Annual General Meeting agenda be approved.

4. ACCEPTANCE OF MINUTES

3

April 24, 2023 AGM Minutes

RECOMMENDATION

THAT the April 24, 2023 St. Marys Business Improvement Area Annual General Meeting minutes be approved by the Board and signed by the Chair and the Secretary.

5. AGM Review

8

6. TREASURER'S REPORT

6.1 2024 Proposed Budget Presentation

6.2 Membership Input on Proposed 2024 Budget

33

RECOMMENDATION

THAT membership input on the proposed 2024 Budget be received as information.

6.3 Board Consideration and Approval of 2024 Budget

RECOMMENDATION

THAT the 2024 BIA Budget be approved as presented.

7. OTHER BUSINESS

7.1 Brand Report and Discussion - A. Pritchard O'Shea

RECOMMENDATION

THAT the brand report be received.

7.2 Heritage Festival Working Group Establishment - D. Troyer

RECOMMENDATION

THAT the BIA Board establishes a Heritage Festival working group; and

THAT the following persons be appointed to the working group:

•

7.3 Beautification Working Group Update - L. Fewster

RECOMMENDATION

THAT the beautification working group update be received.

8. UPCOMING MEETINGS

May 13, 2024 regular Board meeting

9. ADJOURNMENT

RECOMMENDATION

THAT this meeting of the St. Marys Business Improvement Area Board adjourns at _____ pm.

Minutes
St. Marys Business Improvement Area Committee
Annual General Meeting

April 24, 2023
6:00 pm
Riverwalk Commons
84 Water Street South, St. Marys

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

Staff Present: Stacey Frayne (Administrative Assistant)

Staff Liaisons Present: Kelly Deeks-Johnson (Tourism and Economic Development Manager), Andre Morin (Director of Corporate Services/Treasurer), Jenna McCartney (Clerk), Ellyse Hodgson (Finance Clerk)

1. CALL TO ORDER

The Chair called the meeting to order at 6:08 pm.

2. DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST

None.

3. AMENDMENTS AND APPROVAL OF AGENDA

Moved By Lisa Fewster

Seconded By Dan Troyer

THAT the April 24, 2023 St. Marys Business Improvement Area Board Annual General Meeting agenda be approved.

Carried

4. ACCEPTANCE OF MINUTES

Moved By Claire Chapple

Seconded By Councillor Aylward

THAT the March 21, 2022 St. Marys Business Improvement Area Board Annual General Meeting minutes be approved by the Board and signed by the Chair and the Secretary.

Carried

5. WELCOME / BOARD INTRODUCTION

Chair welcomed the attending membership and introduced the Board.

6. ANNUAL ACTIVITY REVIEW

Chair briefed the membership on the achievements thus far into the year with the Board just starting this term and the importance of planning ahead for their term.

Moved By Alexandra Pritchard O'Shea

Seconded By Sue Griffiths

THAT the verbal Annual Activity Review be accepted.

Carried

7. TREASURER'S REPORT

7.1 2023 Proposed Budget Presentation

Treasurer presented the draft 2023 Budget brought forward by the Board.

7.2 C. Lynch Correspondence - 2023 Alternate Budget Ideas

Chantal Lynch presented correspondence 2023 Alternate Budget Ideas to the Board.

Moved By Alexandra Pritchard O'Shea

Seconded By Jan Scott

THAT correspondence from C. Lynch be received as information.

Carried

7.3 Membership Input on Proposed 2023 Budget

Membership provided their input and asked questions regarding the 2023 Draft Budget that was presented by the Treasurer.

Moved By Claire Chapple

Seconded By Dan Troyer

THAT membership input on the proposed 2023 Budget be received as information.

Carried

7.4 Board Consideration and 2023 Budget Approval

Moved By Dan Troyer

Seconded By Councillor Aylward

THAT the 2023 BIA Budget be accepted as presented; and

THAT the 2023 BIA Budget be amended to reduce the Admin Support budget line from \$25,000 to \$13,000; and

THAT the St. Marys Business Improvement Area Board of Management recommends to Town Council; and

THAT Council approve the St. Marys Business Improvement Area 2023 Levy as presented.

Carried

8. NEW BUSINESS

8.1 ADMIN 23-2023 Business Improvement Area Constitution Draft

Town of St, Marys Clerk, Jenna McCartney presented the Admin-23-2023 Business Improvement Area Constitution Draft.

Moved By Lisa Fewster

Seconded By Alexandra Pritchard O'Shea

THAT ADMIN 23-2023 Business Improvement Area Constitution Draft report be received; and

THAT the St. Marys Business Improvement Area Board of Management recommends to Council:

THAT Council approve the St. Marys Business Improvement Area Constitution.

Carried

8.2 Beautification Program Presentation

Beautification Working Group presented a program with a request for financial contribution from the St. Marys Business Improvement Area Board.

Moved By Claire Chapple

Seconded By Jan Scott

THAT the Beautification Program presentation be received as information; and

THAT the St. Marys BIA Board support the beautification program; and

THAT The St. Marys BIA Board designate \$5000 from the budget in the Beautification budget line for the program.

Carried

8.3 Working Group Discussion

The Board wants to invite and engage members to participate in Working Groups with the BIA

Moved By Dan Troyer

Seconded By Claire Chapple

THAT the Working Group Discussion be received as information.

Carried

9. UPCOMING MEETINGS

The next regular meeting will occur on May 8, 2023 at 6:00 pm.

10. ADJOURNMENT

Moved By Lisa Fewster

Seconded By Claire Chapple

THAT this meeting of the St. Marys Business Improvement Area Board adjourns at 7:49 pm.

Carried

Chair

Committee Secretary



Downtown St. Marys
BIA AGM
Annual General Meeting

2023
IN REVIEW



2023 New Businesses

SEVEN NEW BUSINESSES

Vitality Health & Wellness

Canteen (bricks mortar restaurant)

Gilly's Pubhouse

G's Eats & Sweets & Quarry Room

Heather Ringland Designs

Naina's Indian Kitchen Bar & Grill

Sapphire Ink Tattoo

THREE TRANSFER OWNERSHIP

The Flower Shop & More

O'Grady's Clothing

Carpe Vinum Wine & Gifts

TWO MOVE LOCATIONS

Square One Skate Shop

Roancroft Framing



DOWNTOWN ST. MARYS BIA EVENTS 2023



EVENTS 2023

- Poetry Month window poems
- Pride Event Gold Sponsor
- Heritage Festival Sponsor & Participant
- Halloween Trick or Treating
- Pet Costume Parade supporter
- Giving Tuesday supporter
- Merchants' Open House
- DS Christmas Trail (12 participants)



DOWNTOWN ST. MARYS BIA

SOCIAL MEDIA MARKETING 2023



SOCIAL MEDIA MARKETING 2023

- 6 months with Communications & Social Media Manager
- Create original content (photography, video reels graphics)
- Two Instagram contests to increase engagement & followers
- Video reels, members features, downtown streetscapes, storytelling, nature, food/drink posted for increased engagement

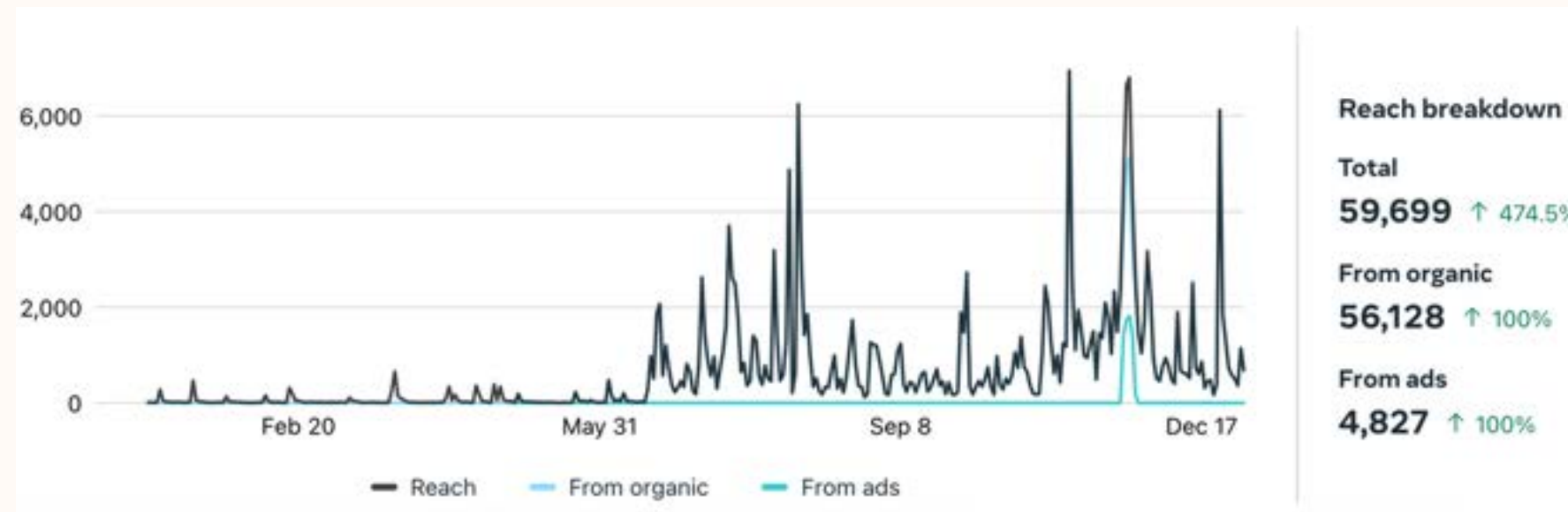


SOCIAL MEDIA MARKETING 2023

- Holiday Campaigns (Halloween, Earth Day, Thanksgiving, Mother's Day, etc) and Seasonal Campaigns (Cozy Crawl, Get Crafty etc.)
- Campaigns for New Businesses, Small Events, Merchants' Open House, Heritage Fest
- Campaigns for 2024: Dog-Friendly, Board Member Features, New Branding (and Website), Green Initiative Highlights, Public Art



SOCIAL MEDIA INSIGHTS 2023



Content Reach and Engagement has **RISEN SIGNIFICANTLY**

- Reach 59.7K (up 474.5%)
- Content Interactions 6.9K (up 938.9%)
- Link Clicks 935 (up 367.2%)
- Instagram Reach 8K (up 432.7%)
- Facebook Visits 6.9K (up 324.9%)
- Instagram Profile Visits 2.5K (up 246.3%)

TOP FACEBOOK POSTS 2023



Christmas Trail Announcement

Reach 10.4k
Likes 41
Comments 1
Shares 30



Tuttco Business Features

Reach 10.1k
Likes 50
Comments 4
Shares 18



Horse-Drawn Carriages Rides

Reach 9.4k
Likes 52
Comments 5
Shares 16



Selife Station Alert

Reach 8.5k
Likes 84
Comments 14
Shares 15

TOP INSTAGRAM POSTS 2023



Christmas Trail Adventure REEL

Reach 3k
Likes 67
Comments 12
Shares 13



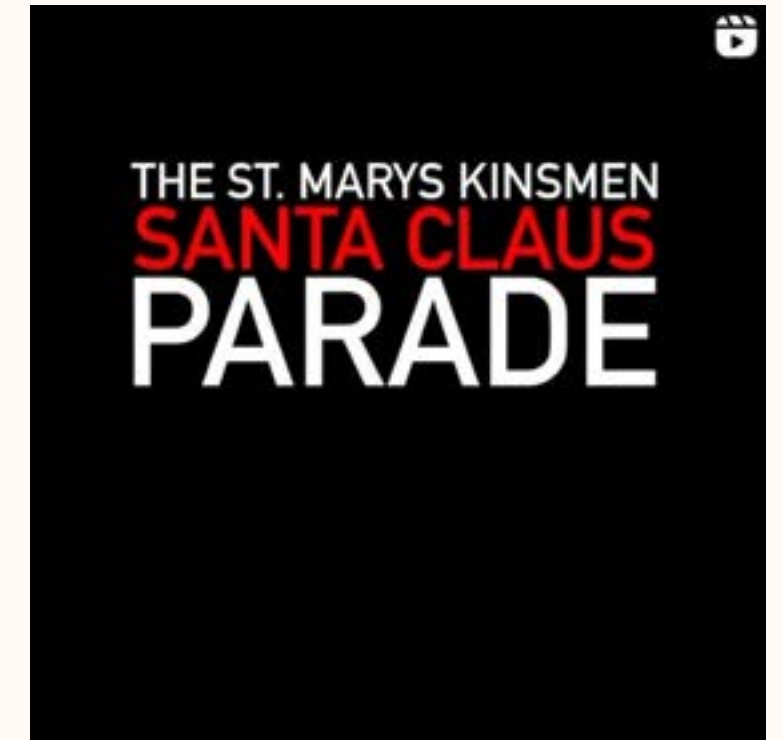
The Yoga Chapple Business REEL

Reach 1.2k
Likes 36
Comments 1
Shares 2



Trick-Or-Treat Event REEL

Reach 1.2k
Likes 70
Comments 2
Shares 3



Kinsmen Santa Clause Parade

Reach 980
Likes 20
Comments 0
Shares 5

MEMBER COMMUNICATIONS 2023



- Email Marketing: monthly newsletter
- 2-3 additional emails per month
- Meet new members/businesses - introduce on social media
- Face-to-face introductions
- Work closely with BIA Beautification Committee and Holiday Committee, and Town of St. Marys for getting information to members
- Created Private FB Members Page



DOWNTOWN ST. MARYS BIA BEAUTIFICATION 2023



BEAUTIFICATION OVERVIEW 2023

- 25% rebate back to shop/building owners for spring and summer flowers outside their storefronts
- Fall-themed packages through the downtown
- Facade installed to conceal the now empty Baseball Hall of Fame office (aka “selfie station”)
- Disguised the look of empty storefronts on Queen St with Fall and Christmas-themed decor
- Decor pots on Queen St out right through until after the holidays
- Provided holiday wreaths + ribbon to each business downtown
- Decorated bridge with holiday garland
- Contribution to Town’s pots and flowers

SPRING/SUMMER 2023

- Contribution to Town's pots and flowers
- 25% rebate back to shop/building owners for flowers outside their storefronts
- Shop owners encouraged to provide decor with moderate success of 17 participants
- Total spend for this initiative approximately \$800



FALL 2023

- Thanks to Public Works Dept and mild fall weather the pots stayed out on Queen St.
- Fall-themed street decor included hay bales, pumpkins, corn stalks
- Cost approximately \$30000
- Capitalizing on the small town charm, remained an inviting draw for tourists and locals



WINTER 2023

- Wreaths + ribbon provided to each business
- Bridge adorned with garland
- Shooting stars lights installed
- Planter pots filled with holiday decor to end of holiday season
- Selfie-station decked out for holiday season



SELFIE-STATION 2023



- A facade installed to conceal the now empty Baseball Hall of Fame office
- This "selfie station" is a fun opportunity for tourists and locals to post themselves on social media and tag Downtown St. Marys
- Decorated seasonally
- One time installation cost was approximately \$1500

THANK YOU

We thank all those that helped with watering of the fall decor! It really helped keep everything looking fabulous.

Anyone that would be willing to help this year, please reach out - we welcome any and all helpers!

(Looking into self-watering pots)





Downtown St. Marys
BIA AGM
Annual General Meeting

2024
What's To Come



2024 BUDGET

REVENUE

- Levy \$45,000 and HST rebates \$9,000

\$54,000

PROPOSED SPEND: Beautification

- Hanging baskets (2023-\$5000)
- Flags
- Streetscape -Spring/Fall/Holiday (2023-\$7,580)
- Other beautification ideas

\$17,500

2024 BUDGET continued

PROPOSED SPEND: Marketing & Communications

- Personnel designated to producing socials on FB and IG, attending events for promotional purposes
- Newsletter to BIA members
- Creating engagement opportunities for business owners
- Implement branding project
- BIA Facebook page
- Member education in marketing/communication
- Email
- Liaison to Board members

\$20,000

2024 BUDGET continued

PROPOSED SPEND: Sponsorship / Partnerships

- Heritage (2023-\$2,500)
- Christmas Parade (2023-\$1,000)
- Poetry, Pride, others

PROPOSED SPEND: Events

- Spring
- Hallowe'en
- Christmas (2023-\$2761 and \$3488 greenery)

\$8,500

2024 BUDGET continued

PROPOSED SPEND: Operations

- OBIAA (2023 \$275)
- AGM /Social (2023- \$503)
- Office Supplies
- Audit (2023-\$960)
- Internet (2023 \$360)
- Print Publications and Advertising
- Other

\$4,700

PROPOSED TOTAL: \$50,700

WHAT'S COMING 2024

- Self-Watering Planters
- New Downtown St. Marys BIA Branding
- Public Art Implementation
- New Smaller Events (like Earth Day in April)
- New Christmas Lights



BIA BOARD

- Chair: Megan Feeney
- Vice-Chair: Alexandra Pritchard O'Shea
- Treasurer: Sue Griffiths
- Council Representative: Councillor Brogan Aylward
- Lisa Fewster
- Jan Scott
- Daniel Troyer
- Claire Chapple (2023)

THANK YOU FROM US!

Revenue	
Levy \$45,000 and HST rebates \$9,000	\$54,000
Proposed Spend	
Beautification <ul style="list-style-type: none"> • Hanging baskets (2023-\$5000) • Flags • Streetscape -Spring/Fall/Holiday (2023-\$7,580) • Other beautification ideas 	Marketing and Communication <ul style="list-style-type: none"> • Personnel designated to producing socials on FB and IG, attending events for promotional purposes • Newsletter to BIA members • Creating engagement opportunities for business owners • Implement branding project • BIA Facebook page • Member education in marketing/communication • Email • Liaison to Board members
\$17,500	\$20,000
Sponsorship / Partnerships <ul style="list-style-type: none"> • Heritage (2023-\$2,500) • Christmas Parade (2023-\$1,000) • Poetry, Pride, others Events <ul style="list-style-type: none"> • Spring • Hallowe'en • Christmas (2023-\$2761 and \$3488 greenery) 	BIA Operations <ul style="list-style-type: none"> • OBIAA (2023 \$275) • AGM /Social (2023- \$503) • Office Supplies • Audit (2023-\$960) • Internet (2023 \$360) • Print Publications and Advertising • Other
\$8,500	\$4,700
	\$50,700
Long range Projects from Reserve <ul style="list-style-type: none"> • Branding • Self-watering Planters • New Christmas lights 	