

MINUTES
St. Marys Business Improvement Area Committee
Regular Meeting

October 6, 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

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 Lisa Fewster

Seconded By Jan Scott

THAT the October 6, 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 September 8, 2025 St. Marys Business Improvement Area Board meeting minutes be approved by the Board and signed by the Chair and the Secretary.

CARRIED

5. TREASURER'S REPORT

The Board acknowledged the recent resignation of Sue Griffiths and identified the new vacancy in the role of treasurer.

Moved By Lisa Fewster

Seconded By Jan Scott

THAT Dan Troyer be appointed the Business Improvement Area Treasurer effective October 6, 2025 until the end of this Board's term (November 2026).

CARRIED

6. CORRESPONDENCE

6.1. Quilt Canada – Funding Support Request

Moved By Jan Scott

Seconded By Lisa Fewster

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

THAT the BIA donates \$500 for the 2026 quilt show in St. Marys from the sponsorship budget line.

CARRIED

7. COUNCIL REPORT

7.1. Council Report

Moved By Dan Troyer

Seconded By Jan Scott

THAT the Council monthly report be received.

CARRIED

8. OTHER BUSINESS

8.1. Marketing and Social Media Report – S. Bradford

Moved By Jan Scott

Seconded By Councillor Aylward

THAT the marketing report be received.

CARRIED

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the Board approve procurement of Facebook advertisement for no more than \$500 from the marketing budget.

CARRIED

Moved By Jan Scott

Seconded By Lisa Fewster

THAT the Board approve procurement of lighting and decor as planned by the Merchants Open House / Christmas Working Group for no more than \$1,500 from the reserve fund.

CARRIED

Moved By Lisa Fewster

Seconded By Jan Scott

THAT the Board approve procurement of production of postcards highlighting extended hours for downtown merchants in the winter months for no more than \$250 from the marketing budget.

CARRIED

8.2. Light it Up 2025

The event takes place on October 16 in recognition of National Disability Employment Awareness Month.

8.3. Beautification Report

Moved By Jan Scott

Seconded By Lisa Fewster

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

CARRIED

Moved By Dan Troyer
Seconded By Lisa Fewster

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 \$3,000 funded from the reserve fund.

CARRIED

8.4. Hometown Take Over – L. Fewster

Lisa Fewster asked for an update from the staff liaison regarding a recent application to the HGTV Hometown Take Over television program.

9. UPCOMING MEETINGS

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

10. ADJOURNMENT

Moved By Lisa Fewster
Seconded By Dan Troyer

THAT this meeting of the St. Marys Business Improvement Area Board be adjourned at 7:30pm.

CARRIED

Chair

Committee Secretary