

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

Tuesday, February 7, 2024

9am

Location - Quarry

Present: Dan Vandermolen, Brittany Burgess, Phil Hipkiss, Charise Bauman, Edward Denyer, Craig Miller, Erin Schmidt - Program Manager, Amanda Palmer – Marketing & Event Manager, Leslie Kay - Social Media Manager, Tristan Vogel (RTO4), Jim Ellerman (Region of Waterloo), Curtis Wagler (Stone Crock)

Absent: Graham Spence, Michael Palmer, Eric Schwindt, Derek Hughes

1. Call Meeting to Order (9:07am) Erin called the meeting to order.

Moved by Ed Denyer

Seconded by Craig Miller

2. Approval of the Agenda

Moved by Craig Miller

Seconded by Charise Bauman

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

Jan 10, 2024 Board Meeting

Moved by Dan Vandermolen

Seconded by Ed Denyer

That the St. Jacobs BIA Board of Management approves the minutes of Jan 10, 2024 as circulated.

....Carried

4. New Business

Land Acknowledgement

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

Waterloo Central Railway Input – Jim Ellerman (Guest)

Jim Ellerman from Region of Waterloo spoke about the Waterloo Central Railway (vintage restorative tourist train from Elmira to Waterloo/Northfield) and CN (overnight to Elmira) that operates on the King St. corridor which is owned by the region. Meeting held on September 21st for residents. Residents have environmental and tourist/parking concerns with the WCR and noise concerns about both the WCR and the CN.

Erin to circulate the slides from that September 21st presentation.

Region and Railway is looking for support from the Businesses. WCR says it brings tourists to the Village. WCR said they sold 22,000 tickets in 2023.

Erin says that hop on and off in St. Jacobs has not been consistently available.

Ed - support from train has not been there in the last few years. Question about providing pollution metrics? Does the train offset enough traffic into St. Jacobs?

Craig - Asked are people parking at market - answer yes, however the main parking is St. Jacobs

Dan - Suggested we need more info from WCR and a meeting should be held

Erin - agree with Dan and can WCR provide data/numbers that get off in St. Jacobs.

BIA is open to further discussions with head of WCR to discuss. Jim to help facilitate the meeting.

RTO4 St. Jacobs Project Update – Tristin Vogel (Guest)

Tristan provided an update on work from RTO4.

RTO4 is our regional tourism organization that provides support to Huron, Perth, Wellington and Waterloo Region. Tristan covers the areas of St. Jacobs, Elora, Bayfield

Tourism is changing and RTO4 is looking at it with a holistic view - profit and growth with an environmental lens.

Tristan presented the Resident Survey from September 2023.

159 responses

- responses made up approximately 10% of adult pop

- well distributed across age groups

- 42% have lived here over 21 plus years

- neighbourhood locations (grouped in 4 areas) also well distributed

Interesting to note that the question of what percentage tied household employment directly to tourism was that 86% answered 0% - 86 percent of residents are not seeing direct benefit of tourism in town

However, there was a strong positive view on tourism - feedback that restaurants benefit residents as well

Neighborhoods closer to downtown core had more negative answers on tourism.

Residents feedback skewed to not feeling tourism money benefiting them personally or benefiting an active lifestyle.

Parking/Signage/access to transportation/communication were recurring complaints.

There were several open ended questions - lots of answers that Tristan still needs to sort through and distribute.

The University of Waterloo 4th year advanced tourism class is visiting St. Jacobs Feb. 14th - 40 students for field trip to St. Jacobs for a workshop at Neruda and Stroll walk tour.

Tristan also presented Visitor Data gathered through geofence data (mobile phone data mining) for Stratford.

Visitor data provided: place of origin of visitor, pathway map (start and end of visit), duration of visit, indicate peak visit, first time visits. Very interesting and useful data for planning.

Tristan suggested we partner with RTO4 and the St. Jacobs Market to gather this information for our use.

St. Jacobs: Market/Village - 5 km radius

2 years of data for the cost of \$7200

RTO4 proposed the Village BIA and the Market invest \$1000 each and RTO4 can provide the balance (\$5000) and everyone gets all the data

All were in favour of this proposal.

Further discussion from BIA on using this data to provide guidance to businesses to maximize tourist experiences and the value/economic impact of events.

Budget Update – Graham / Erin

Erin circulated the final 2024 budget before the meeting to the board.

Motion to approve the 2024 budget by Ed Denyer

Second Craig Miller

All in favour - Mike Palmer via email in favour

Motion to approve staff bonus structure as outlined in the 2023 budget by Craig Miller

Second Ed Denyer

All in favour.

Beautification Update – Phil

Erin - flower program starting up soon March - will be in partnership with the St. Jacobs Country Gardens and Butterflyway again - providing the town with pollinator/native plant species.

Dan working on butterfly map and art installations - Erin budgeted some \$ for signage.

Events Update – Brittany

Erin - Family Day update - website has been updated and 6 microgrants have been approved (live music, hot chocolate, Elsa and Olaf)

First Events and Marketing meeting booked for February 21st.

Marketing Update – Mike

Erin updated the group on rethinking the large sponsorship programs and providing cost effective, smaller ways in which businesses can sponsor events using our social media, website and the physical assets we have.

Member Engagement Update – Dan

New committee for Member Engagement led by Dan and Charise. Information postcard is being developed to be distributed in town. Welcome package to be developed. Meeting to be scheduled by Erin.

AGM – Erin / Amanda

There is a conflict with several Board members for the AGM. And with Mike off sick there is a chance of not having quorum. Meeting will be moved to February 26.

Board Election – Erin

Erin - Board Election process will be presented at AGM - Application period closed by end of March and board nominate in April. Erin will also circulate instructions on how to apply to the empty board seat.

Skating Rink – Erin

The rink was half built by Graham and Erin. However, the warm weather is a problem in terms of timing to get it flooded by family day. Because of the slope we need to flood in ¼ inch increments so it takes many days to freeze a rink. Weather is not allowing enough cold days leading up to event. Will look at disassembling at this point.

OBIAA Conference - Erin

Erin updated the board on the yearly OBIAA conference April 28-May 1. We did not send anyone last year but we budgeted for one or two people to go this year. If any board members would like to go please contact Erin. <https://obiaa.com/conference/>

Tristan mentioned she could bring other local area BIA's together for an information sharing session. Erin and Tristan to work on this.

New Business

No updates

Other Business

Please see The Region of Waterloo bylaw exemptions and the relevant Ontario statute information around Retail Businesses and Statutory Holidays. Note Family Day has not been identified yet.

Region of Waterloo Bylaw: <https://www.regionofwaterloo.ca/en/regional-government/by-law-enforcement.aspx#Retail-Business-Holidays>

Under the Retail Business Holidays Act, the Region of Waterloo has provided the following exemptions:

St. Jacobs Village is permitted to open on:

Victoria Day

Canada Day

Labour Day

Thanksgiving Day

Easter Sunday

Ontario Statute

<https://www.ontario.ca/laws/statute/90r30>

“Prohibition

2 (1) No person carrying on a retail business in a retail business establishment shall,

(a) sell or offer for sale any goods or services therein by retail; or

(b) admit members of the public thereto,

on a holiday.

Onus on employees, etc.

(2) No person employed by or acting on behalf of a person carrying on a retail business in a retail business establishment shall,

(a) sell or offer for sale any goods or services therein by retail; or

(b) admit members of the public thereto,

on a holiday. R.S.O. 1990, c. R.30, s. 2.

Exemptions: small stores

3 (1) Section 2 does not apply in respect of the carrying on of a retail business on a holiday where, on that day,

(a) the only goods available for sale by retail in the retail business establishment are,

(i) foodstuffs,

(ii) tobacco or articles required for the use of tobacco,

(iii) antiques, or

(iv) handicrafts,

or any combination of them, or where the principal business is the sale of goods referred to in subclauses (i) to (iv), or any of them, by retail and no other goods are available for sale except as sundries; and

(b) the number of persons engaged in the service of the public in the establishment does not at any time exceed three; and

(c) the total area used for serving the public or for selling or displaying to the public in the establishment is less than 2,400 square feet. R.S.O. 1990, c. R.30, s. 3 (1).”

5. Next Meeting

Monday, March 11th , 2024 @ 4pm

6. Adjournment

Motion to Adjourn by Brittany Burgess, Second Craig Miller