

St. Jacobs Business Improvement Area Board of Management Meeting Meeting Minutes

Tuesday, August 1, 2023

8:30 a.m.

Location - Online – GoogleMeet

Present: Michael Palmer, Nick Benninger, Graham Spence, Dan Vandermolen, Craig Miller, Phil Hipkiss, Edward Denyer, Jenna Deboer (Morris), Eric Schwindt - Council Ward 2, Erin Schmidt – Program Manager, Amanda Palmer – Marketing & Event Manager

Absent: Brittany Burgess, Leslie Kay, Lea Riddle-Pitre

1. Call Meeting to Order (8:42 am) Nick Benninger called the meeting to order.

2. Approval of the Agenda

Moved by Craig Miller

Seconded by Mike Palmer

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

July 4th, 2023 Board Meeting

Moved by Mike Palmer

Seconded by Craig Miller

That the St. Jacobs BIA Board of Management approves the minutes of July 4th, 2023, as circulated

....Carried

June 6th, 2023 Board Meeting

Moved by Mike Palmer

Seconded by Craig Miller

That the St. Jacobs BIA Board of Management approves the minutes of June 6th, 2023, as circulated

....Carried

4. New Business

Land Acknowledgement

Nick read the Land Acknowledgement as presented to the BIA by the Township of Woolwich at the March 1st board meeting.

Budget Update

Graham and Erin gave an update on the budget. Committee heads received and approved budget updates. All agreed on updates from the last meeting including grant updates. KPI updates - to be taken offline to solidify details and will include metrics for Member Engagement, Visitor Engagement and growth online/person and Budget Management.

Beautification Update

Phil - Fall corn stalks are now part of St. Jacobs Country Gardens agreement. Great feedback with the flower pots this year in relation to the pollinator program which is a collaboration with DJ Hanna/Butterflyway and St. Jacobs Country Garden.

Garbage - consultation with region on new garbage collection proposal - Phil to keep us updated on any changes. Future possibilities for green binning.

Events

Amanda gave an update on Events. Christmas in July - lots of great feedback especially Santa and Drums. The Events team is planning Scarecrow Social, Pumpkin Parade and Sparkles right now. Pumpkin Parade has partnered with Benjamin Tree farm for Pumpkins again this year.

Marketing

Amanda gave an update on Marketing. Christmas in July giveaway gained us 200 new followers on instagram. August is slower and will be hosting another giveaway towards the end of August. The summer promo video from a few years ago will be promoted this month. Sparkles bag stuffers were supplied to businesses on time for Christmas in July. Bag stuffers were split into two runs to see if we can attract more sponsorship before October.

Member Engagement Update

Dan gave an update on Member Engagement. Dropped flyers off in July with all upcoming events, contacts and requests for adding relevant employees to the email distribution list. Feedback was great and most members were happy and very positive. Dan mentioned he could do this on a regular basis such as a monthly newsletter. Erin mentioned to include physical surveys (not just online) to increase engagement.

Board Vacancy

Erin gave an update on the new board vacancy with Lea Riddle-Pitre closing Aug 6, 2023. Erin has an info package and system put in place by former Secretary Bob Wilbur to help recruit. Erin to reach out to see anyone interested and include on next membership email to notify there will be a General Board election for a board seat. Form for application will be sent out as per process from Township. Dan will do a walk around to see if there is any interest.

Grant Update

Erin has been successful in securing an Experience Ontario Grant for Sparkles.

Shed Storage Improvements

Erin gave an update on the Shed that was built by the township for the rink use. Would like to spend an afternoon making the space more usable (shelves/hooks) with volunteers from the BIA board. Erin to book some time in August.

Get Together For Jenna

Erin has planned a Maternity leave social for Jenna August 8 5-6pm

New Business

Craig updated the board that Bliss Artisan Boutique opening today (August 1). Owners Tracy and Dave mentioned they are interested in getting involved with BIA.

Break Ins/Vandalism:

Ed - Patron of Eco Cafe had theft of items from a car in front of Mill and wondered if anyone had security cameras. Graham mentioned that the Block 3 delivery van had its windows smashed in. Both incidents occurred in daylight during open hours. Dan mentioned an incident with someone video taping through the Living Fresh window. Police were called when the person got aggressive with the owner when she asked him to stop filming and leave. Mike updated that there has been a lot of community car break ins overnight in the surrounding subdivisions. There was a discussion around having a platform for membership to keep each other informed and watch out for each other. Amanda to clean up the Facebook group membership and rules, and post the recent safety concerns. Next newsletter to include this information as well.

5. Next Meeting

Sept 12, 2023 4:00pm - Location – Quarry

Member Social to follow at 6pm - Scarecrow Social at Three Sisters Cultural Centre

6. Meeting Adjourned 9:29

Mike Palmer motioned to adjourn.

Dan Vandermolen seconded.