

AGENDA

St. Marys Business Improvement Area Board

Monday, October 6, 2025, 6:00 PM

Municipal Operations Centre
408 James St. S., St. Marys, ON

This meeting is live streamed on the [Town's YouTube page](#)

1. CALL TO ORDER

2. DECLARATIONS OF PECUNIARY INTEREST

3. AMENDMENTS AND APPROVAL OF AGENDA

THAT the October 6, 2025 St. Marys Business Improvement Area Board meeting agenda be approved as presented.

4. ACCEPTANCE OF MINUTES

THAT the September 8, 2025 St. Marys Business Improvement Area Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

[09 08 2025 BIA Minutes.docx](#)

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5. TREASURER'S REPORT

THAT _____ be appointed the Business Improvement Area Treasurer effective October 6, 2026 until the end of this Board's term (November 2026).

6. CORRESPONDENCE

6.1. Quilt Canada - Funding Support Request

THAT the correspondence from Quilt Canada regarding a funding request for marketing support be received.

[Funding Proposal for Marketing Support at Quilt Canada 2025.pdf](#)

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7. COUNCIL REPORT

7.1. Council Report

THAT the Council monthly report be received.

[Council Report](#)

(Page 10)

8. OTHER BUSINESS

8.1. Marketing and Social Media Report - S. Bradford

1. THAT the marketing report be received.

2. THAT the Board approve procurement of Facebook advertisement for no more than \$_____ from the marketing budget.

3. THAT the Board approve procurement of lighting and decor as planned by the Merchants Open House / Christmas Working Group for no more than \$_____ from the Christmas budget.

4. THAT the Board approve procurement of production of postcards highlighting extended hours for downtown merchants in the winter months for no more than \$_____ from the _____ budget.

[Marketing Report Oct \(1\).pdf](#)

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8.2. Light It Up 2025

October 16th - support people with disabilities in the community

8.3. Beautification Report

1. THAT the St. Marys Business Improvement Area Board approve the allocation of \$____(15,000 to 20,000)_____ from the BIA reserve for the purchase of self-watering pots which will be installed in 2026.

2. THAT the St. Marys Business Improvement Area Board support the utilization of talent by Heather Poechman and Liz Emirzian for the downtown street banner proposal; and

THAT the Board financially contribute in a 50/50 partnership with the Town up to \$_____ funded from the beautification budget.

[Downtown Street Banners 2026.docx](#)

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9. UPCOMING MEETINGS

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

10. ADJOURNMENT

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

MINUTES
St. Marys Business Improvement Area Committee
Regular Meeting

September 8, 2025
6:00pm
Municipal Operations Centre

Committee Present: Councillor Aylward
Megan Feeney
Lisa Fewster
Alexandra Pritchard O'Shea
Jan Scott
Dan Troyer
Angela MacPherson
Staff Present: Kelly Deeks Johnson, Tourism & Economic Development Manager
Jenna McCartney, Clerk
Sarah Bradford, Social Media and Marketing Coordinator
Sue Griffiths, Staff

1. CALL TO ORDER

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

2. DECLARATIONS OF PECUNIARY INTEREST

None.

3. AMENDMENTS AND APPROVAL OF AGENDA

Moved By Jan Scott

Seconded By Lisa Fewster

THAT the September 8, 2025 St. Marys Business Improvement Area Board meeting agenda be approved as presented.

CARRIED

4. ACCEPTANCE OF MINUTES

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the following St. Marys Business Improvement Area Board meeting minutes be approved: July 7, 2025 and August 18, 2025.

CARRIED

5. DELEGATIONS

5.1. Stratford Walking Tours – Lauri Leduc

Lauri presented an overview of her business concept for ghost tours in St. Marys.

5.2. Heritage Festival Debrief (2025)

Kelly Deeks Johnson presented an overview of the 2025 Heritage Festival.

Moved By Jan Scott

Seconded By Angela MacPherson

THAT COR 26-2025 Heritage Festival Debrief report is received; and

THAT the Business Improvement Area Board support the staff recommendation to review the Stonetown Heritage Festival event and to explore further collaboration with local partners for Summerfest.

CARRIED

6. CORRESPONDENCE

6.1. Daytripping Request

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the St. Marys Business Improvement Area Board does not support the advertising initiative through Daytripping for the 2025 Merchants Christmas Weekend.

CARRIED

6.2. Verbal Feedback about BIA

Megan Feeney shared feedback that she has received from some members, they appreciate more personal delivery of information and not as much on a digital newsletter.

The Board discussed alternative ways to deliver information to all of the membership.

7. TREASURER'S REPORT

Moved By Jan Scott

Seconded By Lisa Fewster

THAT the August Treasurer's report be received.

CARRIED

8. REPORTS

8.1. September Council Monthly Report to the BIA

Moved By Lisa Fewster

Seconded By Dan Troyer

THAT the Council monthly report be received.

CARRIED

8.2. Halloween Event - J. Scott

The event will be held on Saturday, October 25, 2025 with an update to the timing. Communication will be shared with the membership.

8.3. Giving Tuesday 2025

8.4. Utility Box Wraps

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the Business Improvement Area Board allocations \$10,000 for the completion of 4 more utility box wraps.

CARRIED

8.5. Unveiling of Utility Boxes

A tentative event date of October 25, 2025 has been set with some follow up required of the artists. More details to follow.

8.6. Marketing and Communication - S. Bradford

Moved By Dan Troyer

Seconded By Jan Scott

THAT the marketing and communication report be received.

CARRIED

8.7. Beautification Report – L. Fewster

The Working Group has been working towards two fall décor areas this year; at the selfie station and at the former Buck or Two business. The street pots will not be left out this year.

The Town has approved the placement of poppies on the Church Street bridge in honour of Remembrance Day. Lisa will have additional poppies available at her store for pick up.

9. UPCOMING MEETINGS

October 6, 2025 - 6:00pm, Municipal Operations Centre

10. ADJOURNMENT

Moved By Councillor Aylward

Seconded By Dan Troyer

THAT this meeting of the St. Marys Business Improvement Area Board be adjourned at 7:55pm.

CARRIED

Chair

Committee Secretary

Funding Proposal for Marketing Support at Quilt Canada 2025

Submitted by: Piecemakers Marketing Committee

Date: 01Oct25

Event: 2026 Piecemakers Quilt Show

Marketing Opportunity: Quilt Canada 2025

1. Purpose and Community Benefit

The Event Committee is seeking funding support to support marketing efforts for the upcoming **2026 Piecemakers Quilt Show** during **Quilt Canada 2025**. The goal was to **raise awareness** of the 2026 show and to promote **St. Marys** as a vibrant, welcoming destination for visitors.

Participation in Quilt Canada allowed us to position St. Marys on a national stage, strengthening tourism visibility, building interest in future visits, and encouraging economic activity that benefits local businesses, accommodations, and services.

2. Audience Reach and Engagement

Quilt Canada 2025 brought together **over 7,500 quilters from across Canada** for an immersive multi-day experience, including:

- Hands-on workshops and expert-led lectures
- National Juried Show featuring award-winning quilts
- Exhibitor booths and industry showcases
- Ample opportunities for networking and social connection

This highly engaged audience of creative individuals represents a perfect match for our goals—many of them travel regularly for quilt shows, workshops, and tourism experiences. Our presence at Quilt Canada allowed us to connect directly with these visitors, many of whom are actively planning future travel.

3. Funding Request

We respectfully request a contribution of **\$500** to support the **pipe and drape costs** for our **30-foot booth** at Quilt Canada. The pipe and drape ensured that:

- **59 quilts** from our **two local guilds** were displayed **professionally and attractively**, drawing positive attention.
- The **Town of St. Marys** was well represented through visual materials and printed brochures—all of which were distributed.

- Local volunteers engaged with visitors at the booth, promoting not only the **2026 Piecemakers Quilt Show**, but also sharing personal recommendations on where to **eat, stay, and shop** in St. Marys.

Your contribution would directly support these impactful efforts to drive interest and future visitation.

4. Community Involvement and Town Promotion

This initiative was **community-led**, with numerous volunteers from our local quilting guilds donating their time to represent both the show and our town. The Town of St. Marys also contributed through the provision of **popup banners and brochures**, further reinforcing the message that our town is ready to welcome visitors.

5. Conclusion

Quilt Canada 2025 was a unique and valuable opportunity to promote **St. Marys** through cultural engagement, tourism marketing, and the enthusiastic support of our quilting community. Your support will help us build on this momentum as we prepare to welcome visitors for the **2026 Piecemakers Quilt Show**.

Thank you for considering this proposal. We would be happy to provide additional information or meet to discuss this further.

Contact: Darlene Rogers

Email: {redacted}



MONTHLY REPORT

To: Chair and Members of the Board
From: Councillor Aylward
Date of Meeting: 6 October 2025

TITLE

Council Report

RECOMMENDATION

THAT the Council monthly report be received.

HIGHLIGHTS

This report provides the BIA with an update regarding changes to the Blue Box Recycling program and the ongoing timeline.

Regular Council – February 11, 2025

8.3.2 PW 02-2025 Remnant Recycling Fees

During the February 11 Regular Council meeting, Council received a report with information regarding costs that are being incurred by the Town to service 119 IC&I properties with recycling even though they are not eligible for Producer Responsible Organization (PRO) funding. Staff sought direction from Council regarding how to best manage or recover these costs (called remnant recycling fees) following the transition of residential recycling fees to Producer Responsible Organizations earlier in 2024.

Historically, the Town of St. Marys provided curbside recycling services to any property who produced volumes suitable for inclusion and use of the curbside wheelie bin(s). As the curbside program unfolded and grew, Industrial, Commercial and Institutional (IC&I) properties entered the program as deemed appropriate. Over time, approximately 119 IC&I properties were permitted to use the Town's curbside collection program through Bluewater Recycling Association (BRA).

However, in April 2024, curbside collection of recyclables transitioned away from municipalities to a PRO. While BRA continues to provide the collection of curbside recyclables within the Town through an agreement with PROs, funding has been reduced to exclude IC&I properties which has resulted in costs being incurred by the Town (referred to as remnant fees). Remnant recycling fees for continued service are being incurred by the Town estimated at \$17,850.00 per year. These fees are continuing to be funded through waste management fees and the recycling systems Operations and Maintenance budgets.

Council chose to table this report due to a lack of clarity on impacted properties and requested staff to report back.

8.3.2 PW 02-2025 Remnant Recycling Fees Motion

Resolution 2025-02-11-08

Moved By Councillor Luna

Seconded By Councillor Edney

THAT Council table staff report PW 02-2025 Remnant Recycling Fee until staff can report back on impacted IC&I properties that are not eligible for the PRO program.

CARRIED

Regular Council – August 26, 2025

Public Works Monthly Report:

Regarding changes to the Blue box Recycling Program:

Town staff have met with Bluewater Recycling Association for updated information related to service delivery and impacts to non-eligible properties as of January 1, 2026. At this time, the MECP has proposed additional amendments to the Blue Box Regulation related to curbside collection, with impacts that are unlikely to be fully known until later in the fall. At this time, 237 curbside recycling bins are in service that remain ineligible for PRO funded service that will have a financial impact to the Town. This is currently estimated to be between \$16,500-\$40,000 annually (2026 dollars). A future report will be presented to Council on how to manage these funds moving forward once any regulatory amendments are better known.

Regular Council – September 9th, 2025

7.3. Bluewater Recycling Agency re: Feedback on Proposed Amendments

September 2, 2025

Dear Local Member of Provincial Parliament

Subject: Feedback on Proposed Amendments to the Resource Recovery & Circular Economy Act

On behalf of the Bluewater Recycling Association and our member municipalities, I am writing to provide feedback on the proposed amendments to the Resource Recovery & Circular Economy Act (RRCEA), particularly regarding maintaining collection services for small businesses and other non-eligible sources.

We recognize that with these proposed amendments, the government is seeking to address the cost pressures producers have raised, as well as some concerns small businesses have expressed towards the continuation of recycling services. While we appreciate these efforts, we feel the current proposal does not fully reflect the realities faced by municipalities, service providers, and the small businesses and residents who rely on these programs.

Our mission remains to deliver cost-effective and sustainable waste management solutions that support the public good. We remain committed to helping build a competitive, efficient, and innovative recycling system that benefits all Ontarians. To that end, we respectfully urge the government to consider the following points:

Maintaining Service for Small Businesses and Community Facilities

We strongly believe it is essential to maintain collection for small businesses and community facilities to ensure continuity of service without undue cost increases. There must be a balance between fair market procurement practices and minimizing disruption for service contracts already in place. The grandfathering of existing services—particularly in rural areas—should be considered.

Municipalities like ours have already expanded recycling service beyond traditional “main street” business areas. Excluding these customers now risks fragmenting the system, creating confusion, increasing municipal costs, and potentially sending more recyclable material to landfill. We recommend that all currently serviced, non-eligible properties remain in the system until an integrated alternative is available.

Specific Concerns with the Current Circular Material Proposal

In addition to the general issues above, I want to share candid feedback on several aspects of the draft proposal provided by Circular Materials:

- **2% ICI Limit:** The proposed cap of 2% ICI stops per route does not align with what we see in practice. Most municipalities currently serve between 3–8% ICI stops. A 2% cap appears arbitrary and would cut out the majority of existing stops. This restriction risks destabilizing service in many communities.
- **Downtown Core Apartments:** Clarification is needed on how recycling will be managed for apartments located above commercial units. Today, these residents often share a front-end bin with the business below. Under the new rules, co-collection requires a 95-gallon cart, which presents challenges:
 - These bins are located on commercial property, and if businesses are excluded, they may request removal.
 - Apartments generally cannot use wheelie bins due to lack of storage and lack of space for placement on collection day.

This gap in the proposal will leave many downtown residents without a viable recycling option.

- **Quantity of Material:** Restricting ICI generators to a single 95-gallon cart is too limiting, particularly given the expanded Blue Box program starting in 2026. At a minimum, increasing the limit to two carts would provide small businesses with a reasonable solution to manage their Recyclables.

Closing Comments

While we recognize and value the work that has gone into these proposals, the framework as presented feels incomplete and impractical in several respects. The issues raised by municipalities and service providers during consultations highlight the need for a more balanced approach—one that safeguards service for small businesses, community facilities, and rural Ontarians, while ensuring the long-term success of Ontario's EPR system.

We would welcome the opportunity to meet with you to further discuss these issues and to work together on solutions that meet the needs of both producers and communities.

Thank you for your attention to this matter and for your continued support of the waste diversion and recycling goals that benefit all Ontarians.

Sincerely,
Michelle Courtney
President & CEO
Bluewater Recycling Association

Regular Council – September 9, 2025 Motion

7.3. Bluewater Recycling Agency re: Feedback on Proposed Amendments

Resolution 2025-09-09-07

Moved By: Councillor Craigmile

Seconded By: Councillor Aylward

THAT the correspondence from the Bluewater Recycling Association regarding feedback on the proposed amendments to the Resource Recovery and Circular Economy Act be received; and
THAT Council's support be acknowledged and directed to MPP Matthew Rae.

CARRIED

OCTOBER MARKETING REPORT

SOCIAL MEDIA SEPTEMBER HIGHLIGHTS

- Old train station repost
- Pūrpour Refillery feature
- SAVE-THE-DATE Halloween
- Ghost Tours
- Savour & Sip
- Downtown Lucid Musings image
- Library Book Sale
- Riverwalk Commons event
- Hike feature
- National Day Truth & Reconciliation flag + events x2
- Halloween Facebook Event
- Merchants' Open House Facebook Event
- IG Highlights change
- Feature Images change

SOCIAL MEDIA OCTOBER PLAN

- Map
- Public art artist features
- STD: Merchants' Open House
- Halloween event x 2
- Thanksgiving ideas
- Welcome to Fall features
- New biz feature: Photography
- New-ish biz feature: Photography
- New biz feature: Jewellery
- Connie Wilhelm feature
- MOH FB Ads

NEWSLETTERS & EBLASTS

SEPTEMBER #1 EBLAST

- Board Meeting Agenda
- Welcome new businesses
- Purpour feature
- St. Marys Map
- Free webinars
- ROD funding

SEPTEMBER #2 EBLAST

- Halloween event features
- Merchants' Open House event feature
- Upcoming tournaments & PRC events
- AI Summit

OCTOBER EBLASTS (Coming Soon)

- Halloween
- Merchants' Open House reminder
- Free webinars
- Poppies
- Giving Tuesday
- Farewell to Sue Griffiths

FALL PRINT NEWSLETTER (see attached)

- Board Meeting Info
- Save the date MOH + Postcard Info
- Halloween w Decal Info
- Public Art Project update
- Giving Tuesday
- Upcoming PRC Tournaments & Events



WHAT'S HAPPENING: FALL 2025



downtownstmarysbia



@downtownstmarys



info@downtownstmarys.com



Welcome to our print newsletter!

If you would like to continue receiving a print copy please email us at info@downtownstmarys.com or leave us a note in an envelope labelled BIA at Town Hall, Mon-Fri, 8:30-4:30 PM.

GIVING TUESDAY: DEC 2

St. Marys Gives 2025
Won't You Be My Neighbour?
Giving Tuesday is coming Dec. 2!

While it may be just one day in 365, the spirit of giving lasts year round - in fact there are 52 Giving Tuesdays every year! Late in the year there are so many calls for donations and help - not everyone can participate on Giving Tuesday itself. But we know there are lots of giving activities going on and we want to "Catch You Giving!"
In the build-up to Giving Tuesday, please share events & initiatives you (businesses, organizations & individuals) you are working on - even if they don't happen on Giving Tuesday. Your stories will inspire & encourage others to do something fabulous.
Have questions or need ideas? Please email us! We can't wait to "Catch You Giving!"

GIVING TUESDAY **DEC 2**

For more information contact pluckerjohnson@gmail.com | www.givingtuesday.ca

BOARD MEETINGS

Join us monthly (often 2nd Monday) for our BIA Board Meetings. Attend in person at the Municipal Operations Centre (408 James St. S) or join us on the Town of St. Marys YouTube channel. Our monthly agenda is available through our digital newsletter or search townofstmarys.com.



Saturday, October 25, 2025

Our annual Scaretacular St. Marys is creeping up fast! From 10:00 AM – 12:00 PM, costumed trick-or-treaters will be downtown, collecting candy from participating businesses. This event draws hundreds of children and families to our downtown and is always a highlight of the fall season.

PARTICIPATE IN TRICK OR TREATING

- Please have candy ready to hand out from 10:00 AM to 12:00 PM
- Place a Trick-or-Treating window decal in your storefront to show you're participating.
- Email us for a printable decal.



Help us spread the word by sharing our FB event page!

Other Halloween Happenings

Sept/Oct: Spirit of St. Marys Ghost Walk stratfordwalkingtours.ca
8:00 AM: Farmer's Market at Dunnell Field
12:00 PM: Howl-o-Ween Pet Parade & Costume Contest
2:00 PM: Cemetery Walking Tours
2:00 PM: St. Marys Community Players "Hilda's Yard"





2025-2026 Tournament Schedule

September 26-28	SMMHA Preseason Showdown
November 7-8	Stratford Silverstick
November 14-16	Stratford Aces
November 23	Lakers Day
December 12-14	St Marys Ringette
January 16-18	SMMHA Stonetown Classic
February 6-8	SMMHA Rock Cup
March 27-29	WOGHL U9 (SMMHA)
April 3-4	NBC
May 2-3	Northern Star Skating Showcase

Upcoming Events PRC

September 27, 2025	Fall Scrap-a-thon
October 17, 2025	Recreation Fair
November 1, 2025	Sports Wall Of Fame Unveiling
November 14, 2025	Craft Show
December 7, 2025	To St. Marys with Love
March 28, 2026	Scrapbooking Garage Sale
April 11, 2026	Spring Scrap-a-thon
April 23-25, 2026	Piecemakers Quilt Show

Public Art Project

Our Public Art Utility Project Part One is now complete. Downtown is now even more beautiful. Future projects to come.



November 21, 22 & 23, 2025

Our annual event will be here before you know it—and our festive Who-Ville theme returns to bring a little magic and fun to downtown over the holidays.

FRIDAY EVENING

The Christmas Parade and Lighting of the Lights at Milt Dunnell Field draw huge crowds downtown. This is an excellent opportunity to invite parade-goers into your shop for a hot drink, treat, or early holiday shopping.

*Optional Participation: You decide whether to stay open—we'll help promote your extended hours if you do.

SATURDAY & SUNDAY

To keep visitors engaged and moving through downtown all weekend, the BIA is providing:

- Horse-drawn carriage rides (Sat & Sun)
- A festive Who-Ville Selfie Station for visitors to share and tag downtown
- Santa & Mrs. Claus appearances (Sunday)
- The wandering Grinch creating buzz and photo ops all weekend

DEALS & OFFERINGS

Your participation—whether it's special hours, promotions, or simply a festive storefront—makes this weekend one of downtown's most magical traditions. Please share your plans and we will promote your offerings, as well.



Help us spread the word by sharing our FB event page!

Postcards for customers may be picked up from Lisa at The Wine Lab, or let us know and we'll deliver a bundle.

Downtown Street Banners – Summer season

Banner program schedule:

- February 1 (tentative date) – Festive lights come down and BIA red banners go up
- June 1 – Pride banners
- July 1 – town/BIA decorative banners
- October 1 – Legion Banners
- November 12 – Festive lights

Concept for next design:

Utilize the talent of the two artists who created the hydro box wraps. Both artists incorporated natural elements of St. Marys to generate interest and colour through their work.

Liz and Heather will work together in collaboration to each create two banner concepts providing four unique banners to be hung downtown.

The Town of St. Marys tourism and economic development department and the BIA will share the cost of design and printing.

The banners will be more widespread than previous with adding banners to the Queen Street bridge, Church Street bridge and the Queen Street block to Peel Street.

The two artists behind the hydro box wraps will collaborate to design four unique banners featuring St. Marys' natural elements. Liz and Heather will each create two concepts. The Town's tourism and economic development department and the BIA will jointly fund the design and printing. This year, banners will be more widely displayed, including on the Queen Street bridge, Church Street bridge, and along Queen Street to Peel Street.

Costs:

Artists – Heather Poechman and Liz Emirzian

We propose creating four banner designs in total, with each of us contributing two designs. The total cost for the project would be \$4,000, which breaks down to \$1,000 per banner. Each artist would receive \$2,000 for their work.

Printing – Tallman Promo

- \$63.32 ex HST for 30 units
- \$59.80 ex HST for 60 units
- Pole Banner Flags (Fabric Only)
- DESCRIPTION–600D Polyester Fabric
- Full Colour Custom Printed
- Double Sided Size: 24" Wide x 46" Height
- Hemmed Top & Bottom
- Pole Sleeves Grommets
- Customer Hardware Provided (Fabric Only)
- Delivery time: 10 business days from order and artwork approval

*62 - 4 are Pride banners

