

St. Marys Business Improvement Area (BIA)



Board of Management Meeting
6:00 PM at Damen's
Thur June 2, 2011

Minutes

1. Call to order and confirmation of quorum and Chair's remarks
Present: Chair - Bill Chmura, Secretary - Charlie Hammond, Treasurer - Sue Hyatt Griffiths, Burt Damen, Carey Pope, Trevor Exner, Kate Stewart, Michael Buranyi
Regrets: Kelly Lyn Baird
2. Approval of the printed agenda Motion Trevor, Second Kate
Additions: Summer meeting discussion- Bill
3. Minutes of previous meetings
3.1 May 5, 2011 Motion: Sue, Second: Trevor, Passed
Errors and Omissions: None
4. Reports
 - a. Secretary - Charlie: No correspondence, a flyer on bike racks was passed on to Carey.
 - b. Treasurer - Sue gave a full a report:
 - i. Invoice for the planters has been paid
 - ii. Balance in account is \$26843.45
 - iii. Balance due from Town is approximately. \$36,000
 - c. Town Council –
 - i. Carey gave us an update on Council.
 - ii. Carey would like to see a 5 year plan on what the BIA plans to do. There was much discussion on the existing town plan which is on their web site. Much of the BIA capital projects are tied to when ever the town decides to do main street reconstruction. This has been put off for 2 years now.
 - iii. Garbage pickup in the downtown is still being discussed. Bill would like to see us direct a letter to Public Works asking what is being done.
 - iv. Interlock bricks have been installed in the old tree areas on Queen Street, Cement will be used on the side streets.
 - v. Carey has not started on bike racks. She is going to order in stainless steel.
 - vi. The trail project is bigger than she envisioned but it is still going ahead. She has made some presentations to local service clubs and has been well received.
 - vii. There is a ewaste project under way.
 - viii. No further progress on the town's new theme.
 - d. DMA Report - Sue

- i. There was huge support for the live window model idea of Carey's. Julie did a large part of the organizing. Rob Edney helped with buskers. The event was well promoted by radio, as well as in the Daytripper. There was traffic gridlock during the event. The event may be tried again with some modifications. It was very hot for the models in the direct sun.
 - ii. The bus ads in Stratford did not happen.
 - iii. There was a biker event that brought 300 riders to town.
 - iv. Story Telling Festival next event coming up.
 - v. Minutes are attached from last DMA meeting.
- e. Economic Development Committee - Michael
- i. Michael is working on bring IT companies to town he has created a list for the town to contact.
 - ii. The town is next gathering a list of Agria businesses to contact.
 - iii. He is creating a list of items that would attract Doctors to St. Marys.
 - iv. The town is creating a business friendly list of items and permits new businesses to town need to comply with.
 - v. Heritage Festival is getting a web site soon.
- f. Tourism - Kelly Lyn will send in a full report soon. See Attached.
5. Regular Updates
- a. Banner Program - Bill is putting up new banners for the faded ones. Trees are blocking lights on parts of the walkway. Carey will ask Public works to trim them.
 - b. Directional and Street Signs – No action yet on trail markers.
 - c. Recycling Units and Town benches:
 - i. Charlie will ask Public Works where we stand with the town to do garbage pickup downtown. We would like the town to do recycle bins as well as garbage.
 - d. Sidewalk- Planters have been planted.
- e. New Business: St. Marys Memorial Hospital Foundation request for support for Golf tournament and activities will be passed on to the DMA.
6. Outstanding bills to be paid: Approved
7. Next meeting July, 2011 if needed to be a BBQ at Sue's. Date to be announced.

NOTE LATE Additions: Email from Bill.

Tim Wolfe requested an additional 6 planters for the train station bridge and he asked Carey and I to approve the cost

We made an executive decision to approve - \$300

Bill asked this a motion to be added to the minutes – seconded by Carey. This will be retroactively approved at next meeting.

Second Note: From Charlie

Lorne Eedy on behalf of the Rotary Club has asked if we are interested in supporting the Heritage Calendar again next year. This will be voted on at next meeting of BIA.

Attachment 1

Community Development & Communications Manager – Kelly Lyn Baird
As of May 12, 2011

Information Centre

- numerous visitors seeking maps, information, train tickets, etc.
- significant increase in e-mail and telephone inquiries (for travel information)

Corporate Marketing Plan

- 2011 plan has been developed and we're now implementing the plan

PRC Marketing

- 2011 plan was reviewed with PRC staff on April 27th and begin to work plan
- I've also been asked to work with the ELC Manager to help market the facility and programs

VG

- 20,000 copies of the 2011 guide have been printed
- implementing the distribution plan will begin the week of May 16th
- in brief, they'll primarily be distributed to targeted areas (Ontario Travel Centres and Hotel & Visitor Centres) in London, KW, Cambridge + Stratford and area. Distribution will also include select consumer trade shows such as Ontario's West Coast swap and the Ottawa National Women's Show in early May. In addition to local and regional distribution, brochures will also be distributed to campgrounds, RV parks, and the UTCA. Something that we did last year (and will repeat this year) is hand-delivering small packages of brochures (+ other materials) to 110 bed & breakfasts in Stratford. It was well worth the effort.

Advertising & Promotions

- funds are very limited but select display ads will be considered for summer and fall

Media Relations

- developing story ideas to schlep to the media
- HF media release #1 (of 6) was issued last week
- Media alert announcing the DMA Kick-Off To Summer event was issued Friday, May 6 (since then, I've confirmed 2 media interviews – Mix 107.7fm 8:40am on May 16 and 8:10am on May 17 for CJCS)

Heritage Festival

July 8, 9 & 10

- all programming has been confirmed, developing content for website, media release #1 (of #6) issued week of May 2, assessing logistics, etc.
- fundraising efforts will begin very soon

Staff

- MB was away all last week attending Economic Development training (Level 1) at Uof W
- one summer student this year (my budget was reduced) and K. Matheson begins on May 16 (she and I will work together to complete primarily 'tourism-related' commitments)
- the BR&E contract was filled by Tori Smythe – studying Econ Development & Finances at Uof Guelph (she begins on May 16)
- because of the reduction in staffing, I've been spending some time scheduling and developing a list of commitments

Economic Development

- developing vacant building directory, develop package for realtors, info package for downtown merchants

- I've registered the BR&E Coordinator and I for formal BR&E training - May 30, 31 and June 1 in Stratford and conducted by OMAFRA

BR& E Training

Ride The County event (in partnership with the Perth County Visitors Association)

- we're an exhibitor, board member and participating in the event (May 27 and 28)

Bridal Show event - September 15th

- registration application has been created and distributed and posted on-line

- we're presently seeking exhibitors

Doors Open Ontario event - September 17th

- first coordination meeting was conducted in early May which included discussions about site selections, etc.

VIA Rail staff

- May scheduling, training,

Attachment 2

DMA Meeting

May 11, 2011

Kickoff to summer Merchants open house

Models can do what you want, Rob Edney is looking after Buskers

Radio ads on BX93 – Sunday

You can do sidewalk sales – lets take advantage of Social Media to promote this event

There will also be ads in the Journal and Independent

Lets Make it fun!

Kelly Lyn – Media Alerts have been issued

Interviews on CHYM FM, MIX FM

Town Facebook and Twitter pages

BIA Report

Bike racks are being installed at the Post Office, Town Hall, Coffee Culture, Dollar Store

The Stainless Steel ones were purchased for longevity, we will see how they work in terms of use and may get more

Planters – there will be black urns (20) in the garden areas which will sit on bricks that will level off those squares. Trees will receive mulch around them. The brick was bought when the quarry was redone in anticipation of this use.

On the side streets the gardens will be filled in with concrete.

Metal Banners – similar to other towns

We will be looking at these and what should be on them – maybe possibility of a contest

There will also be hanging planters.

Suggestion was made to see if we could get artist to window paint some of the vacant store windows with upcoming events

Updated coupon sheet – was decided to put a generic passport to savings out there so that each store when they are shown the passport will let the customer know what the savings are. Will be available shortly. We need to make the bus drivers feel really welcome – they have great influence!

Hospital Radiothon – please make donations directly – October 15th

Pyramid Centre Commitment – we still owe \$3400

We will be doing a Spaghetti dinner with Holy Name to help with their playground replacement

Will take place October 17th at Pyramid Centre

Downtown merchants will be encouraged to help

Downtown Merchants will also each have 10 tickets that they will buy to resell (or use themselves) to the dinner.

There are lots of volunteers needed for both supplies and help that night – if you know anyone who would be willing to donate any of the ingredients for Caesar salad, spaghetti and sauce or dessert please pass their name along to a committee member (Trevor Exner, Kara Stevens, Kathy Rutledge, Kathy McPhail, Kelly Lyn Baird, Mary VanDenBerge).

Next meeting July 6th to finalize Heritage Festival info.

Rotary Club of St. Marys 2012 Heritage Calendar

1. ALL net proceeds to the community.
2. 13 month calendar starts Dec 2011.
3. Free. The calendar is free AND full colour.

What do you get? Yes, a great local calendar but most important ... the BEST in visibility for your bucks in the area.

- Prime Bar on month header with your choice of month.
- Bottom Bar under 'your choice' month calendar.
- Credit in caption for 'your choice' month's picture.
- Your choice 2 (2)* month caption ear lug.
- Plus an additional 5 (7)* assorted monthly lugs. Therefore your name is in mind's eye for 2012 with 8 months featured.
- Plus 1 (08)* listing with phone number and web site along side of emergency/2013 calendar page in four colour.
- 4,000 free distributions with any additional calendars for purchase (marked as \$5.00 purchase).
- This calendar will be a must-look-at item in every St. Marys household ... or business. This is in direct competition to the free Milk Calendar and we can do it better!!!

* 8 spots representing 8 months plus caption, plus month feature plus 2012 calendar feature.